

Welcome to the Choozle Candidate Interview Guide!

Choozle is a leader in digital advertising, providing a powerful software platform that leverages detailed consumer data to drive programmatic and strategic campaigns across multiple channels. In addition to display advertising, we offer paid search and social media advertising, paired with expert services. Clients can choose between a self-service model or a fully managed service, tailored to their needs.

In this comprehensive interview guide, we'll walk you through our interview process step by step, ensuring you feel informed, prepared, and empowered every step of the way. From application to offer, we're dedicated to providing a seamless and transparent experience that allows both parties to determine if Choozle is the right fit.

Thank you for considering a career with Choozle. We look forward to getting to know you better and wish you the best of luck in your interview journey!



ABOUT CHOOZLE

Choozle is an omnichannel digital advertising platform and strategic partner that helps advertisers and agencies navigate the modern media landscape with confidence. Our platform leverages detailed consumer data to power programmatic advertising campaigns across display, video, mobile, audio, connected tv, digital out-of-home, and other mediums. We also offer paid search and social media advertising services.

OUR MISSION

To transform the way agencies and businesses grow with unparalleled access to the best advertising and marketing solutions.

Our Values



Stewardship

The Sherpa

We guide advertisers toward sustainable growth, never letting incentives or margins distort the path forward.



Intentionality

The Strategist

We ensure every dollar has a clear purpose, driving growth outcomes rather than empty reach.



Transparency

The lens

We demystify digital advertising and measurement, using raw data and clarity to earn lasting trust.



Resilience

The Fighter

We challenge industry norms that limit progress, returning control and leverage to advertisers.



Objectivity

The Matchmaker

We act solely in the advertiser's interest, using performance data, not alliances, to guide strategy.

Our Compensation Policy

Choozle understands that to attract and retain top talent, we must be competitive. We continually revise our compensation to remain competitive with those of our community and industry and additionally customize compensation based on individual effort and contribution to our success. Choozle complies with Colorado Equal Pay for Equal Work Act (EPEWA). EPEWA prohibits discrimination because of sex (including gender identity) or because of sex in combination with another protected status in the payment of wages for substantially similar work. The EPEWA provides exceptions for wage differentials based on:

1. A seniority system
2. A merit system
3. A system that measures earnings by quantity or quality of production;
4. Geographic location
5. Travel.

Employees on approved leave will be eligible to participate in annual increase cycles upon returning to work as normal.



DEIB STATEMENT

We're committed to cultivating a workplace where every individual is valued, respected, and empowered to bring their whole selves to work. Through intentional actions, open dialogue, and ongoing education, we strive to dismantle systemic barriers, promote equal opportunities, and build a diverse community that celebrates the richness of unique perspectives and experiences.

What to Expect During the Interview Process

At Choozle, we follow a comprehensive interview process designed to ensure we hire the best candidates, those who align with our values and possess the skills needed to succeed in the role. Throughout the process, we also aim to empower candidates to determine whether Choozle is the right fit for them.

EXPECTED TIMELINE

- Our goal is to notify all candidates within one week of receiving their application whether they will be moving forward or not.
- We strive to notify all candidates within 48 hours of any interview on the decision to move forward or not.
- Our goal is to have a final decision made to extend an offer within one week of a final interview.
- All communications will be sent via email. Candidates should keep an eye on their spam folder just in case.
- For candidates who have progressed through any stage of our interview process, we will send you an email with a feedback survey. We highly value your input, whether positive or constructive, as it helps us continually enhance the candidate experience.



STEP-BY-STEP INTERVIEW PROCESS

1. **Application:** Open roles can be found on [Choozle's Career Page](#).

- Once your application is received it will be reviewed by our hiring team.
- If your application aligns, Choozle's recruiter will reach out via email to schedule a recruiter screen.
- The recruiter will be your main point of contact throughout the interview journey.

2. **People Ops Screening (30 minutes):** This initial virtual screening interview will be with a member of our People Operations team.

