



Paid Search Buyer

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 traditional retail presence with powerful direct response techniques. We manage this 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. Our office is located in uptown Charlotte with great views of the city 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.

Dress code is casual, team events regular, ping-pong matches are highly competitive, and after-work social gatherings occur often.

About the Role

Responsibilities:

- Develop and execute paid search campaign recommendations and optimizations in Google Adwords, Bing AdCenter, and other ad networks.
- Stay apprised of industry standards, new media programs/opportunities and can advise on new ways to reach targets
- Analyze web metrics, provides campaign effectiveness reports, and recommends optimizations when appropriate to improve media performance
- Research, identify, and evaluate new publishers, networks, and platforms, to buy traffic on a CPM, CPC, and CPA pricing basis
- Analyze your media buys and associated metrics on a daily basis to ensure profitability
- Optimize your media buys by adjusting ad creative and recommending funnel optimization, including (but not limited to), offer, rates, placements, day-parting, geo-targeting, etc. to ensure that CPA goals are met
- Works with Display Team to perform necessary administrative tasks, such as uploading new creative



Desired Skills and Experience:

- Minimum 2 years of experience with Paid Search media buying for consumer products
- Bachelor's degree (preferably in business, marketing, or a related field)
- Proficient with Google Analytics website software
- Experience using a wide range of networks and platforms to reach U.S. consumers
- Ability to analyze performance data and marketplace research and create actionable next steps
- Knowledge of web site conversion metrics, including CPM, CTR, CPC, CPL, CPA, CPI
- Experience setting up and monitoring advertising campaigns using ad tags or site-served creative a plus
- Experience using DSP, agency trading desks, or other forms of programmatic media buying a plus
- Experience using 3rd party ad serving / tracking / reporting systems a plus
- Excellent Communication and Interpersonal Skills
- Detail Oriented / Time Management Skills
- Ability to function well as a member of a team

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.