



410-101^{Q&As}

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QUESTION 1

You've set up campaigns for an alcoholic beverage that wants to target college students in Sweden, US and Nicaragua. You've set up an ad set with the following audience characteristics:

People interested in music and party

Age range 18-26 years old

Countries: US, Sweden and Nicaragua

You've been running the campaign for 3 days but are not getting enough reach.

How do you fix this problem?

Choose only ONE best answer.

- A. You need to expand your audience to people older than 26 years old.
- B. You need to split the ad sets into different campaigns.
- C. Each country should have its own audience and ad set.
- D. You should invest more money and increase your budget.
- E. You should change the interests in the audience completely.

Correct Answer: C

<https://www.facebook.com/policies/ads/>

Targeting Requirements

If you choose to run ads that promote or reference alcohol you must make sure to follow local laws and target your ads appropriately, including targeting your ads to 18 years or older in all permitted countries except the following:

India

25 years or older in Chandigarh, Delhi, Haryana, Maharashtra, or Punjab.

21 years or older in Andhra Pradesh, Arunachal Pradesh, Assam, Chhattisgarh, Dadra and Nagar Haveli,

Daman and Diu, Goa, Jammu and Kashmir, Jharkhand, Kerala, Madhya Pradesh, Meghalaya, Odisha,

Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, or West Bengal.

18 years or older in Andaman and Nicobar Islands, Himachal Pradesh, Karnataka, Mizoram, Puducherry,

Rajasthan and Sikkim.

Alcohol is prohibited in Bihar, Gujarat, Lakshadweep, Manipur and Nagaland.



Other Countries

20 years or older in Japan, Iceland, Thailand and Paraguay 21 years or older in Cameroon, Micronesia, Palau, Solomon Islands, Sri Lanka and the US 19 years or older in Canada, Korea and Nicaragua.

25 years or older in Sweden

QUESTION 2

What are the requirements for a business to open a "Shop" on their Fan Page?

Select 4 that apply.

- A. Sell physical items
- B. Agree with Facebook's merchant terms
- C. Have an ad account
- D. Link to valid bank account
- E. Have a TIN

Correct Answer: ABDE

If you have a Facebook business Page, you can add a shop. You can use this section on your Page to list products you're selling and connect with more customers on Facebook.

While any business can have a shop, this feature is best for merchants, retail and eCommerce advertisers.

We recommend it for businesses selling apparel, beauty, accessories (including bags and luggage), home furnishings, and baby or kids products. But other types of businesses can still use a shop to reach more people on Facebook.

Requirements to have a shop

Your Facebook shop must:

Sell physical items

Agree with our Merchant Terms

Link to a valid bank account

Have a Tax Identification Number (TIN)

QUESTION 3

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 4

How are budgets different than account spending limits?

Choose ALL answers that apply.

- A. Facebook won't spend more than 25% of your daily budget on a given day
- B. Facebook won't spend more than 7 times your daily budget over a calendar week (Sunday to Saturday)
- C. Facebook won't spend more than 125% of your account limit
- D. Once you've spent a daily budget, delivery/spending stops for that ad set or campaign
- E. Facebook won't spend more than 25% of your campaign lifetime budget

Correct Answer: AB

Budgets are set at the ad set or campaign level and their spend may be paced or accelerated by the delivery system. Once you've spent a lifetime budget, delivery/spending stops for that ad set or campaign.



Daily budgets are averages and ongoing, but ultimately we won't spend more than 125% of your daily budget on a given day or more than 7 times your daily budget over a calendar week (Sunday to Saturday).

QUESTION 5

Your client is launching an online course. From previous experience, they've realize that in order to maximize online sales, they need to run a campaign 1 month before with various 15-second long videos so that people familiarize with the new course.

Here are your campaign requirements for the campaign you are launching to build the awareness needed before converting users through the website:

They want for people to show the video twice every 7 days You have a video creative 15-seconds long They want to optimize for video views

How should you set up the campaign?

Choose only ONE best answer.

- A. Buy through the reach and frequency and set a frequency of 2 every 7 days.
- B. Buy through the auction, select the reach objective and set a frequency of 2 every 7 days.
- C. Buy through the auction, select the brand awareness objective and set a frequency of 2 every 7 days.
- D. Buy through the auction, select the video view objective, optimize for ThruPlay and set a frequency of 2 every 7 days.
- E. Buy through the auction, select the video view objective, optimize for 10-seconds view and set a frequency of 2 every 7 days.

Correct Answer: E

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