



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

Facebook Certified media buying professional

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### QUESTION 1

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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### 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

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### QUESTION 3



Your client is interested in running a campaign for 1 month and then do a brand lift study. But, before proceeding with the study, he/she would like to understand more about it.

Choose ALL answers that apply.

- A. People within the control group that will view your ads become part of the exposed group.
- B. People within the test group that will view your ads become part of the exposed group.
- C. The difference between the test group and the control group are analyzed to see the results of a brand lift study.
- D. The difference in response between the exposed group and the control group are analyzed for results of your brand lift study.
- E. You can set up a brand lift study through your Business Manager.

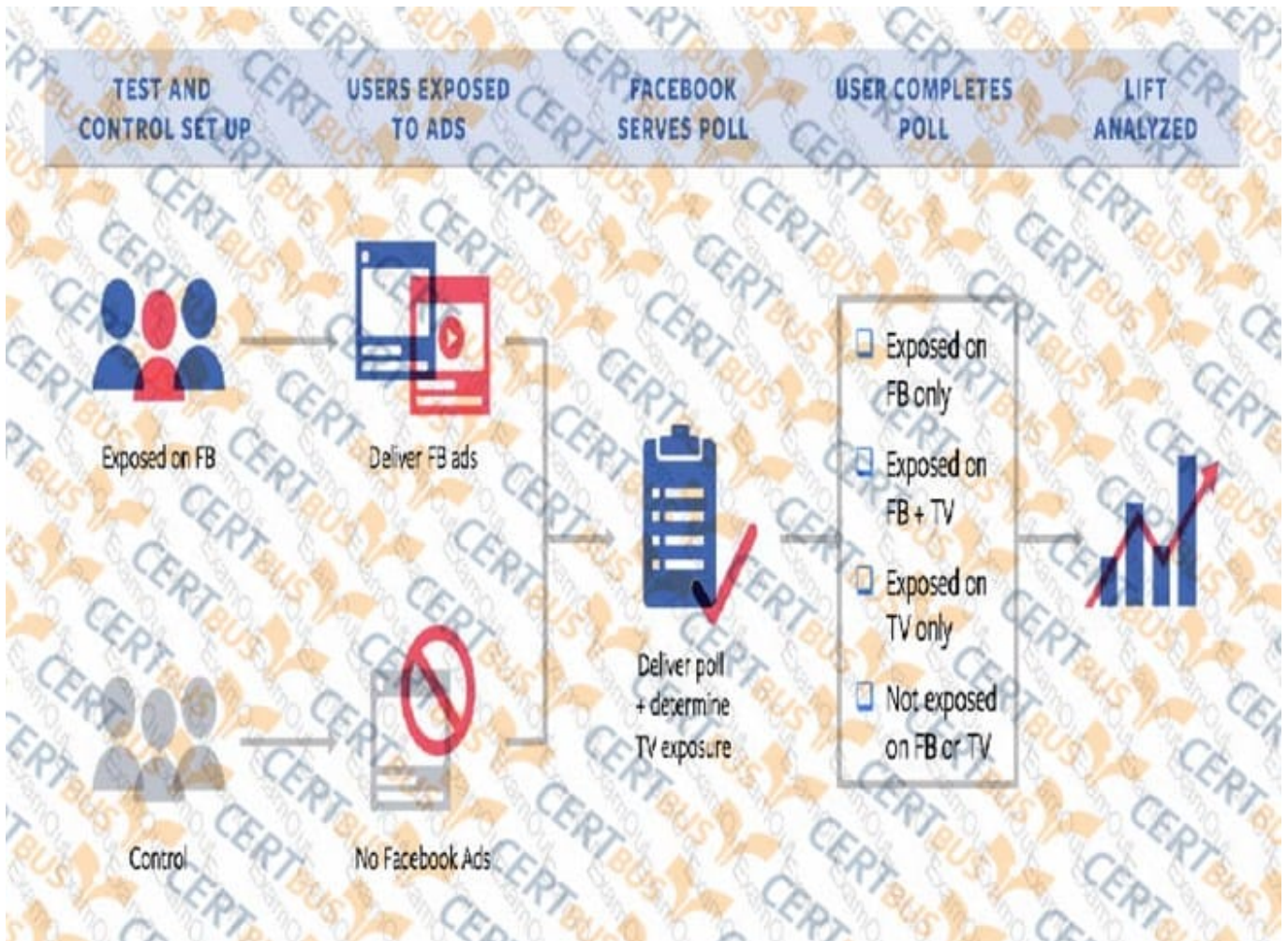
Correct Answer: BD

You can ONLY set up a brand lift study through a Facebook Account Representative.

Once a study is created, the campaign's target audience is separated into a test group and a control group.

The test group contains people eligible to see your ads, and the control group contains people who won't see your ads.

The people within the test group that actually see your ads become part of the exposed group.



The exposed group and control group are then polled, and the difference in responses between the 2 groups is analyzed.

#### QUESTION 4

You've spent over \$13,400 the seven weeks of running campaigns. You go to your data and realize you are getting close to 6,000 Lead Events on the main landing page of the product, 450 Add To Cart Events, 192 Initiate Checkout, and 73 Purchase Events.

You want to expand the ads to new audiences.

What strategies should you follow?

Select the best 2 that apply.

- A. You should build lookalike audiences from all of the website visitors.
- B. You should build lookalike audiences from people who have initiated checkout process and add to cart events.
- C. You should build lookalike audiences from people who have made purchases.
- D. You should build similar audiences based on people who have visited the website to the main landing page of the



product.

Correct Answer: BD

You need at least 100 events or users who have made a specific action on your website for you to be able to build a similar audience.

In this case, you still don't have enough events or users who have purchased on your website (72); so you are left with two options:

Build similar audiences based on people who have visited the main landing page of the product.

Build similar audiences based on people who have made specific actions events on your website: Add To Cart and Initiate Checkout as they both have more than 100 registered actions.

You don't necessarily want to start building an audience from all website visitors as this might be too broad.

You want to build your audiences first based on the bottom of the funnel and then move up.

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#### QUESTION 5

You need to share a customer database to your agency but your lawyer is concerned with privacy and sharing your customer data. You've built a custom audience and will share this audience with your agency.

What different type of access is NOT allowed within Facebook platform when sharing audiences with third parties?

Choose only ONE best answer.

- A. Targeting only
- B. Insights only
- C. Targeting and Insights

Correct Answer: B

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