

410-101^{Q&As}

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QUESTION 1

You have a monthly budget of \$10,000 to utilize across various campaigns for a retail client. Your social media manager over-spent \$1,230 on the previous period. Your client is upset as you've spent more than the allocated budget and wants you to control the budget.

How can you ensure that this month you don't go over your \$10,000 budget?

Choose only ONE best answer.

- A. Configure your campaign limit to \$10,000
- B. Set up a lifetime budget for your campaigns to \$10,000
- C. Set up your billing threshold to \$10,000
- D. Set up your account spending limit to \$10,000

Correct Answer: D

An account spending limit is an overall limit on the amount of money your Facebook ad account can spend across all the ad campaigns you're running. Setting an account spending limit can be a helpful way to control your costs and make sure you don't spend more on ads than you want to.

QUESTION 2

Why is people-based MTA attribution more effective than cookie-based last click attribution?

Choose ALL answers that apply.

- A. It enables you how well your ads works with real people
- B. It provides global cross-environment coverage.
- C. It provides a holistic marketing and measurement at scale
- D. It allows me to measure only Instagram attribution

Correct Answer: ABC

Real PeoplePeople-based measurement enables you to see how well your ads work with real people rather than proxies, such as cookies and device IDs. This understanding allows marketers to measure accurately across devices, publishers, browsers and in stores. PersistenceAdvertisers are able to leverage insights from Facebook's 1.45 billion daily, re-authenticated users, so they know they're reaching and measuring over time.1 ScaleOur solutions provide broad, global cross-environment coverage. We're the only technology built on the insights derived from Facebook's vast community of 2.2 billion monthly active users.2 DepthMarketers gain access to high-fidelity age, gender and geographic data to perform holistic marketing and measurement at scale.

QUESTION 3

You've realized that the pixel is not properly installed on your client's website. Some events within the

buying process are not being tracked by the pixel.

Your customer has a checkout process split into two different pages:

Customers have to first register

Then enter their payment info on a second page.

Which pixel events do you need to install on your client's website?

Choose ALL answers that apply.

- A. Purchase
- B. Complete Registration
- C. Add To Cart
- D. Initiate Checkout
- E. View

Correct Answer: ABCD

These are all of the pixel events that should be installed on your client's checkout process:

1.
Add To Cart: When a user adds products to their cart.
 2.
Initiate Checkout: When a user lands on the first registration page.
 3.
Complete Registration: When a user has completed the first registration page and needed to add payment info.
 4.
Purchase: When a user has finalized the purchase.
-

QUESTION 4

Your client launched a product two years ago, and it did very well with the young generation.

As they are getting close to market saturation in this niche market, they are looking for opportunities to expand. A research showed 1.5 million potential customers with an older audience.

With this information in mind, they want to know how much it would cost them to reach the new audience, with a marketing campaign on Facebook for 25 days and a frequency of 4.

How would you estimate this cost?

Choose only ONE best answer.

- A. You can build saved audiences and then select them in Power Editor to determine how much it would cost to market to both audiences.
- B. You could build reach campaigns and estimate how much it would cost you to run the campaigns.
- C. You could enter the audience into the Campaign Planner and estimate how much it would cost you to run the campaign.
- D. There is no way of knowing on Facebook how much it would cost to reach both audiences.

Correct Answer: C

The only way to truly know the cost of reaching the 1.5 million new potential audiences is through the Campaign Planner.

That is precisely the main objective of the Campaign Planner. You can estimate budget, reach, and frequency based on specific numbers. In other words, you can define specific results.

With the Ads Manager, you will only get estimates, but they will all depend on the performance of the ad.

With Campaign Planner, you can set the final results on Frequency, Reach, and Budget you need.

QUESTION 5

What are the different placements you can select in a campaign?

Choose ALL answers that apply.

- A. Instagram Feed
- B. Audience Network Rewarded Videos
- C. Facebook Messenger Sponsored Messages
- D. Facebook Video Feeds

Correct Answer: ABCD

Below are all of the placement platforms and options you currently have on Facebook:



You should learn all placement options as a lot of questions will ask you supporting placements for each platform.

