

Meta

"Connecting the world — and betting on the next platform"

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| FOUNDED 2004, Menlo Park CA | USERS ~3.5B daily actives across apps | REVENUE \$164.5B (FY2024, record) | BET Reality Labs — AR/VR, metaverse platform |
| FORMAT Screen → analytical exercise → behavioral loop | CASE STYLE Product strategy, metric analysis, business model | WRITTEN COMPONENT Common for senior strategy roles | BEHAVIORAL Values-based, less rigid than Amazon's LP format |

WHO THEY ARE

Meta (founded 2004) operates the world's largest social ad platform: 3.2B daily active users across Facebook, Instagram, WhatsApp, Messenger. The business model is straightforward—free products attract users, behavioral data enables precise ad targeting, advertisers pay for that attention at scale. Simultaneously, Meta is spending \$40B+ on Reality Labs (AR/VR), which has lost money every year since 2020 and remains pre-revenue. Strategy roles sit at the center of this tension: how to fund an uncertain metaverse bet while the core ad business prints cash.

WHY PEOPLE WANT TO WORK HERE

The core ad business is a masterclass in scale and efficiency. Meta's targeting, measurement, and optimization capabilities outpace the industry, and understanding how that system works teaches you digital business fundamentals that apply everywhere. Reality Labs offers something rarer: the chance to be inside a company betting \$40B+ on a potential platform shift. If AR/VR becomes the next computing paradigm, being there early is a distinctive education regardless of outcome. Comp is top-tier for strategy/ops roles in tech. Internal mobility across Facebook, Instagram, WhatsApp, and Reality Labs is active and facilitated.

INTERVIEW PROCESS

Recruiter screen, then a case or analytical exercise, then behavioral loop. Cases are product and business strategy focused: analyze an engagement drop, size a new product opportunity, evaluate business model tradeoffs. Data fluency is table stakes—you must define metrics, structure analyses, reason quantitatively. Strategy roles often include a written take-home case testing your ability to synthesize information and produce a clear, data-supported recommendation. Interviewers assess both analytical conclusions and the quality of your reasoning: structure, precision, directness. Cultural values (Move Fast, Focus on Long-Term Impact, Build Awesome Things, Live in the Future, Be Direct and Respect Your Colleagues) shape evaluation but the process is less rigidly mapped than Amazon's.

WHAT THEY'RE REALLY EVALUATING

Meta evaluates analytical rigor, strategic clarity, and cultural fit with 'moving fast.' The analytical bar is high—you must structure quantitative problems, define right metrics, reason about tradeoffs under ambiguity. Intuition alone fails here. Strategic clarity matters as much as depth: cut through complexity, articulate a recommendation with conviction, avoid hedging every statement. You must take a position and be willing to defend it. Culture fit is explicit. Meta rewards bias toward action over deliberation, comfort with imperfect information, and energy in ambiguity. Behavioral stories should show you default to doing over planning.

STANDOUT QUESTIONS

1. Instagram Reels engagement is declining among 18–24 year olds. How do you diagnose the problem and what do you recommend?
2. How would you think about Meta's strategy in AI given its competitive position relative to Google and OpenAI?
3. Tell me about a time you made a high-impact decision quickly without all the data you wanted. What happened?
4. How would you size the global advertising opportunity for WhatsApp Business? What assumptions matter most?
5. Describe a situation where you had to push back on leadership or challenge a direction you disagreed with. What was the outcome?
6. What do you think is Meta's most important strategic priority over the next three years, and how would you approach it?

INSIDER TIPS

- Know Meta's products and business model in depth. Revenue by app, how the ad auction works, how iOS privacy changes affected targeting, what Reality Labs has built and where it stands. This isn't background knowledge, it's the context for every case you'll be given. Walk in understanding Meta's P&L and competitive position.
- Prepare for product-metric cases specifically. Meta interviewers often frame cases around product health: declining DAUs, engagement shifts, feature adoption problems. Practice diagnosing metric movements: is it a product issue, a competitive issue, a measurement issue, a macro issue? Structure your diagnostic before jumping to solutions.
- Be direct and take positions. Meta's culture rewards directness. Candidates who hedge every answer, present 'on the one hand / on the other hand' without committing to a recommendation, and defer conclusions to 'more data' will underperform. Know your view, state it clearly, and back it up.
- The written component is a strong differentiator. If your process includes a take-home or written case, invest serious time in the structure and clarity of your document. Meta values clear, direct written communication: bullet points over prose, assertions over hedges, recommendations over analyses.