

A better way  
together

**IKANO**

## Audience Planner, London

As our Audience planner, you will strengthen our Commercial team at Ikano Insight. You will be part of Ikano, where we create possibilities for a better living by providing financial, insurance, real-estate, data analytics and retail solutions to the many people. We do it with different perspectives, natural curiosity and long-term focus. A unique chance for greater responsibility and future opportunities. Let's achieve great things together.

### Let's make a difference for the many people

As a CRM and data analytics agency, we offer a full range of services, from loyalty programme design and consultancy, technology & insight, through to campaign delivery. We are marketing people who understand data. We help clients understand their customers, and devise better strategies than their competitors to engage with them better. Our analytics team use state-of-the-art data processing and interrogation tools to extract insights from structured and unstructured data, across an ever-expanding array of data sources. We are a global, award-winning CRM agency.

A unique aspect to the integrated setup we create on behalf of our clients is the role of the Audience Planner. This role works with data of all kinds, from brand tracking to site path data, as well as with Ikano Insight's proprietary data platform, to ensure that true data-led insights power all of our strategic thinking.

The position will involve:

- Providing support to the wider team in development and delivery of actionable audience plans, backed by data-driven insight
- Identifying & clearly explaining insight across audience, category, media and platform behaviours.
- Feeding into the development of new data sources, tools and approaches
- Staying abreast of developments in the industry and communicating them as needed – be they within IKANO Group, among data partners, or the wider adtech/ martech ecosystem
- Over time, becoming a go-to point of contact for UK colleagues

### We offer you

Working in a small, efficient and competent team, the role offers a high degree of flexibility and freedom but also responsibility achieving joint goals and objectives. This position is more than what meets the eye. You will get the chance to push boundaries and influence your daily work. All as part of a caring and open culture where we live our values, work hard, have fun and operate with a long-term perspective. Because here opportunities arise and growth follows.

### Are you the one for Ikano?

To efficiently take on this position, we believe you need:

- 5+ years of experience within agencies
- A high level of proficiency in Microsoft Excel and PowerPoint
- Track record of working with diverse datasets, ideally with (but not limited to) a strong digital background.
- Ability to contribute effectively to multiple concurrent projects, working in teams in a fast-paced environment.

Your personal attributes are also important. As Audience Planner, you need to be an open-minded and result-driven team player with strong analytical skills and a sense of curiosity. You need to demonstrate proactivity and excellent organizational skills with the ability to prioritize and manage workload under pressure and meet deadlines.



Adding your ability to communicate openly and clearly at all levels of the organization and your willingness to develop, you have what it takes to take on this position.

### **Join us now – together we will find a better way**

Send your application to [recruitment@insight.ikano](mailto:recruitment@insight.ikano).

### **About us**

At Ikano, our vision is to create possibilities for better living. We are an international group of companies active within finance, insurance, production, real estate, data analytics and retail. Ikano Group was established in 1988 and is owned by the Kamprad family. Our mission is to simplify the many people's lives so they can focus on living. We constantly focus on delivering on our promise to be the fair and caring company who strives to simplify people's lives so they can focus on living. We do this by offering simple and meaningful solutions on fair terms.

Find out more about us on [group.ikano](http://group.ikano)