



Online Marketing Specialist

About Adaptive Health

Adaptive Health owns many of the leading wellness and nutritional supplements on the market. These brands include Nugenix®, Beneflex®, Lumiday®, and Luminite®. Adaptive Health is also the owner of Instaflex®, the nation's top-selling joint support product in GNC stores.

Our innovative sales model combines a powerful direct response model with traditional retail presence that fully leverages the awareness created by the DR Media. We manage this hybrid business model with the help of our unique brand-management platform. This unique platform enables us to effectively manage vast direct response initiatives for our products, while also supporting an expanding retail presence.

About the Team

We're a closely-knit marketing team based in Charlotte, NC. Recently named as a Top 10 Fastest Growing City in the US - and the only one in the beautiful Atlantic Coast Region - Charlotte is becoming the new hotspot for professionals. Our office is located in extremely livable "uptown" Charlotte with great views of the city's expanding skyline, floor-to-ceiling windows, plenty of natural light, a stocked kitchen, ping pong table, and close proximity to lots of good food and entertainment - including easy walking distance to home games for the Carolina Panthers, Charlotte Hornets and Charlotte Knights.

Created by our founders just after graduating college as the type of environment in which they'd love to work, our dress code is casual, there aren't a bunch of meetings, levels or bureaucracy, and you'll enjoy that rare combination of professional support and autonomy at the same time. With a genuine belief in the importance of balancing success and fun, regular team events occur, ranging from afternoons at laser tag to office ping-pong matches to after-work social gatherings. Maybe best of all, you'd be part of a winning team on the cutting edge of what we do. After 9 years of growth, we are about to complete our best year ever, and we sincerely believe this is just the beginning.

About the Role

The Online Marketing Specialist position will research, develop, plan and execute successful ROI driven performance-based digital media acquisition campaigns across multiple brands. This involves integrated prospecting and re-targeting strategies to deliver allowable CPA. Online Marketing Specialist should have proven success buying this type of ROI focused acquisition media.

Responsibilities:

- Identify, test and scale successful new traffic sources.
- Generate analytics and tracking reports, using GA and internal data management platform



- Manage advertising compliance standards.
- Own and operate all steps of the digital ad operations process:
 - Overseeing text and display creative creation, split testing, and optimization.
 - Recommending landing page optimization.
 - Performance reporting.
 - Source level CPA optimizations to hit target CPA, LTV and MER targets.
- Carefully analyze media schedules to determine poor rotations, missed spots, and etc.
- Meet and exceed budgeted goals for, revenue/customers within CPA allowable by brand and media source and constantly seek alternative outlets for better results.
- Build and maintain positive relationships with various digital media vendors.
- Analyze data to evaluate campaign and strategy progress for company.
- Perform quality assurance processes on all campaign outlets to ensure proper working condition and regulatory compliance of all content.
- Work closely with internal teams (e.g. creative) and other media buying entities (SEM, Off-line, etc.) to achieve best overall results for the brands/company.
- Troubleshoots and reconciles media billing discrepancies.

Desired Skills and Experience:

- 3-5 years' experience acquiring customers in a performance based Direct Response digital media buying/planning. This must include specifically working with publishers/publisher platforms directly, not just through 3rd parties. Experience in a continuity/subscription model and/or nutritional supplements category a plus.
- Expertise in all forms of display: direct buy, working with DSPs, ad exchanges, ad servers and creative formats
- Experience in testing and optimizing display ad creative
- Experience setting up A/B split tests and Multi variant testing and optimizing landing pages for conversions
- Strong creative skills; has an eye for creating display creative and text ad copy that drives qualified traffic at a high CTR; able to brainstorm and create ad concepts and work with designers to bring it to life
- Organized, systematic, and able to identify and address issues
- Ability to manage expectations and prioritize initiatives based on potential gains and alignment with business goals
- Exceptional analytic and strategic thinking skills
- Experience with remarketing
- Have demonstrable work history of meeting and exceeding established CPA and Conversions targets
- Must have strong communication and interpersonal skills and the ability to establish, develop and maintain business relationships, particularly with publishers/vendors
- Exhibit flexibility; capable of adjusting to changing priorities



- Be resourceful and able to solve unstructured problems with little to no supervision in a fast paced, high stakes environment
- Demonstrates a strong ability to contribute to the business along with department staff members, managers, and establish collaborative relationships with peers
- Innovative and stays on the cutting edge of new technology and opportunities; leverages strong relationships with digital vendors to identify, develop and test new opportunities to yield significant new quality traffic sources.
- Think strategically and understand the purpose of every campaign.
- Accept responsibility & make decisions. We're a smaller team. It's on you.
- Demonstrate solid technical and negotiating skills

In the United States, Adaptive Health requires that applicants provide authorization and consent to a background check to continue in the selection process. All employment offers are contingent on meeting our background check standards. If hired, you will be required to provide documentation indicating your legal right to work in the U.S which may be verified through Direct Digital's participation in the E-Verify program.

As an Equal Opportunity employer, Adaptive Health provides an environment that promotes individual recognition and achievement. We recruit, hire, train, compensate and promote associates without regard to race, sex, color, religion, age, national origin, disability or protected veteran status.