

CUSTOMER SUCCESS MANAGER

Overview:

Our client is looking for an experienced Customer Success Manager to help leading brands across Africa get more value from their marketing technology investments. This is a strategic, client-facing role focused on onboarding, product adoption, performance marketing, mobile attribution and account growth. You'll work closely with senior stakeholders, helping clients translate complex data into clearer decisions and stronger commercial outcomes.

Responsibilities:

- Lead customer onboarding and platform adoption.
- Manage Executive Business Reviews and value-realisation discussions.
- Advise clients on paid media, mobile attribution and user acquisition.
- Support campaign measurement and performance optimisation.
- Identify churn risks and account-growth opportunities.
- Translate technical and analytics data into clear client insights.
- Act as a strategic point of contact across the post-sales lifecycle.
- Escalate complex technical issues when required.

Requirements:

- 3–5+ years' Customer Success, Account Management or strategic client-facing experience.
- SaaS, AdTech or digital agency experience.
- Hands-on experience with AppsFlyer, Branch or similar MMP platforms.
- Strong mobile attribution and performance marketing knowledge.
- Good understanding of metrics such as ROAS, CPC, CLV, ROI and CAC.
- Strong relationship-management and communication skills.
- Comfortable translating data into commercial recommendations.
- Collaborative, adaptable and technically curious.