- The People Operations team aims to understand your experience, motivations, compensation requests, and overall fit for the role.
- You will learn more about Choozle, the role, the process, benefits and perks, and the expected timeline.
- We encourage you to come with questions of your own.

3. **Hiring Manager Interview (30-45 minutes):** This will be a virtual interview

- At this stage you'll meet with the hiring manager responsible for the role you've applied.
- We'll delve deeper into your qualifications, skills, and potential contributions to the team.
- This is an excellent opportunity for you to ask questions specific to the team and projects expected.

4. **Team Member Interview (30 minutes-1 hour):** This will be a virtual interview

- The team interview will assess your technical skills, problem-solving abilities, and teamwork capability.

- This is a unique opportunity for you to meet your potential team, please come with questions.

5. **Executive Leader Interview (if applicable) (45 minutes-1 hour):** For certain roles, you may have a final interview with one of Choozle's executive leaders.

This interview will evaluate your potential, strategic thinking, and alignment with the company's vision and values.

6. **Consideration:** The hiring team will compare and discuss candidates to identify the most qualified for the role. Once a final decision is made, candidates will be notified via email.

7. **Background Check:** Before extending any offers, Choozle will conduct a background check. This check includes both a county and national criminal search, sex offender search, SSN trace, and global watchlist search.

8. **Offer Extended:** A phone call or virtual touch base will be scheduled to share the details of the offer and discuss what to expect during the pre-boarding process.

***Assessment:** Some roles require an assessment as part of the process, this will be communicated during the People Operations Screening and should be listed within the job description.

Accommodations: If you require any accommodations during the interview process, please let us know at hr@choozle.com. We are committed to providing an inclusive and accessible experience for all candidates.

INTERVIEW TIPS FOR SUCCESS

Remember to breathe, we understand interviews can bring a mix of emotions. Trust in your capabilities and your experiences. Refer to our Preparing For Interviews Guide for additional tips and tricks.

To help you prepare for your interviews at Choozle, here are some tips:

1. **Research Choozle:** Learn about our company's history (link to who is choozle doc), products/services, culture, and values. This will help you understand our mission and how you can contribute to it.

- [Benefits & Perks Blog](#)
- [Built In](#)
- [Choozle's Leadership Team](#)
- [Inclusion in the Workplace Blog](#)
- [Choozle's Awards](#)
- Choozle's Social Channels



2. **Review the Job Description:** Thoroughly review the job description and be prepared to discuss how your skills and experiences align with the role's requirements and expectations.
3. **Practice Answering Common Interview Questions:** Prepare for questions about your background, experience, strengths, weaknesses, and motivation for the role. Think of some past work examples that would play into this role.
4. **Stay Curious:** Come prepared with thoughtful questions about the role, team, and company to make sure that we are just as right a fit for you, as you are for us.

5. **Showcase Your Fit with Company Values:** Be ready to discuss how your values and work style align with our company values and ethics.

6. **Be Authentic:** While it's important to prepare, it's also essential to be genuine and authentic during the interviews. Share your unique experiences and perspectives, we want to get to know the person we'll be working with each day.

7. **Remember Your Body Language:** When you can, maintain eye contact and make sure your enthusiasm and personality are reflected in your body language. Your interviewer may be taking notes which can appear like them looking off-screen, don't worry, they are listening closely and want to hear what you have to say.

8. **Follow Up:** After each interview, send a thank you note to the interviewers, expressing your continued interest and appreciation for their time.

9. **Celebrate Every Step of the Process.** Be kind to yourself. Remember your strengths, be yourself and be proud of making it to each step. Remember, Choozle is highly selective and you've made it this far!

Remember, the interview process is a two-way street. It's an opportunity for us to learn about you and for you to learn about us. We wish you the best of luck!

Thank you for your interest in joining the team at Choozle. If you have any questions or need anything please reach out to your recruiter or the People Operations Team at hr@choozle.com.