



COENSIO

AI Interview Report

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General Summary & Competency Analysis

⚖️ Important Note

This AI-powered analysis is not a final selection criterion but serves as a **complementary guide** for decision-makers.

📄 Interview Summary

The candidate demonstrated a data-driven approach to digital marketing and cross-functional coordination skills with concrete examples. Their strongest point is their ability to explain the processes of improving metrics like ROAS and CPA in a detailed and measurable way. However, the strategic vision, long-term planning, and team management/mentorship aspects expected for a Mid-Senior level were not sufficiently elaborated in the responses.

KEY STRENGTHS

- ✔️ **Data-Driven Optimization:**
Achieved concrete campaign optimization, increasing ROAS from 2 to 3 and decreasing CPA by 25%.
- ✔️ **Cross-Team Conflict Resolution:** Resolved a disagreement between performance and design teams by transforming it into an A/B test structure, using a data-driven approach.
- ✔️ **Technical Tool Proficiency:**
Actively used Google Ads, Meta Ads Manager, and Google Analytics for funnel analysis and segment-based optimization.

FOCUS AREAS

- ⊗ **Lack of Strategic Depth:**
Responses remained at an operational level; budget planning, channel strategy, and long-term growth vision were not addressed.
- ⊗ **Leadership and Mentorship:**
Experience in team management, team development, or mentoring junior employees, as expected at a Mid-Senior level, was not shared.
- ⊗ **Platform Diversity:** Only Google and Meta platforms were mentioned; channel experiences such as TikTok, LinkedIn, and programmatic advertising are unclear.

Interview Score



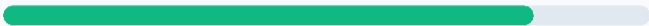
| General Summary & Competency Analysis

⚡ Competency Analysis

Collaboration and Teamwork

82 /100

Candidate Score



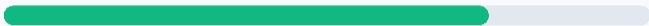
vs Average

-

Adaptability and Resilience

75 /100

Candidate Score



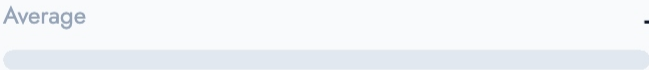
vs Average

-

Technical Skills

78 /100

Candidate Score



vs Average

-

| Question Star Analysis

Situation, Task, Action, Result

Collaboration and Teamwork **80/100**

Could you describe, with a concrete example, how you resolved a conflict that arose during a campaign process you coordinated with different teams?

Candidate's Answer

During a digital campaign, we experienced a disagreement between the performance marketing team and the design team regarding creative approaches. The performance team wanted more aggressive, discount-focused creatives, while the design team believed this would harm brand perception, which delayed the campaign launch. My responsibility was to ensure the campaign launched on time and to bring both parties to a common ground. First, I met with each team separately to clarify their objectives. I understood the performance team's pressure for conversions and the design team's sensitivity to brand image. Then, I shifted the discussion from a debate of opinions to a testable structure, and we created an A/B test plan with two different creative sets. We launched the aggressive set and the brand-focused set in parallel, defining success criteria not just as clicks, but also as conversion rate and customer acquisition cost. Ultimately, while aggressive creatives yielded higher short-term conversions, brand-aligned versions provided lower-cost but stable performance, and these data points helped the teams align on a common strategy.

Situation

During a digital campaign, a disagreement arose between the performance marketing team and the design team regarding creative approaches; the performance team wanted aggressive, discount-focused creatives, while the design team argued that this would harm brand perception, which delayed the campaign launch.

Task

To ensure the campaign launched on time and to bring the two teams to a common ground.

Action

Met with both teams separately to clarify their goals and concerns. Transformed the issue from a debate of opinions into a testable structure. Created an A/B test plan with two different creative sets (aggressive and brand-focused). Defined success criteria not just as clicks, but also as conversion rate and customer acquisition cost.

Result

While aggressive creatives yielded high short-term conversions, brand-aligned versions provided lower-cost and stable performance. Thanks to data-driven results, the teams aligned on a common strategy.

☆ AI Insight

The candidate clearly presented all four components of the STAR structure and demonstrated a data-driven, constructive approach to conflict resolution. Proposing an A/B test highlighted both their mediation and technical competencies, which is a strong point. However, providing more detailed information on the specific timeframe, campaign scale, or quantitative results (e.g., CPA reduction rate, conversion increase percentage) could have further strengthened the response.

| Question Star Analysis

Situation, Task, Action, Result

Technical Skills **85/100**

Describe a campaign where you performed data-driven optimization to meet ROAS or CPA targets, and the tools you used.

Candidate's Answer

In an e-commerce campaign, when the return on ad spend started to fall below target, ROAS had dropped from approximately 3 to 2, and customer acquisition cost was increasing. At this point, I first segmented all campaign data and analyzed which campaigns, ad sets, and creatives were underperforming through Google Ads and Meta Ads panels. I specifically noticed a significant drop in conversion rate on mobile, and when I performed a funnel analysis via Google Analytics, I saw that users were dropping off at the payment step. Following this, I optimized both the ad side and the landing page side. I paused low-performing creatives and scaled up high-performing ones. We produced new creatives and simultaneously optimized page speed. We simplified the checkout process and set up retargeting campaigns. During this process, I actively used Google Ads, Meta Ads Manager, and Google Analytics tools, and as a result, ROAS returned to a level of 3. CPA, on the other hand, decreased by approximately 25%.

