



Online Marketing Specialist – On Site and Extended Web

About Us:

Invizi Ads is brand new and rapidly growing, global in-game ad network for online casual games from the founders of Games2win (G2W). G2W is funded by leading top tier investors such as Clearstone Venture Partners, Silicon Valley Bank and Nexus India Capital. G2W already owns and operates games2win.com – one of the top 50 global online gaming properties as per Comscore December 2008 data.

The founders of G2W Inc are Alok Kejriwal - serial entrepreneur See - ([google link](#));([linkedin link](#)), and Mahesh Khambadkone -an online gaming specialist See - [linkedin link](#)

What are Invizi Ads?

Very simple – they are dynamic in-game ads for Flash games, that can be served before games are played (pre-roll), in between levels (mid-rolls), and after the games end (post-roll).

‘Invizi’ is short for invisible. Why? We got inspired when we discovered that all our Flash games were being copied and pasted on other websites without our permission, so we placed invisible ad codes in our games that become visible when they moved out of our website. Given the sheer volume of our games, before we could spell Invizi, we had created a global in-game ad network.

Why Now ?

Flash gaming is now one of the most popular entertainment formats with 1 out of every 2.5 web users visiting a games website (As per recent Comscore data) At Games2win, we believe we will be capable of presenting a great opportunity for all four stake owners of the online casual gaming business:

- Game developers can insert Invizi ads in their games and set them to work when their games flow across the world and monetize them in return. (Also, if there are specific license deals, the ad can easily become invisible on select portals controlled by the game developer)
- Game Portal owners can now wrap their licensed games with Invizi ads, so that when they get scraped by outsiders, the Invizi ad can bring in more money for the Portal owner or traffic back to the original site

- Advertisers can very effectively start buying ‘in-game’ ad inventory and connect with target audiences using ad units that deliver very superior click thru rates (our standard is 3% - typical ads on the Internet receive 0.2% click thru’s)
- Consumers get served relevant ads basis their demographics and therefore enjoy free games forever

See an Invizi ad in action [here](#)

Current status of Invizi Ads (July 2009)

- Invizi ads reach over 15 million unique users in over 30 countries worldwide and are growing at the rate of 20% per month
- The network comprises over 200 games, across over 5000 websites, delivering about 120 million ad impressions a month.
- The leading markets we have traffic from are USA, Canada, Western and Eastern Europe and China.

What's the opportunity?

Position: We are seeking a **HIGHLY** motivated and results-driven marketing specialist who will thrive in a fast-paced environment in the emerging business of gaming-related advertising (in-game and on-portal). This is an excellent opportunity for a “roll up the sleeves” marketer to take their career to the next level.

The Candidate would understand the online gaming market and its’ various advertising incumbents, to create, execute, measure, analyze and optimizes marketing programs. The Candidate will collaborate with Product Teams, Data Analysis Teams, Campaign Management and other functions to create and deploy highly effective marketing programs, including email campaigns, outreach programs, blogs, co-marketing opportunities, online advertising and more. This position is both creative and analytical in nature. To be successful, you will have very strong written and verbal communication skills and a passion for innovative software and customer success. In this position, you will play a key role in identifying, developing and implementing awareness and acquisition strategies to directly impact the critical business metrics.

Based in – Mumbai, India

Experience – Someone who has been in the Internet content and or online advertising (ad agency, ad networks etc) business for the past 2 years at least. Past experience soliciting new business, preparing proposal and analyzing trends will be required. An understanding of the online internet space is a must.

Role & Responsibility:

- Quickly landscaping the online gaming business and understanding key players and movers and shakers – gaming portals, youth portals, as well as rates and selling guidelines for this kind of inventory
- Pitch the business to leading players in the eco system, demonstrate its value proposition, explain why Invizi ads and Games2win games, and create sound and concise contracts to capture business deals.
- Design, implement and manage marketing programs focusing on building awareness and customer acquisition.
- Understand, optimize and expand our ad delivery and targeting system.
- Manage weekly and monthly reporting and tracking, flagging issues for internal stakeholders and report metrics appropriately.
- Develop and manage metrics and budgets; understand and implement coding schemes for tracking purposes.
- Analyze and report program performance; provide results and recommendations for improvement and new programs.
- Effectively manage outside partnerships to maximize ROI on program investment.
- Leverage a "test, measure and refine" approach to constantly improve program results and increase the impact of marketing on revenue and profitability.
- Propose new marketing program ideas and then secure support from internal and external stakeholders to fund and execute these programs.
- Develop ad copy, landing pages, banner creatives and other marketing collateral.
- Create feature specification documents for changes to the website and other online projects.
- Provide support for other areas of marketing as needed.

Compensation – We would reward top talent with very competitive salaries as well as stock options in the business.

Growth Prospects - This is an ideal opportunity for someone who wants to be a part of the fast growing online casual gaming industry and play a hands-on role in scaling up a successful start up venture to a large business. The freedom to experiment, innovate and pioneer business ideas in the new exploding in-game advertising will be enormous. The candidate can look forward to setting self defined goals and milestones and actually operating the business like his/her start-up.

Contact – mahesh@games2win.com (Co-Founder)