

Disclaimer: The interview process and interview questions were gathered after researching multiple online sources, talking to interview candidates/ex-Pinterest Product Managers, and compiling this research. In no way did any active Pinterest employees, including those featured in our culture interviews, provide these questions.

The interview process, week-by-week

- ❖ **Week 0:** Submit your resume and get referrals.
 - ❖ **Week 1:** Initial phone screen with HR. Covers generic behavioral and resume-based questions.
 - ❖ **Week 2:** Call with a PM focusing on past experiences. Problem solving skills are emphasized here.
 - ❖ **Week 4:** Onsite interview round. Pinterest focuses on problem-solving ability here and will ask you how you've approached and solved problems in the past. Interviewers tend to choose a topic and then ask the candidate to dive deep into it.
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*Past interviewees have reported getting questions like the ones listed below. **Bolded questions** have been reported especially frequently.*

Execution Questions

Metrics

- How would you evaluate the success of Pinterest's advertising features for businesses?
- **What 5 metrics would you put on Pinterest's executive dashboard?**
- You're the PM for Pinterest's sharing features and are deciding between a few potential features. What metrics would you care most about?

Analytical

- Stickiness (DAUs/MAUs) decreased 25% month-over-month. What went wrong? What would you do about it?

- The local bakery tells you that their Instagram and Facebook ads are doing great, but their Pinterest ads aren't seeing good CTRs. What would you do?
- The average number of impressions on a post has gone up 8%, but the average number of "pins" has gone down 6%. What might have caused this?

Crisis Response

Interviewees haven't typically reported seeing questions from this category.



Product Questions

Product Design

- Small businesses want to make digital storefronts on Pinterest. What do you think these should look like?
- How would you design a smartwatch app for Pinterest?
- Design Pinterest for the blind.

Product Improvement

- How would you improve Pinterest's ads?
- What's your favorite product? Why do you like it? How would you improve it?
- How would you improve the Pinterest experience for non-logged-in users?
- Pinterest is successful in many domains (cooking, beauty, etc). What are some new domains that Pinterest could do well in? How would you have to change the product to target those domains?

Product Launch

Interviewees haven't typically reported seeing questions from this category.

Product Growth

Interviewees haven't typically reported seeing questions from this category.

Product Pricing

Interviewees haven't typically reported seeing questions from this category.

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Strategy Questions

Estimation

Interviewees haven't typically reported seeing questions from this category.

Corporate Strategy

- Should Pinterest allow nutritional supplements to be marketed on the site? Why or why not?
- How would you help Pinterest grow into emerging markets?

Competitive Analysis

- What are Pinterest's strengths and weaknesses compared to Instagram? How could Pinterest grow its advantages?
- What are some of the greatest challenges facing the social media industry today? How might those affect Pinterest?

Brainstorming

Interviewees haven't typically reported seeing questions from this category.



Behavioral Questions

Leadership and Drive

- Tell me about a time when you had to be scrappy. How did you succeed with limited resources?
- Tell me about a time when you had to deal with a tight timeline. What strategies and tactics did you use?
- **Tell me about a time when you had to convince someone who originally disagreed with you. How did you win them over?**
- Tell me about a time when you disagreed with a teammate but weren't able to convince them.



Teamwork and Communication

- Tell me about a time when a teammate wasn't meeting expectations. What did you do?
- When have you worked with cross-functional stakeholders before? What complexities did this add?
- Tell me about a major presentation you had to give to another team, to a client, or to a partner company. What did you have to pitch them on? How did it go?

Culture Fit (values)

- Why do you want to work at Pinterest?
 - What are your five-year career goals? How can Pinterest help you achieve those?
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</> Technical Questions

Algorithm Design

- How would you compute the CPCs and CPMs of ads on Pinterest?

Technical Architecture

- **Describe what you think the backend architecture (databases, servers, etc.) behind Pinterest looks like.**
- Design a RESTful API for Pinterest. What methods would you support?
- How would you reduce the storage size of Pinterest images by 10%? How about by 50%?

Explainers

- Explain Pinterest to a grandma.
- **Explain targeted advertising to a 5-year-old.**