



# E-COMMERCE INTERVIEW QUESTIONS

## DIGITAL MARKETING - ACQUISITION

1. Describe your channel experiences? all done internal or with agencies?
2. If internal what was the size of your team and structure?
3. What's your paid Media strategy, SEM, Paid Social, remarketing?
4. What's your content and SEO strategy?
5. What's your social media strategy? How do you determine whether to post on FB, IG or Snapchat, etc.?
6. Do you know how to manage these channels yourself with a high degree of expertise or were they managed by people under you?
7. How do you measure the success of your marketing?
8. What kinds of KPIs have you used to drive top and bottom line growth? Or how do you determine your ROAS targets by channel?
9. How do you increase traffic to your site?
10. What's your Mobile acquisition strategy & app marketing?
11. How have you balanced direct response and brand?
12. How have you handled attribution? Which attribution model do you favor and why?
13. How do you view programmatic media & AI within the media space?
14. Our client is in these channels today (list them out). Which other channel(s) would you recommend to drive new user growth?
15. What percent of revenue should affiliate comprise?
16. What is your philosophy around couponing / discounting?

## RETENTION

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1. What platforms have you used?
2. What were the sizes of the Databases you managed?
3. How did you segment the Database?
4. What was the general customer communication flow?
5. How are you approaching segmentation for maximizing LTV, reactivation or other business-specific needs?
6. What's your experience with loyalty and referrals?
7. Have you set up a loyalty program?
8. What is your marketing tech stack? And given what you know about our company what would be the ideal marketing tech stack for this business?
9. What are some commonly overlooked retention tactics for e-commerce?

## E-COMMERCE

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1. Tell me how you manage the on-site customer journey and optimization?
2. What site testing and analytics tools have you used?
3. What customer journey enhancement has made the most impact?
4. How would you think about prioritizing key eCommerce enhancements beyond the core platform?
5. What platforms have you used? Have you managed a replatform? What challenges were you trying to solve with the replatform? How did you choose a new vendor?
6. How would you apply personalization to your customer experience?
7. How would you evaluate international expansion?
8. What are your site merchandising strategies?
9. How do you approach product pricing, promotion and markdowns?

## E-COMMERCE CONT'D

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10. How do you approach assortment strategy and planning for ecommerce vs retail stores and wholesale?
11. What's your view of how eCommerce fits into the overall organization. In their current role does eCommerce fall under sales? Under marketing? Overall marketing? CX?
12. In the positions you were in, how was web development, design work, data science and revenue management handled - Internally/externally? and what was your involvement in working and directing these teams?

## GENERAL

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1. What was your favorite project, campaign or test that you've been a part of recently?
2. Knowing what you know about the company, what do you see as the potential areas of opportunity for us?
3. Do you think the new EU data privacy laws (GDPR) are a game changer?

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