



410-101^{Q&As}

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QUESTION 1

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 2

What roles within your Business Manager can view insights for your Page in Audience Insights?

Choose ALL answers that apply.

- A. Page Analyst
- B. Page Advertiser
- C. Ad Account Admins
- D. Fan Page Admins
- E. Fan Page Analyst and Ad Account Admin



Correct Answer: BD

If you want to view insights for your Page in Audience Insights, you must at least be a Page Advertiser.

QUESTION 3

You have a client's customer database with 500,000 entries from the past 5 years.

Here is the list of information you have for each entry:

- Email
- Phone Number
- Age
- Value
- Currency
- Customer Lifetime Value

The client wants you to build a lookalike audience based on customers who have profited the most during a specific timeframe. Customers usually stay with your client for 2 years.

What data do you need from the entries, and what type of audience would you build for this exercise?

Choose only ONE best answer.

- A. You would need the email, phone number, and value. With this information, you could build a value-based lookalike audience.
- B. You would need the email, age, and customer lifetime value. With this information, you could build a value-based lookalike audience optimized for reach.
- C. You would need the email, age, and customer lifetime value. With this information, you could upload a custom audience and market to them.
- D. You should upload all of the information from customers. You can then build a custom audience with the entire database. With this database then build a similar audience to target the most profitable customers.
- E. You first need to segment the database based on the Customer Lifetime Value. With this data segmented, you should then build a custom audience and then use this as a seed audience to build a similar one optimized for similarity.

Correct Answer: E

Every time you use databases, you need to make sure you segment your database first, depending on the requirements. In this case, you need to find the customers with the best lifetime value.

You DON'T want to upload all of the databases, as you won't be able to segment on Facebook.

Once you've segmented the database, you should proceed to upload the database to build a custom



audience.

This should allow you to use this audience as a seed audience . Because you've already segmented the database; you know that these are the users with the highest LTV.

You then use this to build a similar audience optimized for similarity, as you are trying to reach potential new customers that have the most similarity with your client's customer base.

QUESTION 4

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 5

Your client requests want to run in-stream videos ads as a new strategy for their brand. They would like to run a 45 second video content (1:1 aspect ratio) through Facebook and Audience Network automatically as placement.

They are concerned that their video is not shown on gambling websites or dating applications.

What are four recommendations you would suggest to your client?

- A. Switch the video aspect ratio from 1:1 to 16:9 for best delivery.
- B. Shorten the video length to 20 seconds in order to run on both placements.
- C. Shorten the video length to 15 seconds in order to run both placements.
- D. Select reach objective to optimize delivery.
- E. Select video views objective in order to run on both placements.
- F. Make sure video has sound

Correct Answer: ACEF

Additional explanation info and readings

In-stream video ads are:

Mid-roll on Facebook and pre or mid-roll on Audience Network.

Automatically sound-on when the viewer is already watching with the sound on.

5-5 seconds in duration on Facebook and up to 120 seconds in Audience Network.

Non-skippable, resulting in high completion rates.

Available for the Video Views, Brand Awareness, Reach, and Post Engagement ad objectives. Available as a separate, standalone placement or can be delivered along with other placements, like Facebook Feeds and Instant Articles.

Supportive of all targeting options. Facebook in-stream Video length: 5-5 seconds Objective: Video views, reach, brand awareness or post engagement Aspect ratio: Vertical (up to 9:16), Square (1:1), landscape (16:9) Audience Network in-stream Video length: 5-20 seconds when automatic placements is selected, 5-30 seconds when selecting in-stream placements on their own Objectives when using automatic placements: Video views, reach, brand awareness, post engagement, conversions, traffic, app installs, catalog sales when using automatic placements Objective when using on its own or with Facebook in-stream video: Video views Aspect ratio: Square (1:1) or landscape (16:9). Note : landscape is recommended for best delivery Facebook and Audience Network in-stream together Video length: 5-5 seconds Objective: Video views

Aspect ratio: Square (1:1) or landscape (16:9). Note : landscape is recommended for best delivery If you choose to use automatic placements, you can choose any of the following objectives: Video views Reach Brand awareness Post engagement Brand Safety

Advertisers can block the following categories: Dating Debated social issues Gambling Mature Tragedy and conflict Key takeaways In-stream videos can help you boost your brand with longer video views. New campaigns using Automatic Placements with the Video views, Brand awareness, Reach, or Engagement (Post) objectives will include in-stream. To add in-stream videos to existing campaigns, use "Edit Placements" and ensure the in-stream video boxes are checked (under Facebook and Audience Network). Advertisers have the option to select in-stream video as a standalone



placement for Feed or for Audience Network, or they can optimize across all available placements. Pre-campaign transparency, category blocking, block lists, and placement controls can all help advertisers ensure brand safety. In ads reporting, advertisers can see performance for video ads delivering in-stream separately from other placements.

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