Answer:

QUESTION 6

You've installed the ViewContent event on the blog, but your client now wants you to categorize the individual blog posts with a category.

How could you use Facebook Pixel to categorize each blog post?

Choose only ONE best answer.

- A. You have to use Facebook pixel parameters in order to categorize each blog post.
- B. It is not possible to do what your client is requesting.
- C. You have to create additional events in order to categorize each blog post.

Correct Answer: A

To categorize each blog post, you will have to use Facebook pixel parameters.

In this case, you will create a parameter under the name "category." This category will have the three choices of blog categories.

Your final ViewContent event should look like this:

```
fbq(\track\, \ViewContent\, {  
category: weight_loss,  
});
```

Below is a description of all the parameters you can use:

Parameter Name	Parameter Description
value	value of a user performing this event to the business
currency	currency for the value specified.
content_name	Name of the page/product
content_category	Category of the page/product
content_ids	Product ids associated with the event. e.g. SKUs of products for AddToCart event: ['ABC123', 'XYZ789']
contents	A list of JSON object that contains the product ids associated with the event as well as additional information about the products. id , quantity , and item_price are the available fields. e.g. [{"id": 'ABC123', 'quantity': 2, 'item_price': 5.99}, {"id": 'XYZ789', 'quantity': 2, 'item_price': 9.99}]
content_type	Either 'product' or 'product_group' based on the content_ids or contents being passed. If the ids being passed in content_ids or contents parameter are ids of products then the value should be 'product'. If product group ids are being passed, then the value should be 'product_group'.
num_items	Used with InitiateCheckout event. The number of items that checkout was initiated for.
search_string	Used with the Search event. The string entered by the user for the search
status	Used with the CompleteRegistration event, to show the status of the registration.

For more detailed information you can view the following Facebook for developers post: <https://developers.facebook.com/docs/ads-for-websites/pixel-events/v2.11>

QUESTION 7

You are launching mobile reactivation campaign to re-market users who have installed the app before.

Below is the information for the campaign your social media manager just launched:

Targeting: Core Audiences

Ad Units: Link ads in News Feeds

Bid Types: CPM

Measurement: Conversion pixel

How do you fix the campaign?

Choose ALL answers that apply.

A. Change audiences to custom audiences.

- B. Change the bidding type to CPA instead of CPM.
- C. Use Facebook SDK to measure conversions.
- D. Add conversion lift tests to measure campaign results.
- E. Use more core audiences to increase results.

Correct Answer: ABC

If you are running campaigns to re-activate users who have downloaded a mobile application, the only way to measure results is through Facebook's SDK. The conversion pixel is used for websites.

You want to use CPM for brand awareness campaigns. For direct response campaigns, you want to use CPA or optimize for conversions, as you are interested in getting people to use the app.

You also want to market users who HAVE downloaded the app. To build this audience, you need a custom audience. Core audiences are for reaching out to new markets.