Situation

In an e-commerce campaign, ROAS decreased from approximately 3 to 2, and the customer acquisition cost (CPA) started to rise.

Task

To perform data-driven optimization to bring ROAS and CPA targets back to the desired level.

Action

Analyzed which campaigns, ad sets, and creatives were underperforming in Google Ads and Meta Ads panels by segmenting all campaign data. Identified user loss at the payment step on the mobile side through funnel analysis via Google Analytics. Paused low-performing creatives and scaled high-performing ones, produced new creatives, optimized page speed and simplified the checkout process, and set up retargeting campaigns.

Result

ROAS increased back to 3, and CPA decreased by approximately 25%.

✧ AI Insight

The candidate explained technical tools (Google Ads, Meta Ads Manager, Google Analytics) and optimization processes in detail, demonstrating success in identifying root causes through funnel analysis. Providing concrete metrics such as ROAS returning to 3 and CPA decreasing by 25% strengthens the answer. The answer would be even stronger if additional details like the timeframe (how long this process took) and budget size were provided.

| Question Star Analysis

Situation, Task, Action, Result

Adaptability and Resilience **70/100**

What approach did you take when the performance of a campaign you were running dramatically dropped due to a sudden algorithm change?

Candidate's Answer

In a campaign we were running, we experienced a significant drop in performance after a sudden algorithm update on the Meta platform, and ROAS decreased by approximately 30% within a few days. In this situation, instead of taking panic actions, I focused on stabilizing the data and analyzed the campaign segments in detail. I noticed that the decline was particularly in lookalike audiences. Therefore, I restructured the targeting, and also temporarily shifted the budget to the campaigns with the most stable performance. After a 1-2 week testing period, the system started to re-learn, and ROAS returned to the target level, which is approximately three.

Situation

After a sudden algorithm update on the Meta platform, the ROAS of the running campaign decreased by approximately 30% within a few days.

Task

To identify the cause of the performance drop and bring the campaign back to the target ROAS level.

Action

Focused on stabilizing data instead of taking panic actions. Identified that the decline was concentrated in lookalike audiences by analyzing campaign segments in detail. Restructured the targeting and temporarily shifted the budget to the campaigns with the most stable performance. Conducted a 1-2 week testing period.

Result

Following the system's re-learning process, ROAS returned to approximately level 3 (target level).

☆ AI Insight

The candidate demonstrated a calm and analytical approach in the face of sudden changes; acting data-driven instead of panicking is a positive indicator of adaptability. However, the answer remained shorter and more superficial compared to other questions; the phrase 'restructured the targeting' was not concretized, and details such as which alternative audience strategies were tried, how coordination with the team was managed, and long-term lessons learned from the process were missing.

| Others & Opportunities

Additional insights beyond core competencies

Analytical Thinking and Problem-Solving Approach

In all three scenarios, the candidate demonstrated a systematic analytical approach by first breaking down the problem, identifying the root cause, and then generating solutions. For example, in the ROAS drop, instead of taking direct action, discovering that the problem was at the payment step through funnel analysis illustrates this structured thought process.

Strength

Stakeholder Management and Mediation Skills

In the first question, when resolving the conflict between the performance and design teams, listening to the motivations of both sides separately and transforming the subjective discussion of ideas into an objective and testable framework demonstrates a strategic mediation competency beyond the expected stakeholder management skills at a Mid-Senior level.

Strength

Strategic Prioritization and Budget Management

The decision to temporarily shift the budget to the most stable campaigns in an algorithm change scenario, and the approach of pausing low-performing creatives while scaling high-performing ones, demonstrates the candidate's ability to make informed decisions regarding resource allocation and strategic prioritization.

Strength

Cross-Functional Domain Breadth

The candidate stated that they intervened not only in ad platform optimization but also in UX/development areas such as landing page optimization, page speed improvement, and simplifying the checkout process. This indicates a potential to master the entire conversion funnel beyond the digital marketing manager role.

Opportunity

| Others & Opportunities

Additional insights beyond core competencies

Strategic Vision and Long-Term Planning Communication

All of the candidate's responses focused on tactical and short-to-medium-term solutions, with limited sharing of high-level strategic perspectives such as brand strategy, channel diversification, or long-term growth planning. A broader strategic vision is expected at the Mid-Senior level.

Area for Development

Curiosity and Proactive Communication

The candidate's failure to ask any questions about the process at the end of the interview and their very brief responses at the opening and closing limited the observation of proactive interest and curiosity signals towards the position or company. This indicates an area where the habit of asking questions to better understand the opportunity could be developed.

Area for Development

* AI can make mistakes.



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