



Senior Audience & Activation Specialist

Are you driven by data, audience building and a test & learn mindset? Do you want to be the person who designs and builds customer audiences on a brand-new Adobe MarTech stack — and turns them into real, measurable activation across paid channels? Location is Copenhagen. No relocation is offered.

Join our MarTech — Channel & Orchestration team at the Customer Engagement Individuals Tribe

The Attract & Engage Cluster creates digital solutions centered on customers and advances banking capabilities. As part of the Customer Engagement Individuals Tribe, we foster innovation, improve digital experiences, and provide insights to remain relevant. Our team of Marketing Technology Specialist, Developers, Business Functional Specialists, Analysts, Architects and more works across the Nordics, Lithuania, and India.

About the Role

We are looking for a sharp and curious **Senior Audience & Activation Specialist** to own the audience layer of our new marketing technology platform. This is a MarTech-first role: your craft is building, curating and governing customer audiences in **Adobe Real-Time CDP** — combining behavioural, transactional and consent data into segments that actually drive results. You will then activate those audiences into **paid social and paid search**, own their performance, and build the practice that lets us do this at scale. You will get to shape both your day-to-day in the team and the capability you are building.

You are experienced in audience design and segmentation, identity and data, and you know how to translate a commercial goal into the right audience built on the right signals. You also know how to put those audiences to work in paid channels and read the performance back — so an analytical, KPI-driven approach to data comes naturally to you.

Does this description sound like you? Then you might be our new Senior Audience & Activation Specialist.

Key responsibilities — building the audience capability:

- Own the audience layer in **Adobe Real-Time CDP (RT-CDP) / Adobe Experience Platform (AEP)** — design, build and maintain segments and audiences that combine behavioural, transactional, demographic and consent data.
- **Build the audience-building capability from the ground up** — define the segmentation framework, naming and governance standards, reusable audience templates, and the operating model for how audiences are requested, built, approved and retired.
- Work hands-on with **identity and profile** — audience qualification logic, identity resolution, match rates and how first-party data resolves into an addressable profile.
- Configure and manage **RT-CDP destinations** and the data flow that activates audiences into **paid social (Meta)** and **paid search/display (Google Ads, SA360, DV360, YouTube, Customer Match)**.
- Design **custom audiences, Customer Match, lookalikes/seed audiences and suppression/retargeting** strategies, and own how first-party data flows safely from the CDP into each paid channel.
- Establish **audience best practices and standards** — documentation, QA, and enablement so the practice scales beyond one person and across markets.
- Lead the audience and activation work for the **MVP rollout** then design and drive the path from MVP to scale across markets and channels.
- Partner with the wider Adobe stack (**AJO, Customer Journey Analytics, Adobe Analytics**) so audiences, journeys and measurement work as one system.

Key responsibilities — running and measuring activation:

- Set up, run and optimise paid campaigns and audience activations across paid social and paid search.
- Manage paid media budgets effectively and own the relationship and ways of working with media agencies — while keeping in-house control of data and audiences.
- Analyse and report on audience and campaign performance, delivering insight and recommendations, and feeding results back into how audiences are built.
- Stay up to date with MarTech, CDP and paid media trends and best practice, and bring the test & learn approach that is a natural part of a well-functioning activation setup.

Qualifications:

- Bachelor's or master's degree in Marketing, Business, Data or another relevant field.
- Proven hands-on experience building segments and audiences in **Adobe Real-Time CDP / AEP** (or a directly comparable enterprise CDP) and activating them to destinations — this is the core of the role.
- Solid understanding of **MarTech and data foundations** — XDM-style schemas, profiles, identity, audiences and destinations (or equivalent CDP concepts), and how consent constrains them.

- Min. 5 years' experience in MarTech / audience management / paid media, with a well-documented track record.
- Strong understanding of advertising platforms such as Google Ads/SA360, DV360 and Meta Ads Manager, and of how audiences are matched and activated in each.
- Experience with analytics and audience tools. Familiarity with Adobe Analytics or Customer Journey Analytics is an advantage.
- Experience managing larger paid media budgets effectively.

Because we know it matters to you, here is our tech stack for engaging our customers:

Adobe Experience Platform, Journey Optimizer, Real Time Customer Data Platform, Customer Journey Analytics, Launch, Workfront, AEM Assets, SAS CI 360, Qualtrics, Accutics, Microsoft Dynamics, and several other components

"This role offers the opportunity to influence the course of digital banking.". You will join a diverse and innovative team, working in a highly collaborative environment that encourages innovation, responsibility, and professional growth. We offer ample room for experimentation and development", says Product Owner Arash Massaebi.

Have we caught your attention?

Apply now! We process applications continuously, so we encourage you to apply sooner rather than later. For more information, please contact Hiring Manager, Michael Friis Bak, Chapter Lead at mras@danskebank.dk, or Product Owner Arash Massaebi at mass@danskebank.dk

Danske Bank

Hele landet, Hele landet
danskebank.dk

Ansøgningsfrist

24. august 2026
Senior Audience & Activation Specialist

Kontaktperson

Finanskandidaten
kontakt@finans kandidaten.dk