



Audience Group expands Data Team with Head of Search and Data Planner Appointments

audience
data driven media

Brisbane, QLD – 3 April 2019 – Independent, full-service media agency Audience Group has appointed Robin Jensen, a digital marketer with more than a decade of experience spanning Southeast Asia, Latin America, the US and the UK, as its new Head of Search. Joining the data team as Data Planner is Ruby Rivera, a data analyst trained in statistical techniques.

“We are ramping up our search and planning capabilities in support of years of consistent growth and new client wins across a range of industry sectors,” said James McDonald, Director, Audience Group. “This will help us to better control and manage what we see as advertising’s systemic over investment and over reliance on paid search.”

In his new leadership role within Audience’s Data Science team, Jensen will be responsible for evolving the agency’s use of search in support of its audience-buying strategies.

“I’m impressed with how the Audience team is applying evidence based advertising, and the results they are achieving for their clients. I’m eager to develop and demonstrate how search strategies can be used within this approach,” said Jensen.

“Robin is a very senior and internationally experienced practitioner who will help us better understand how to build links between our clients’ various CRM systems, our data management platform (DMP) and Search to reduce any wasted or over invested media budget,” said McDonald.

Jenson has a track record of delivering results using performance-based digital marketing with a strong focus on paid search advertising, around the world and across verticals such as Travel, Education, Finance, Consumer & B2B. He co-founded a digital agency in Chile and ran it for five years, moved on to senior roles at Singapore-based digital agency NMPi, then provided digital and marketing guidance to The Travel Corporation and Codashop, the B2C ecommerce solution for Codapay.

“We have appointed Robin for his deep understanding of search, broad understanding of the programmatic landscape, and appreciation of business strategy and return on marketing investment (ROMI) through better attribution modelling,” said McDonald.

Rivera has previously held research and analytics roles with the Queensland University of Technology and the Queensland Performing Arts Centre followed by a couple of years in marketing roles at Credit Union Australia and Swift & Company Trade Group.

“At Audience Group, data insights about people and their behaviour inform development of the creative approach. The insights we draw from the data can impact how our clients communicate with their potential customers, so I can really contribute to our client’s campaigns by helping our team and our clients better understand the data,” said Rivera.

“We hired Ruby for more than her data wrangling and analytics skills. Her ability to present the data along with relevant insights and a story, really set her apart,” said McDonald.

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