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QUESTION 1

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 2

Your client wants you to build three new audiences based on their current digital assets. They currently have a Fan



Page, Website with no pixel, Customer Database, Email Database, and Core/Saved Audiences.

They've just learned about Similar Audiences, so would like you to build three new similar audiences to use as seed audiences.

Which digital assets can be used as seed audiences for this task?

Choose ALL answers that apply.

- A. Fan Page
- B. Website with no pixel
- C. Customer Database
- D. Email Database
- E. Saved/Core Audiences

Correct Answer: ACD

You are only able to build similar audiences based on the following seed audiences:

1.

Facebook Fan Page

2.

Custom Audiences: email databases, customer databases, interactions with the fan page, website visitors with pixel and interactions with lead ads. Keep in mind that you are NOT able to build similar audiences using core/saved audiences on Facebook. Similar audiences need to be built from users who have interacted in some way with one of your digital assets (Fan Page, Mobile App, Website, CRM and so on); whereas, core/saved audiences are used to find users based on demographics, interests, behaviors, and other variables who have NOT interacted with one of your digital assets.

QUESTION 3

Your client has been running a retail shop for the past 20 years.

In order to grow sales, they want to launch a new online store where people can buy products directly on their website. They can share with you a customer database of 20,000 customers who have bought a product in the past 2 years.

For the campaign, you need to reach out to existing customers, and people within a 10-mile radius from the stores.

What type of audiences should you build?

Choose only ONE best answer.

- A. You should first do a custom audience with the database, and then, a similar audience optimized for similarity.
- B. You should first do a custom audience with the database, and then, a similar audience optimized for reach.
- C. You should do a similar audience with the customer database, and then, launch a reach campaign to people in a 10-mile radius.



D. You should first, do a custom audience with the database, and a similar audience optimized for similarity. Then use the similar audience as a base for a new core/saved audience, and reduce the similar audience to a 10-mile radius from the stores.

Correct Answer: D

The first audience you need to build is the custom audience with the customer database. This audience will allow you to reach out to existing customers and run campaigns to the website.

The second audience you need to build is a similar audience with the customer database. Since you have a 20,000 baseline, you should be able to build a really good similar audience optimized for similarity.

Keep in mind that you are looking for quality over quantity in this particular case. You should select a 1% audience size.

Choose an audience size close to 1 to optimize for similarity. Your Lookalike Audience will likely be small, with a high resemblance to your seed.

Choose an audience size close to 10 to optimize for reach. Your Lookalike Audience will be larger, but less similar to your seed.



There is a third, very important, step that still needs to be done. You need to use the similar audience



you've just built and then re-segment that for the 10-mile radius.

This new saved/core audience based on a similar audience should be your best option for reaching out to new potential customers.

QUESTION 4

What are some best practices for videos in Facebook News Feed that will drive the most positively impacted Ad Recall?

Choose ALL answers that apply.

- A. Make long videos
- B. Make sure message is easy to understand with sound off
- C. The product being featured should be featured for the majority of 30 seconds of ad
- D. The video needs to have a lot of text to convey the right message
- E. Be open to experiment, test and make changes to your videos
- F. Capture attention quickly in the first 3 seconds of video

Correct Answer: BCEF

In light of new test results--in combination with new research from Facebook IQ on designing effective video ads for the mobile feed-- Facebook has made some updates to its mobile video creative considerations.

Facebook has added a new tip on framing and revised their suggestion on experimentation to encourage advertisers to play more as they explore storytelling through video in mobile feed.

Here are other updated video creative considerations:

Capture attention quickly. Using colors, themes and imagery that evoke your brand at the start of your video can help people connect the ad to your brand quickly. Consider starting your video with lifestyle and product shots, recognizable spokespeople, action scenes or a vivid background to spark interest.

Design for sound off. Since most video ads in mobile feed are viewed without sound, it's important to convey your message visually. Showing captions, logos and products can help communicate your message, even in silence.

Frame your visual story. Producing video for a small screen requires consideration of dimension and scale.

Play with zoom, crop and overall visual composition to make sure your story is told well on a small screen.



Play more. There's no universal solution to building brands or driving actions with mobile video, so keep experimenting, testing and iterating to learn what works for your brand and audience.

Video ads need to be adapted for News Feed to drive results

Showcase
Is the advertised product or service featured for a majority of the 30 seconds of the video ad?

Conversation
Does the video ad contain narration or feature verbal communication to tell a message?

Brand Link
Is it easy to identify the brand being advertised in the video ad?

Sound
Is it easy to understand the message without sound?

Message
Is the video ad's message succinct without overloading on information?*

Facebook IQ Source: Video ad testing conducted internally by Facebook in Q4 2015; 2,183 video ad ratings corresponding to 965 video ads in market in the US and EMEA between Q4 2014 and Q4 2015. Video ad metadata obtained from Facebook internal data. Brand performance data based on Nielsen Brand Effect norms database.

* Was tested with question: This is an informative video about the brand or product/service. (Agree, Disagree, Neither)

QUESTION 5

Your client needs to get rid of inventory and wants to run a flash sale of several products.

What are some recommendations you would suggest when setting up the bidding for the offers?

Choose ALL answers that apply.

- A. You should run an accelerated delivery.
- B. You should run a standard delivery.
- C. You should set up a minimum bidding price.
- D. You should set up a maximum bidding price.



Correct Answer: AD

Accelerated delivery is a great choice for time-sensitive campaigns. In this case: offers have specific deadlines and need to run through your budget, but not overspend.

You will always need to set up a budget, and maximum bidding costs, as required by the configuration for accelerated delivery.

Keep in mind that accelerated delivery will spend your budget as quickly as possible.

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