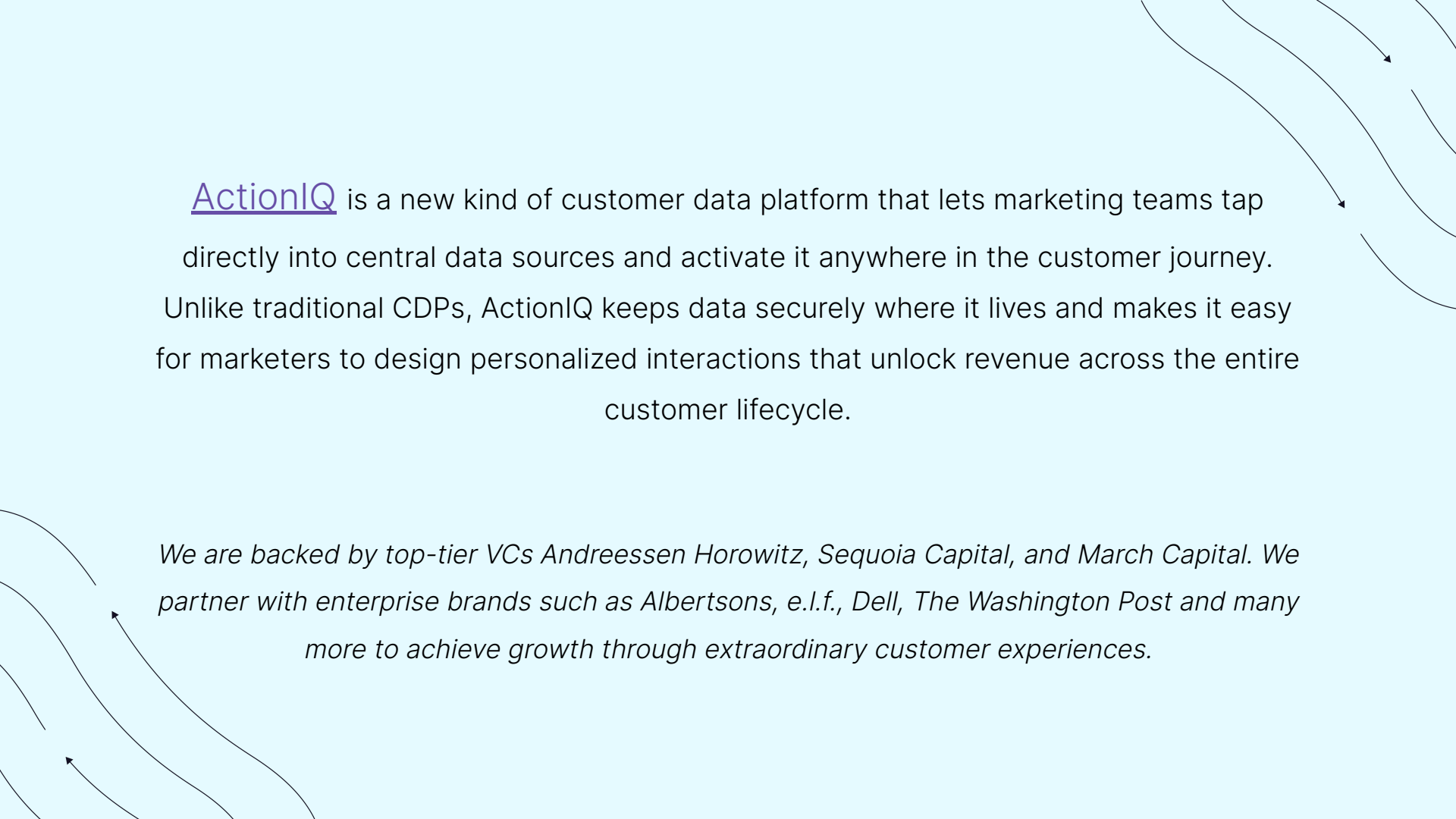


Interview Guide

Prepared by:

AIQ Recruiting Team





ActionIQ is a new kind of customer data platform that lets marketing teams tap directly into central data sources and activate it anywhere in the customer journey. Unlike traditional CDPs, ActionIQ keeps data securely where it lives and makes it easy for marketers to design personalized interactions that unlock revenue across the entire customer lifecycle.

We are backed by top-tier VCs Andreessen Horowitz, Sequoia Capital, and March Capital. We partner with enterprise brands such as Albertsons, e.l.f., Dell, The Washington Post and many more to achieve growth through extraordinary customer experiences.

Office Life



We have a beautiful office right on Madison Square Park! All NYC-based employees work in the office 3 days per week (Monday, Wednesday, Thursday).

