



410-101^{Q&As}

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QUESTION 1

Your client gave you 50 USD to run an ad. You are required to run the campaign for 20 days on a daily budget.

They want you to run a post engagement to a custom audience of their customer database. More specifically, customers who have bought a product in the past 180 days.

What is the daily budget for the campaign and how would you set it up?

Choose only ONE best answer.

- A. Your daily budget is 2.5 USD, and you set up daily budget for 2.5 USD.
- B. Your daily budget is 2.5 USD, and you set up lifetime budget for 50 USD.
- C. You set up a lifetime budget of 50 USD. The daily budget is irrelevant.
- D. There is not enough budget to run the campaign for 20 days with \$50. You would need to ask your client to increase the budget to 100 USD.
- E. There is not enough budget to run the campaign for 20 days with \$50. You would need to ask your client to decrease the timeline to 15 days.

Correct Answer: D

Keep in mind that Facebook has minimum requirements for budgets; whether you use automatic or manual bidding, you have to meet the following minimum requirements:

If the ad set gets charged for impressions, its daily budget must be at least \$1 a day.

If the ad set gets charged for clicks, likes, video views, or post engagement, its daily budget must be at least \$5 a day.

If the ad set gets charged for low-frequency events, like offer claims or app installs, its budget must be at least \$40 a day.

In this case, 50 USD as a total budget for 20 days does not meet the minimum requirements for post engagement. Either you increase the budget to 100 USD or decrease timeline to 10 days to meet the \$5 minimum daily budget.

QUESTION 2

You have a total of \$28,000 for several promotions that your client would like to launch in the next 4 weeks. They would like to promote a different products each week and ensure that you spend your budget for each of the 4 weeks.

How would you set up your budget for these campaigns?

Choose only ONE best answer.



- A. \$28,000 lifetime budget with standard delivery.
- B. \$28,000 lifetime budget with accelerated delivery.
- C. \$4,000 lifetime budget with standard delivery.
- D. \$7,000 lifetime budget with accelerated delivery.

Correct Answer: D

QUESTION 3

In which platforms does the Facebook SDK work on?

Choose ALL answers that apply.

- A. iOS
- B. Android
- C. Javascript
- D. PHP
- E. Unity
- F. tvOS
- G. 3rd Party Tools

Correct Answer: ABCDEFG

1.

iOS: You can integrate iPhones and iPads.

2.

Android: All Android phones and tablets.

3.

JavaScript: Works well for social plug-ins, API calls, and implementing Facebook login.

4.

PHP: You can use Facebook Graph API to use the SDK.

5.

Unity: All games developed under this platform work well.

6.



3rd Party: Some 3rd party partners have specific SDKs\.

7.

tvOS: Is Apple TV\ 's SDK to integrate social sharing options.

QUESTION 4

You receive a month-long IO from a client for a new campaign with a \$10,000 budget. The IO is delivered in full by the end of the month. You receive a new IO for the next month with a budget of \$20,000.

How could you execute this new requirement?

Select two options that apply.

- A. Start a new campaign and set up the spending limit to \$30,000.
- B. Raise the campaign spending limit of the existing campaigns to \$30,000.
- C. Make sure the sum of the budgets for the active ad sets in the existing campaign reflect you want \$30,000 over the course of the new month.
- D. Ensure that the sum of the budgets for the active ad sets in the new campaign reflect the \$10,000 you want to spend over the course of the month.
- E. Duplicate the existing campaign and increase campaign spending limit to \$20,000
- F. Increase the ad sets limit to \$15,000 to ensure you spend \$30,000 over the course of the month.

Correct Answer: BE

You receive a month-long IO from a client for a new campaign with a \$10,000 budget.

To manage this:

Create a new campaign (or duplicate an existing one).

Set a campaign spending limit of \$10,000.

Ensure the start and end dates for the ad sets in the campaign align with dates of the new IO.

Make sure the sum of the budgets for the active ad sets in this campaign reflect that you want \$10,000 to be spent over the course of the month. The campaign spending limit is an un-paced limit, so for smooth pacing, make sure the sum of the budgets for active ad sets in this campaign reflect that you want \$10,000 to be spent over the course of the month.

The IO is increased to \$15,000.

To manage this:

Edit the campaign spending limit for the existing campaign to \$15,000.



Ensure the sum of the budgets for the active ad sets in the campaign reflect that you want to spend \$15,000 over the course of the month, starting from the original start date of these ad sets.

The IO is decreased to \$9,000.

To manage this:

Edit the campaign spending limit for the existing campaign to \$9,000.

Note: This can only be done if the amount spent on the campaign so far is at least \$100 less than the new limit.

In this scenario, that would mean no more than \$8,900 could be spent so far in order to lower the limit to \$9,000.

Ensure the sum of the budgets for active ad sets in this campaign reflect that you want \$9,000 to be spent over the course of the month, starting from the original start date of these ad sets.

The IO is delivered in full by the end of the month. You receive a new IO for the next month with a budget of \$20,000.

You have two options for setting a new campaign spending limit here:

Option 1: Start a new campaign

Create a new campaign (or duplicate existing one).

Set the campaign spending limit for the new campaign to \$20,000.

Ensure end date for the ad sets in new campaign align with end date of the new IO.

Option 2: Continue working on an existing campaign

Raise the campaign spending limit on the existing campaign to \$30,000.

Crucial: The campaign spending limit on an existing campaign will always reflect prior spend, even if the limit is removed and then reapplied. In this case, the campaign has already spent \$10,000. In order to allow for an additional \$20,000 of spend, the campaign spending limit must be set to \$30,000 (previous spend of \$10,000 + new IO amount of \$20,000).

QUESTION 5

What strategies should you follow to prepare the marketing campaigns you will launch in 4 months?

Choose only ONE best answer.

A. You should analyze the current customer base so that you can then build a custom audience based on the insights you found.



- B. You should analyze the current customer base and fan page in order to launch the campaign in 4 months.
- C. You should just launch ads to the current customer base. There is no need to launch ads to new audiences.
- D. You should analyze the current customer base; understand their behaviors, demographics, and other important information, then build core/saved audiences based on these insights.

Correct Answer: D

Every time you work with a new client, you want to first analyze the behaviors, demographics, and segmentation from their current customer base.

The main objective is to use all of this information and build a new core/saved audience based on all of these insights. If you see specific Fan Pages that the customer base follows, you want to include all of those interests in the new audience.

So all of the information that comes out of Audience Insights is for you to use and build better audiences based on facts, and not assumptions of whom the potential target market is.

Use actual data from customers to reach out to new potential customers.

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