

To apply: Please [send your CV and a covering letter to careers@browsertobuyer.com](mailto:careers@browsertobuyer.com), telling us about your previous relevant experience and why this role interests you. **Please do not apply via LinkedIn.**

Browser Buyer

Senior data analyst - Conversion rate optimisation

Remote EUR - Full time - Permanent

Do you want to join a fast-growing specialist CRO agency in a key analytics role? Would you enjoy leading and implementing the data strategy for multiple sites across a wide variety of industries? Browser to Buyer has a great opportunity for an experienced analyst, in a role which reports directly into the CEO.

You'll be responsible for implementing the tracking, reporting and analysis across a variety of interesting clients, working with our team of consultants to get a deep understanding of users' behaviour on our clients' sites.

Do you enjoy creating custom dashboards using Big Query/Looker Studio/Google Sheets? Are you able to think critically about a specific aspects of a site's performance or an A/B test and work out what tracking and reporting you could use to answer it?

At Browser to Buyer you'll have the freedom and responsibility to determine our analytics toolset and strategy. We will give you time to continually think about each client's site, and ensure that the right metrics continue to be tracked and that reports are maintained so they are available when needed.

Join us at Browser to Buyer - we're all remotely located (and always have been); we encourage flexible working and offer a generous remuneration package.

The role:

- **Own and understand the reporting for all our clients.** You'll work with our consultants to ensure we're tracking the right things and apply critical assessment to what we track and where. You'll need to audit the current tracking and tagging in place for client sites,

work with consultants to recommend a tracking/measurement plan then implement this and set up reporting through GA/Sheets/Looker/BigQuery

- **Maintain and expand pre-existing automated BigQuery reports for A/B tests**
- **Suggest and set up dashboards for clients** based on discussions with consultants
- **Create ad-hoc reports, provide insight and report on specific test performance or aspects of a client's site's performance using BigQuery.** For instance, we may want you to answer the question e.g. "Where do users who don't convert at the last step of the funnel go to" by doing the appropriate analysis (knowing the client), writing up a bulleted summary, providing suitable data to support testing and discussing and explaining to the consultant if needed.
- **Responsible for owning and pushing forward our analytics toolset and strategy.** Work with our Head of Conversion to understand reporting needs across all clients and create new methods, reports and tracking across all our clients. For instance, create a standardised reporting set for top-level client metrics and maintain them so that they're available for consultants as/when needed.
- **Work with developers where needed to specify GTM integrations** which aren't possible/straightforward in GTM.

About you:

- You have an **excellent understanding of Google Analytics** (GA4) - both the structure/reporting model and the interface
- You are **very familiar with using BigQuery** to analyse GA4 data
- You have experience in creating **exports of BigQuery data in Google Sheets and Looker Studio**
- You have experience in **creating Looker Studio reports**
- You have an **excellent knowledge and ability with GTM**, particularly auditing existing setup and implementing new tracking (including using **custom JavaScript**)
- You have a **can-do attitude** - get creative and try to solve problems.
- Would be good to have experience with A/B testing
- Would be good to have some experience working across multiple clients/sites in different industries
- You have experience integrating client data (e.g. offline conversion data) with GA4 data (BigQuery) (not essential)

Benefits

Browser to Buyer is a friendly, positive and self-driven team. We really value great data analysis and this is a core reason why clients choose to work with us.

Some of the benefits you will enjoy when working for Browser to Buyer are:

- **Remote working** - work from anywhere in the UK/Europe. We have always been a fully remote business.
- **Flexible working hours** – we're looking for someone to work 8 hours each day Monday to Friday, between the hours of 8 and 6pm to suit you.
- **Generous company contributory pension scheme**
- **Choice of Windows or Mac laptop**
- **Professional and personal development** - through training courses and attending conferences
- **Budget for home working setup** – desk, chair etc

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We carry out all our recruitment in-house, so **AGENCIES**, don't call us, we'll call you. Any speculative CVs will not be bound by any terms and treated as a gift to us.