



# 410-101<sup>Q&As</sup>

Facebook Certified media buying professional

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### QUESTION 1

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

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### QUESTION 2

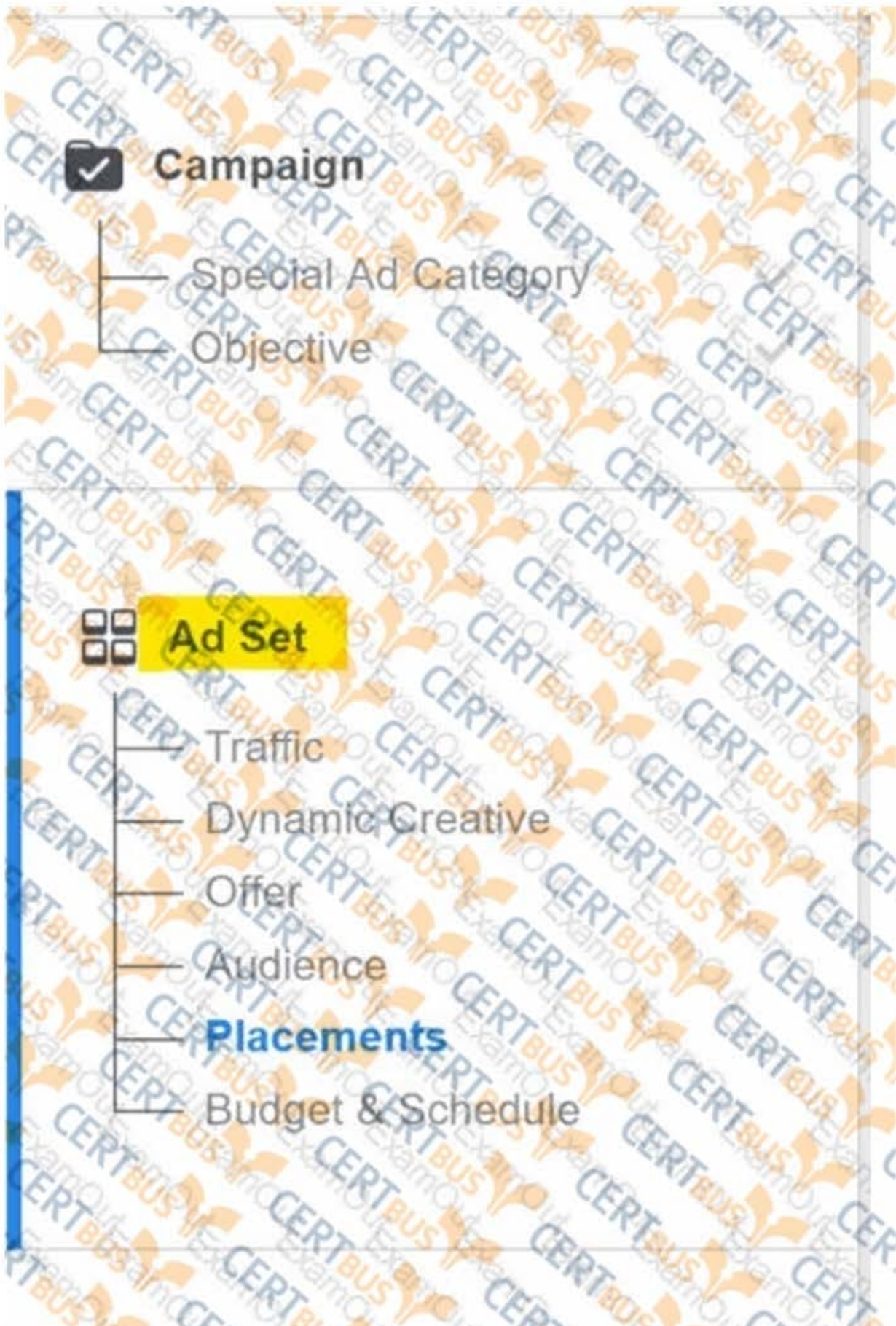
What are all the different aspects of a campaign you can change at the ad set level? (Select all that apply) Choose ALL answers that apply.

- 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.

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### QUESTION 3

Your client is posting 5 times a week, and they want you to promote each post as interaction ads, with a budget of \$20 for each.

Your community manager published a post with a big grammatical mistake, but already spent \$5 on the campaign for this post.

Your client calls you complaining, and you immediately tell your community manager to fix the post and reactive the campaign.

What options does the community manager have in fixing this mistake?

Choose only ONE best answer.

- A. The community manager should select the boosted post, change the image and re-launch the campaign.
- B. The community manager needs to post a new image and create a new campaign with a \$20 budget.
- C. The community manager should delete or hide the current boosted post. He/she should then post the new image and add a new ad to the previous ad set with a \$10 budget.
- D. The community manager should delete or hide the current boosted post. He/she should then post the new image and add a new ad in the previous ad set. There is no need to change the budget.

Correct Answer: D

You are not able to make changes to a post (title, text or image) if you have boosted the post or invested money. In this case, you will have to hide the other post and re-publish the new one with the corrections. You should promote the post under the same ad set from the previous campaign. This will allow you not to modify anything at the ad set level and only deactivate one ad and activate the new one.

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### QUESTION 4

What are some advantages for Facebook Pixel?

Choose ALL answers that apply.

- A. Track cross-device conversions.
- B. Show to the right people, at the right moment, on the right devices.
- C. Build Core Audiences based on website visitors.
- D. Build audiences based on users who have installed your app.
- E. Unlock additional advertising tools within Facebook.
- F. Evaluate your ROAS.



Correct Answer: ABEF

You can create a pixel, and connect it to your website, to:

Make sure your ads are shown to the right people, on the right devices, at the right moment:

Knowing how people use your website can imply what they're likely to do next. This helps Facebook deliver ads to the people most likely to take the action you want them to take.

Build effective advertising audiences: With Custom Audiences, you can show your ads to people based on how they've already interacted with your website. Using Lookalike Audiences, you can target ads to brand-new people based on their similarity to established visitors and customers.

Measure cross-device conversions: See how customers move between devices while engaging with your content -- and determine what devices they are most likely to convert on.

Unlock additional Facebook advertising tools: Web conversion campaigns, Custom Audiences from your website, dynamic ad delivery, and metrics such as cost per lead or cost per conversion are only available to advertisers who've installed pixel on their websites.

Better evaluate your return on ad spend by more precisely attributing online behaviors to your Facebook, Instagram, Messenger, and Audience Network ads.

Pixel can enable powerful, actionable, and cost-saving adjustments to ad delivery -- such as only displaying brand awareness campaigns to people who've never visited your website, or offering limited-time discount codes to people who've abandoned online shopping carts.

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## QUESTION 5

Two ad sets within your brand campaign are not responding well.

The campaign has the following details:

Objective: Run a triple-play message strategy to drive brand association, sales awareness, and product conversion to a specific offer.

Target: 34-55 Male Executives.

Asset: 5 images that will be delivered sequentially.

Ad Type: Auction on Instagram.

What change should you make for the campaign to deliver the objective?

Choose ALL answers that apply.



- A. You should change the ad type to sequential messaging.
- B. You should change the placement to include Facebook.
- C. You should change the target market to females.
- D. You should change the bidding to reach and frequency.

Correct Answer: ABD

Whenever you want to maximize brand awareness with multiple messages, you should use reach and frequency as the bidding type.

Keep in mind that you can program sequential content or ads within Facebook's auction. So every time you see "sequential messages," the answer is most likely reach and frequency with sequential messaging.

For brand awareness campaigns, you should also include Facebook as placement due to its high reach.

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