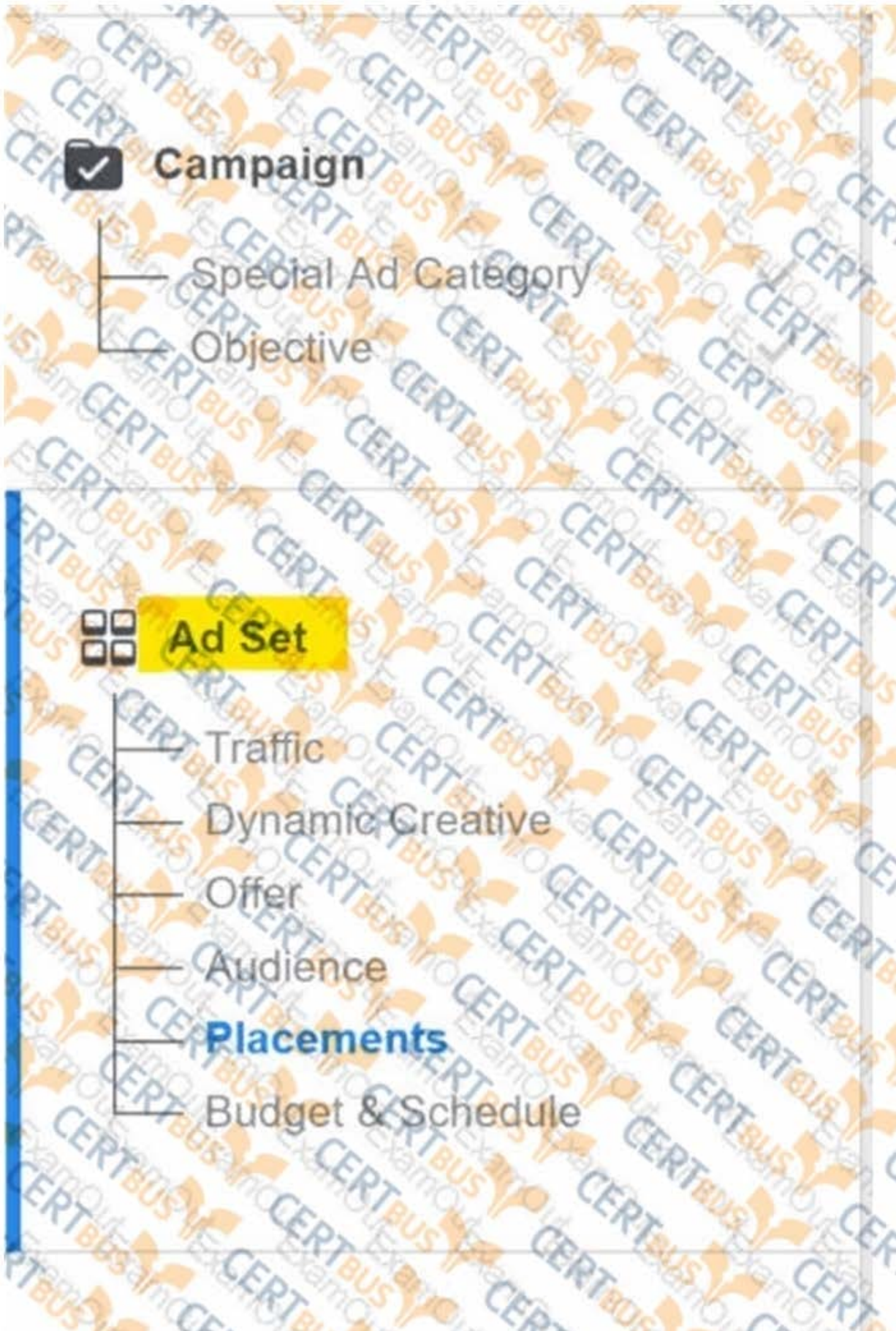
QUESTION 8

What are all the different aspects of a campaign you can change at the ad set level? (Select all that apply) Choose ALL answers that apply.

- A. Ad Type
- B. Audience
- C. Dynamic Creative
- D. Offer
- E. Placement
- F. Image

Correct Answer: BCDE

The followings are all of the different aspects of a campaign you can change at the ad set level:



This might be an easy one but a lot of people don't use Offers or Dynamic Creatives on their campaigns so might miss this type of question.

QUESTION 9

What are some reasons you want to optimize for landing page view and not clicks or conversions?

Choose ALL answers that apply.

- A. A website can take too long to load
- B. A person clicks on an ad accidentally and closes the window before it opens
- C. Your goal is to get more conversions
- D. You are not generating at least 50 conversion events per week page or video: We recommend optimizing for link clicks, not landing page views.

