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QUESTION 1

An ecommerce site wants to increase conversion along their sales funnel. They've implemented several pixel events that are working properly; however, they are concerned that conversion costs are high and there is audience overlap.

They've verified with the Facebook pixel helper and events are working properly.

They have the following events on their site: ContentView, AddToCart, InitiateCheckout and Purchase

Two core audiences have campaigns running for traffic objective

All pixel events have remarketing campaigns

What changes and suggestions to your audiences can you make in order to reduce audience overlap?

Select three that apply.

- A. Your InitiateCheckout audience should exclude the core audiences.
- B. The ad set running the purchase event should exclude all purchase events from last 30 days.
- C. The ad set running the AddToCart event should include all InitiateCheckout and Purchase events from last 60 days.
- D. The ad set running the Purchase event should include InitiateCheckout and AddToCart events from previous 60 days.
- E. You should use Audience Overlap to make sure there is no overlap between the two saved/core audiences you are using.

Correct Answer: BDE

QUESTION 2

You would like to optimize a 10 second long video creative for a new product. The video has the brand mentioned early on the video and your client wants you to optimize for CPVC.

Which objective should you select in your campaign?

Choose only ONE best answer.

- A. Reach objective
- B. Video Views Objective
- C. Brand Awareness Objective
- D. Video Engagement
- E. Video Completion Objective

Correct Answer: B



10-Second Video Views The number of times your video was watched for an aggregate of at least 10 seconds, or for nearly its total length, whichever happened first. **How It's Calculated** The metric counts when your video was watched for an aggregate of 10 seconds or more, or to 97% of its length, whichever happened first. (Example: if someone watches a 5-second video for 4.85 seconds, or a 10-second video for 9.7 seconds, that counts as a 10-second video view.) People frequently drop off before the true end of a video when credits roll or content fades out, so 97% is considered to be the video's full length. **CPVC - Cost per video completion** Cost per video completion (CPVC) is a metric that will show up on your exam. Most CPVC optimization will be video view campaign objective.

QUESTION 3

You are planning the launch of the new mobile app for PhotoSnap.

Your client would like to move current website users to the mobile app and also reach new users.

Which audiences should you use for the mobile app launch?

Select the three that best apply.

- A. You should build custom audiences based on the customer database of people who have purchased in the past 365 days.
- B. You should build a similar audience based the client's current customer base.
- C. You should do interest demographics and launch the campaign.
- D. You should build an audience based on your client's Fan Page; fans that have engaged with content in the past 90 days.

Correct Answer: ABD

The client has two objectives:

1.

Move website users to the mobile app.

2.

Create new mobile app downloads from new users.

For the first objective, you want to create a custom audience based on your client's customer base in order to move website users to install the mobile app.

For the second objective, you want to reach out to people who have interacted with the brand before and new potential users. In this case, your best option is to market to fans who have interacted in the past 90 days and also a new audience based on the current customer base.

QUESTION 4

You want to share the different campaign options you've built in the Campaign Planner with your customer.



What are some of the different ways you can share them?

Choose ALL answers that apply.

- A. Send an email that includes the details of the campaigns and links to it.
- B. You can send a link directly from the Campaign Planner for them to see.
- C. You can send them the CSV file of your campaigns through email.
- D. You can't share campaigns in the Campaign Planner.

Correct Answer: ABC

There are three different ways you can primarily share your campaigns with the Campaign Planner:

Send an email that includes the major details of the Plan and links to it.

Send a shareable link to the Plan.

Export a CSV of the Versions of your Plan.

QUESTION 5

Your client is launching a new car nationwide.

They've come up with a marketing campaign that contains three different videos. They want to deliver the campaign to a large audience during a specific time frame.

What buying option should they use and how should you optimize your campaigns?

Choose only ONE best answer.

- A. Ad Auction, running multiple campaigns with specific dates so that it's targeted correctly.
- B. Reach and Frequency, with Sequenced delivery, so that you run campaigns on specific dates.
- C. Reach and Frequency, with Scheduled delivery, so that you run campaigns on specific dates.
- D. Ad Auction, with a brand awareness campaign, in order to maximize reach of the different campaigns.

Correct Answer: C

Whenever a customer is running a nationwide campaign, you want to go with "Reach and Frequency" option.

This buying option will allow you to control reach, frequency, and budget.

There are three ways you can optimize your video campaigns within the reach and frequency options:

Standard

Sequenced



Scheduled

Below is a table with the differences for each:

In this case, you want to use the "Schedule" option as the client wants to run the campaign on specific dates.

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