
Demand Sales Executive

About Us

33Across is a programmatic advertising pioneer with over 15 years of experience building first-party data segments, identity resolution technology, and programmatic monetization through big data and machine learning. Future-proofing the addressable infrastructure, 33Across provides direct access to critical signals that power privacy-safe programmatic transactions for supply-side platforms, demand-side platforms, publishers, data companies, agencies, and everything in between.

33Across Supply-Side Data Offering

For over a decade, 33Across audience segments have fueled programmatic campaigns with one of the largest digital publisher footprints in the world to help advertisers find and engage with their customers. Powered by our direct code on the page and aggregated 1P publisher data from over 800K websites, our in-house DMP builds and distributes 1,000 B2C, B2B, and custom audiences across the ecosystem.

With 33Across' direct integrations across major supply-side platforms and our leading cookieless solution, Lexicon, buyers can seamlessly apply their audiences across cookieless browsers and devices. Gain unprecedented targeting options at efficient rates with this unique combination of first-party publisher data and a scaled identity solution.

Position Overview

Seeking a Demand Sales Executive to help accelerate 33Across' curated data and media offering across the programmatic ecosystem. This is an ideal opportunity to leverage your sales experience and industry relationships against one of Programmatic's fastest-growing products, supply-side curation. This team member will evangelize the value and enable the activation of 33Across PMPs with advertising agencies, brands, and other demand-side partnerships. The ideal hire will have a deep understanding of programmatic advertising and the landscape's complex offering to establish supply-side curation Deal ID/PMP activations.

Key Responsibilities

Business Development

- Identify and cultivate new opportunities in programmatic data/media curation
- Generate revenue from new and existing business from brands/agencies, selling specialized unique data to execute digital media campaigns
- Prospect for new business, presenting, closing new deals

Relationships

- Utilize your network to activate new deal IDs/PMPs

Consultative Selling

- Understand client needs to recommend tailored PMP solutions

A Successful Sales Executive Will Likely Have the Following

- Proven Sales Record: Success in programmatic advertising sales
- Industry Relationships: Strong existing network with agencies, buyers, advertisers
- Expertise: In-depth programmatic advertising and data curation understanding
- Self-Motivated: Proactive in seeking new opportunities

Position Requirements

- Bachelor's degree
- Minimum 5 years Adtech/Martech industry experience
- 3+ years of experience directly selling programmatic PMPs/Deal IDs
- 3 relevant references

Benefits

- Company equity
- Remote flexibility
- 33Across covers 100% for employee Medical, Dental, Vision within our core plan
- 401K match
- Flexible PTO

Interested? Please submit your resume to sales-jobs@33across.com