Correct Answer: ABD

The following scenarios are examples of link clicks that may not result in a landing page views: A person clicks a link accidentally and closes the page before it gets a chance to load A person clicks a link intentionally, but the page takes too long to load and the person closes it before it finishes If I can optimize for landing page views, should I? It depends on your goal and/or ad format: If your goal is to get more traffic on a specific page (or specific pages) of your website: We recommend landing page view optimization over link click optimization, since the former can improve traffic quality. We especially recommend it if you're trying to get people to land on a page (or pages) on their mobile devices. If your goal is to get more conversions: We recommend trying to optimize for conversions first. However, conversion optimization does not work for everyone. A conversion-optimized ad set needs to get about 50 of the conversion it's optimized for per week (though getting even more is better) to have a chance at being effective. If your ad set doesn't get that many per week, landing page views could be an effective alternative. They're also a good choice if you don't have lower-funnel events (ex: a purchase conversion) set up with your pixel yet. If your goal is to get more people viewing more content on your site overall (not landing on specific destination URLs of ads): We recommend optimizing for ViewContent conversions instead of landing page views, since the former optimizes for people to view any page on your site with that event added. Note: This means you have to add that specific event to every page you want people to view. For landing page view optimization, you only have to have the pixel base code on every page you want people to land on (we only optimize for people landing on your website after clicking from your ad). However, keep in mind that this type of optimization is not available for ad sets in Traffic campaigns. If you're using an ad format (ex: Canvas, Offers, Messenger) that takes people to a Facebook

QUESTION 10

What are some best practices for videos in Facebook News Feed that will drive the most positively impacted Ad Recall?

Choose ALL answers that apply.

- A. Make long videos
- B. Make sure message is easy to understand with sound off
- C. The product being featured should be featured for the majority of 30 seconds of ad
- D. The video needs to have a lot of text to convey the right message

E. Be open to experiment, test and make changes to your videos

F. Capture attention quickly in the first 3 seconds of video

Correct Answer: BCEF

In light of new test results--in combination with new research from Facebook IQ on designing effective video ads for the mobile feed-- Facebook has made some updates to its mobile video creative considerations.

Facebook has added a new tip on framing and revised their suggestion on experimentation to encourage advertisers to play more as they explore storytelling through video in mobile feed.

Here are other updated video creative considerations:

Capture attention quickly. Using colors, themes and imagery that evoke your brand at the start of your video can help people connect the ad to your brand quickly. Consider starting your video with lifestyle and product shots, recognizable spokespeople, action scenes or a vivid background to spark interest.

Design for sound off. Since most video ads in mobile feed are viewed without sound, it's important to convey your message visually. Showing captions, logos and products can help communicate your message, even in silence.

Frame your visual story. Producing video for a small screen requires consideration of dimension and scale.

Play with zoom, crop and overall visual composition to make sure your story is told well on a small screen.

Play more. There's no universal solution to building brands or driving actions with mobile video, so keep experimenting, testing and iterating to learn what works for your brand and audience.

Video ads need to be adapted for News Feed to drive results

Showcase
Is the advertised product or service featured for a majority of the 30 seconds of the video ad?

Conversation
Does the video ad contain narration or feature verbal communication to tell a message?

Brand Link
Is it easy to identify the brand being advertised in the video ad?

Sound
Is it easy to understand the message without sound?

Message
Is the video ad's message succinct without overloading on information?*

Facebook IQ Source: Video ad rating conducted internally by Facebook in Q4 2015; 2,183 video ad ratings corresponding to 965 video ads in market in the US and EMEA between Q4 2014 and Q4 2015. Video ad metadata obtained from Facebook internal data. Brand performance data based on Nielsen Brand Effect norms database.
* Was tested with question: This is an informative video about the brand or product/service. (Agree, Disagree, Neither)

QUESTION 11

Your client is interested in running a campaign for 1 month and then do a brand lift study. But, before proceeding with the study, he/she would like to understand more about it.

Choose ALL answers that apply.

- A. People within the control group that will view your ads become part of the exposed group.
- B. People within the test group that will view your ads become part of the exposed group.
- C. The difference between the test group and the control group are analyzed to see the results of a brand lift study.
- D. The difference in response between the exposed group and the control group are analyzed for results of your brand lift study.
- E. You can set up a brand lift study through your Business Manager.

