



# Technical Web Tracking Expert (m/f/d)

## START DATE

As of now

## LOCATION

Bamberg

## CONTRACT TYPE

Full-time employee

## LEVEL

Professional/Experienced

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### Your tasks:

- You will be responsible for connecting and configuring our customers' web tracking systems to our platform in accordance with the target architecture.
- You are the interface to our internal agile development teams and support

### What you bring along:

- You have a degree in (business) informatics, IT management or a comparable qualification.
- You have in-depth knowledge of the integration of web tracking systems in

the integration of tracking events and error analyses.

- You will work closely with our clients' specialist departments to advise on tracking concepts and implement requirements in a targeted manner.
- You will be responsible for the quality assurance of tracking data, create documentation and ensure proper integration.
- You evaluate new tools and technologies in the field of web tracking and contribute to the further development of our tracking infrastructure.
- Together with the teams, you will define tracking strategies and create technical concepts for events and data layer structures.

e-commerce (e.g. Google Analytics 4, Matomo, Adobe Analytics).

- You have experience in connecting customer systems to central platforms using APIs, tag managers and server-side tracking.
- You are confident with tag management systems such as Google Tag Manager, including event configuration and data layer management.
- Ideally, you are familiar with consent management tools and understand data protection-compliant tracking (GDPR).
- You have experience in creating technical concepts for tracking implementations
- You communicate very well in German (at least B2) and English.

## What we offer:

### Culture

We work in flat hierarchies, treat each other as equals. At empiriecom we give you the chance to help shape things and take on responsibility.

### Exchange

With us, you have the opportunity to network and exchange ideas with various experts inside and outside the Otto Group.

### Agile Work

We live the agile values and give you the opportunity to work in a self-organized way within your cross-functional team while providing the opportunity to further develop yourself.

### Continuing education

We attach great importance to needs-oriented further training measures. Whether technical or personal - let's talk about it together!

### Flexibility

From individual development opportunities to flexible working models (time & place) - we will find a suitable solution together with you!

### Innovative environment

With us you have the perspective to try out new technologies and methods and to design state-of-the-art e-commerce solutions.

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## Contact



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