



# Web Analyst (m/w/d)

Immediate start | full-time | in Stuttgart

## WHO WE ARE:

We are internetstores – the leading specialist for bike and outdoor products in Europe. Founded in 2003, we are today among the biggest and most profitable e-commerce companies, with more than 40 online shops, more than 2 million page views per day and an unparalleled product selection. We are fahrrad.de, Bikester, Brügelmann, CAMPZ and Addnature and we have only one goal: offering our clients from 16 different countries every day quality products and latest trends for the best prices as well as an excellent shopping experience!

You want to be part of this success story and work behind the scenes of an international online retailer to promote our growth? Apply online - more than 550 colleagues in Stuttgart, Esslingen, Berlin, Lyon and Stockholm look forward to meeting you!

## WHAT YOUR RESPONSIBILITIES ARE:

- You are responsible for performance, web, and customer journey analyses
- You systematically monitor our web analysis tools and continuously develop them further
- You will accompany the implementation of new tools conceptually and implement them promptly in close coordination with our internal IT department
- You can use trends and analyses to proactively show our performance marketing the potential for optimization
- You will work closely with your colleagues from Commercial Analytics, our Data Warehouse team and Performance Marketing

## WHO WE ARE LOOKING FOR:

- You have 2-3 years of professional experience with online marketing and web analytic tools (e.g. Google Analytics, Google Tag Manager, Webtrekk)
- You have an excellent understanding of the relationships and influencing factors in e-commerce and experience in attribution modeling and the development of implementation concepts
- You have strong analytical as well as conceptual thinking skills
- Your open, fact-based communication makes you a respected contact at any time
- Your English is fluent, good German skills are useful but not mandatory

## WHAT TO EXPECT:

An exciting job in a fast growing company in the heart of Stuttgart. We offer you a job with responsibility and creative leeway, employee discounts on our full product range, bike leasing, corporate benefits and amazing, international colleagues in all departments.

## YOUR CONTACT:

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