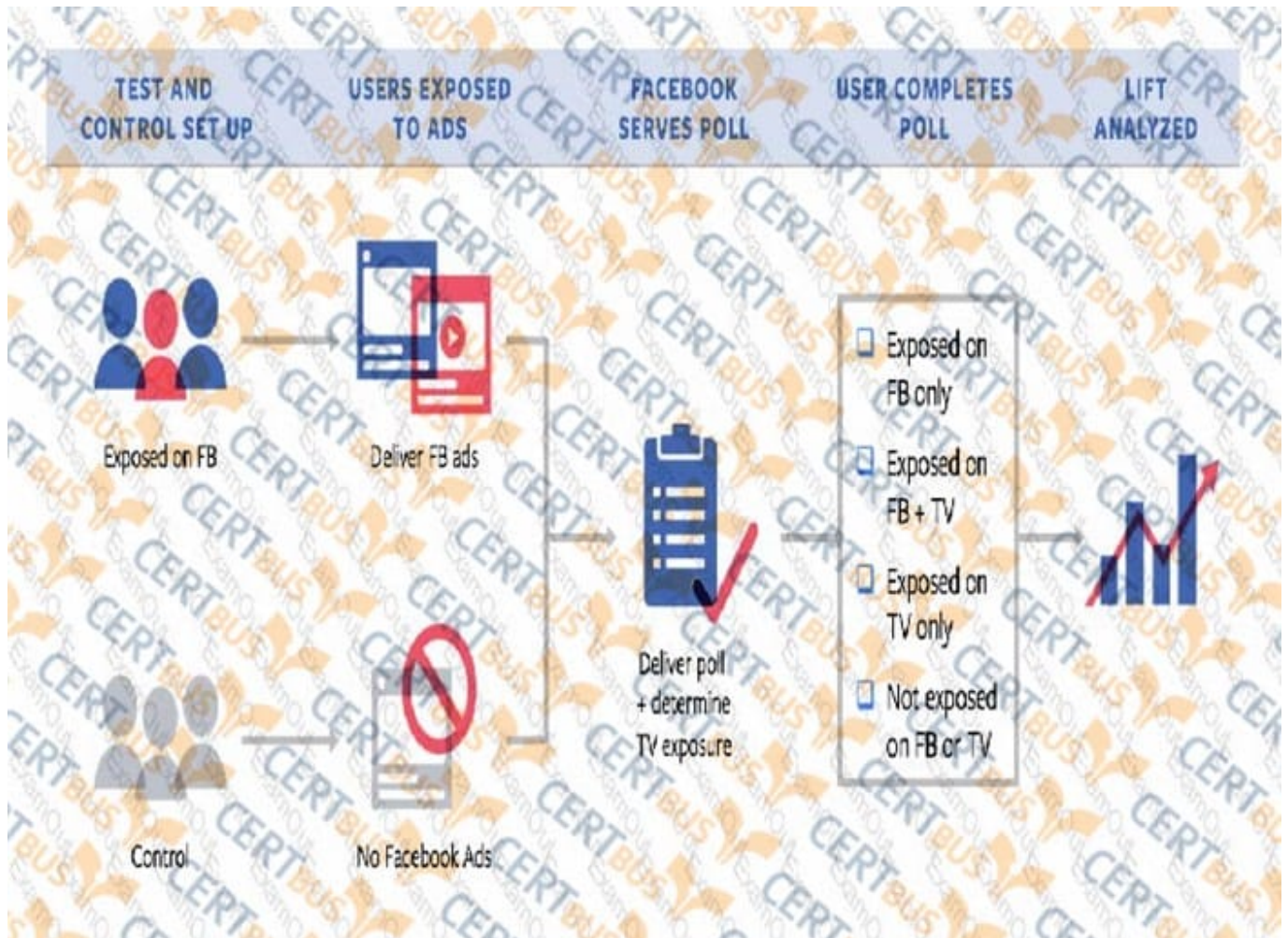
Correct Answer: BD

You can ONLY set up a brand lift study through a Facebook Account Representative.