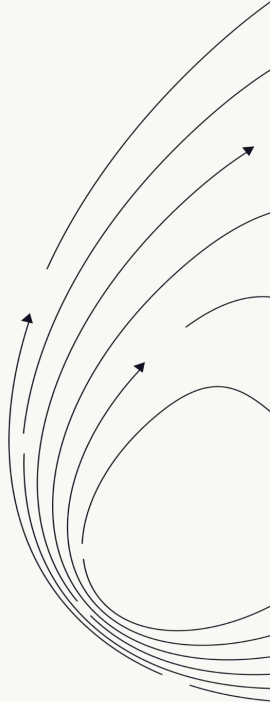
Among many office perks, our team enjoys catered lunches, a weekly all-hands meeting and team social gatherings.

Highlights & Insights



- [Best of Built In](#)
- Eager to learn more? [Visit our Company Blog.](#)
- Hear what our [customers are saying.](#)
- To hear from our employees about their experience, be sure to visit our Medium [Tech](#) and [Life At AIQ](#) blogs.

Interview Guide



Thank you for your interest in ActionIQ.

ActionIQ's hiring process is an intrinsic part of our success and our overall company culture. Our teams are composed of individuals from every background and we care deeply about building a fully inclusive company. This ideal is at the foundation of our hiring.

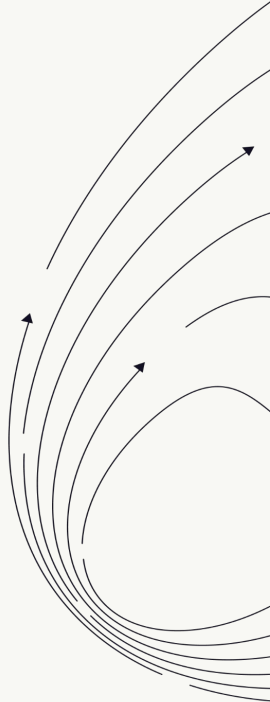
The steps outlined below may change slightly from team to team, but the same tenets and structure apply regardless of level and function. These are examples of what you may expect as you go through each stage. This guide is meant to support you but never hesitate to reach out to your recruiter or recruiting coordinator should you have questions along the way.

Join us on our journey to build a product that will help companies deliver memorable experiences to drive loyalty and growth. We're excited by the prospect of working with you.

If you require accommodations, please do not hesitate to reach out to our team at hr@actioniq.com.



What to Expect



We want to discover what working with you would be like and we want you to know what it's like to work with us. We want you to ask questions and approach each step with curiosity during the interview journey. The interviews will include competency-based, behavioral-based, and situational-based questions.

We hope you feel comfortable communicating openly, problem solving out loud, and bringing your whole self to each interview.



Process Overview



30 Minute Phone
Conversation with
Recruiting Team.

45-60-minute Zoom
(or in-person)
evaluation with
members of the
team.

Now that we've
gotten to know each
other, our team will
debrief and make a
final decision.

Conversation

Manager Chat

Exercise

Interviews

Decision Time

30-60 Minute Zoom
(or in-person)
Conversation with
Hiring Manager.

45-60-minute Zoom
(or in-person)
conversations with
members of ActionIQ.

Conversation



- *30-minute* phone conversation with someone from the recruiting team. The recruiter will assess your background, skills and experience(s) through a series of questions.
- This is a great opportunity to ask questions surrounding culture, growth, benefits, etc.

Manager Chat



- *30-60-minute* Zoom (or in-person) conversation with the hiring manager for the position. They will be exploring your skills and expertise through structured interview questions.
- This is a great opportunity to showcase your knowledge of ActionIQ, our market and ask questions surrounding KPIs (if applicable), career trajectory, onboarding, team goals, etc.
- **Key to success:** Do your research and understand how the position contributes to the organization and your own personal career journey. Prepare by thinking about specific examples of how you have been successful in your current and previous roles.

Exercise



- *45-60-minute* Zoom (or in-person) evaluation with members of the team. This stage is designed to simulate real situations that would arise on the job.
- This is an opportunity to showcase how you think and (if applicable) your technical areas of expertise.
- **Key to success:** Practice. You will be given an outline of what this stage entails during the process. It's recommended that you look online for resources to aid with your preparation where possible. Bring your unique personality and showcase how you work in a team.

Interviews



- *45-60-minute* Zoom (or in-person) conversations with members of ActionIQ. The members of the company are looking to understand your behavioral, situational and technical skills through structured interview questions.
- **Key to success:** Research your interviewer(s) and prepare specific questions for each.

What We Look For



- Communication
- Collaboration
- Transparency
- Adaptability
- Professionalism
- Growth Mindset



And remember...

- *Be knowledgeable* — we want to know why you're interested in AIQ
- *Be you* — we invite you to bring your authentic self to the table
- *Be specific* — we ask that you focus on details, not generalities
- *Be curious* — we are looking for growth-minded individuals
- *Be connected* — follow us and stay connected with your recruiter
- ***Have fun!***