Marketing Analyst interview questions

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What to expect

Marketing analyst interviews mix technical checks on your data and modelling skills with questions about how you communicate results to non-technical stakeholders. Expect a practical bent: interviewers want evidence you've actually built dashboards and attribution models, not just studied the theory.

- **Technical:** Questions probing your working knowledge of SQL, GA4, Power BI or Excel and how you use them to answer marketing questions.
- **Behavioural:** Past-experience questions about specific projects, disagreements over data, or influencing stakeholders.
- **Scenario:** Hypothetical situations testing how you'd approach an attribution or budget problem with incomplete data.
- **Client-facing:** Questions about presenting findings to marketing managers or executives who don't work with data day to day.

Most interviews open with a walkthrough of your CV and recent projects, move into a technical segment (sometimes a short case study or take-home task involving a dataset), then a behavioural round covering stakeholder management, and close with your questions about the team's tools and reporting cadence.

1. Walk me through how you'd build an attribution model for a campaign with multiple touchpoints.

Why they ask

Attribution modelling is a core task for this role, and interviewers want to see you understand the practical steps, not just the concept.

How to structure your answer

Walk through it step by step: data sources needed, model choice (rule-based versus data-driven), how you'd validate it, and how you'd present the result.

Example answer

“I'd start by pulling touchpoint data from GA4 and the CRM to see the full customer journey, not just the last click. Then I'd decide between a simple rule-based model like linear or time-decay attribution and a data-driven model if I had enough conversion volume, usually building this in SQL to join the datasets and Power BI to visualise the split. Before presenting anything, I'd sanity-check the results against known campaign spend to make sure the numbers made sense, then present the findings as a comparison against the old last-click view so stakeholders could see exactly what was changing and why.”

2. Tell me about a time you had to convince a stakeholder that a campaign they liked wasn't performing as well as they thought.

Why they ask

This tests your ability to handle pushback on data with commercial and interpersonal skill, a common tension in this role.

How to structure your answer

Use STAR: situation, task, action, result, with particular focus on how you handled the disagreement.

Example answer

“A marketing manager was convinced a social campaign was our best performer because it had strong click-through rates. My task was to check that against actual conversion and revenue data. I

built a comparison in Power BI showing conversion rate and cost per acquisition against other channels, which showed the campaign had high clicks but low quality traffic. Rather than just presenting the bad news, I brought a recommendation for adjusting the targeting, and the revised campaign improved conversion rate in the following cycle."

3. How would you approach a request for a dashboard when the stakeholder isn't sure what metrics they actually need?

Why they ask

Producing marketing dashboards is a daily task, and analysts often have to define requirements themselves.

How to structure your answer

Describe your process for clarifying requirements before building anything, then how you'd iterate.

Example answer

"I'd start with a short conversation about what decision they're trying to make, not what chart they want, since that usually reveals the real metrics needed. I'd sketch a rough mock-up in Excel or Power BI first rather than building the full pipeline straight away, get feedback on that, then build the live dashboard once we'd agreed on the metrics and refresh cadence."

4. You've got incomplete tracking data for a channel and need to report on its ROI by end of day. What do you do?

Why they ask

Tests judgement under time pressure and how you handle data limitations, a realistic scenario in campaign reporting.

How to structure your answer

Scenario response: outline your immediate triage, what you'd flag as a limitation, and how you'd still deliver something useful.

Example answer

"I'd first check whether the gap is fixable quickly, like a tagging error I can patch, versus a structural issue. If it's not fixable in time, I'd use the available data plus reasonable estimates from comparable channels, but I'd be explicit in the report about what's estimated versus measured, so nobody makes a budget decision thinking the number is more solid than it is."

5. What's your experience with SQL and Power BI, and can you describe a specific query or report you built?

Why they ask

Direct technical check on the tools this role uses daily.

How to structure your answer

Give a specific, concrete example rather than a general skills summary.

Example answer

"I've used SQL regularly to join campaign spend data with conversion data from separate tables, including writing queries with window functions to calculate rolling conversion rates by channel. In Power BI, I built a marketing performance dashboard with drill-through from channel-level summary down to individual campaign detail, refreshed daily, which stakeholders used instead of asking for one-off reports."

6. How do you decide which channels should get more budget next quarter?

Why they ask

Recommending budget allocation is a listed core task, and this checks your commercial reasoning, not just your technical output.

How to structure your answer
Explain your reasoning process: what data you'd weigh, and how you'd balance short-term ROI against other factors like brand awareness.

Example answer

"I'd look at ROI and cost per acquisition by channel over a consistent time window, but I wouldn't rely on that alone. Some channels contribute to awareness or upper-funnel activity that doesn't show up cleanly in last-touch ROI, so I'd factor in assisted conversions and any test-and-learn results before recommending a shift, and I'd present it as a range of scenarios rather than one fixed number so the marketing lead can weigh in on risk appetite."