Once a study is created, the campaign's target audience is separated into a test group and a control group.

The test group contains people eligible to see your ads, and the control group contains people who won't see your ads.

The people within the test group that actually see your ads become part of the exposed group.



The exposed group and control group are then polled, and the difference in responses between the 2 groups is analyzed.

QUESTION 12

Your client is interested in running a campaign with a video, but they are still not 100% sold on running Facebook ads.

Given their skepticism, they would like you to run multiple campaigns, with the same video content but the following campaign objectives:

Optimization goal for impressions

Optimization goal for video views

So you need to run an optimization goal for impressions and another one for video views. You will then be able to compare both campaigns through the eCPM metric.

How does the eCPM calculation differ within both campaigns?

Choose ALL answers that apply.

- A. The eCPM for the impression campaigns will only take into account the advertiser bid per impression.
- B. The expected CPM can't be compared between the impressions and video views campaigns.
- C. The eCPM for the video view campaign will include an additional component of the estimated click-through rate.
- D. The eCPM for the video view campaign will include an estimated conversion rate calculated by Facebook.

Correct Answer: ACD

Facebook converts all campaigns into an effective CPM (eCPM) to enable comparison between ads with different optimization goals.

There are 3 different formulas for calculating the eCPM:

1.
Optimization goal: impressionseCPM = Advertiser bid per impression
 2.
Optimization goal: clickseCPM = (Advertiser bid per click) x (estimated click-through rate) x 1,000
 3.
Optimization goal: actions (besides clicks)eCPM = (advertiser bid per action) x (estimated click-through rate) x (estimated conversion rate)* x 1,000
-

QUESTION 13

What can you expect from an MTA Partner Program within Facebook Measurement Partners?

Choose ALL answers that apply.

- A. Measure lift in sales using partner-based ROI measurement solutions.
- B. Measure and compare the effectiveness of advertisers' marketing channels in terms of contribution to sales, efficiency, and ROI.
- C. Aggregated reporting across multiple mobile ad networks, powered by Facebook attribution data.
- D. People-based multi-touch attribution reporting across all publishers, including Facebook.

Correct Answer: ABCD

Here is a list of how Facebook Measurement Partners can help:

Partner Lift: Facebook's Partner Lift integrations leverage best-in-class vendors to measure lift in sales using partner-based ROI measurement solutions.

MTA Partner Program: Facebook offers an MTA Partner Program that enables multi-touch attribution (MTA) partners to provide people-based MTA reporting across all publishers, including Facebook.

Marketing Mix Modeling (MMM) Partners: Enable partners to better measure and compare the effectiveness of advertisers' marketing channels in terms of contribution to sales, efficiency, and ROI.

Mobile Measurement Partners (MMPs): Work with one of our Mobile Measurement Partners to see aggregated reporting across multiple ad networks, powered by Facebook attribution data.

QUESTION 14

What is the biggest difference between doing a 1% versus a 6% similar audience?

Choose only ONE best answer.

- A. A 1% similar audience is optimized for similarity whereas a 6% is optimized for reach.
- B. A 6% similar audience is optimized for similarity whereas a 1% is optimized for reach.
- C. There is no difference. The 6% audience will only be a larger audience that excludes the 1% audiences.
- D. A 6% would include several countries whereas a 1% would only include one country.

Correct Answer: A

On a scale of 1-10, the smaller numbers are optimized for similarity whereas higher numbers are optimized for reach.

Regardless whether you use 1 or 10; you can select one or multiple countries.

QUESTION 15

You've been working on a reach and frequency campaign for your client.

You launch the campaign at 8 AM. It's 3 PM, and you realize you need to change your audience.

How can you fix this?

Choose only ONE best answer.

- A. You can go into the ad-set and just change the audience.
- B. You need to build a new ad-set with the different audience.

C. You need to cancel current ad set and launch a new ad set with the fix.

Correct Answer: C

Reach and frequency campaigns have a grace period of 6 hours. After that time, you will have to create a new one and re-launch it as Facebook can't keep your fixed price.

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