

CANDIDATE	INTERVIEWER	DATE	STAGE
-----------	-------------	------	-------

INTERVIEW QUESTIONS · PPC MANAGER

1	How do you approach keyword research and what tools do you prefer to use?	12345	
2	Describe a campaign where you significantly improved ROI. What strategies did you employ?	12345	
3	How do you handle bidding strategies for competitive keywords?	12345	
4	How do you stay updated with the constant changes in PPC platforms, especially Google Ads?	12345	
5	Can you recall an instance where a campaign didn't meet your expectations? How did you handle it?	12345	
6	How do you prioritize multiple campaigns running simultaneously for different products or services?	12345	
7	How do you determine the success of a PPC campaign beyond just conversions?	12345	
8	Can you explain your approach to A/B testing for ad copies and landing pages?	12345	
9	How do you handle collaboration with other teams, such as content creation or design, to optimize ad performance?	12345	
10	What metrics do you consider most critical when evaluating a PPC campaign's performance?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	
Organizational Fit Would this hire steer the organization the right way?	12345	

CRITERIA

SCORE (1-5) NOTES

Directional Fit

A step forward, or backward, in their career?

① ② ③ ④ ⑤

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.