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QUESTION 1

You are working with an environmental organization that seeks to protect, analyse and monitor the environment against misuse. In order to promote the organization's mission, you are tasked to publish content and run campaigns on Facebook, Audience Network and Instagram placements.

You are having issues as the ads are being shown on websites that do not align with the organization's mission. You've also received complaints that your domain is being misrepresented.

What are some actions you can take in order to protect your organization's brand?

Select 3 that apply.

- A. You can upload an HTML file to verify your domain.
- B. You can use DNS TXT record set up to verify your domain.
- C. You can add a .csv file with a list of all the websites you want to block.
- D. You can't block lists of websites for your campaigns.
- E. You should add your domain URL as a list of verified domains.

Correct Answer: ABC

In the Brand Safety section of your business settings, you can manage:

Domain Verification: Domain verification supports the protection and integrity of your content to ensure it isn't being misrepresented. By verifying your domains, you claim and maintain control of editing privileges to your content and links. Verifying your domains is free to do and for your content security. Businesses can verify their online domains so they can edit links to their domain. Domain verification has 2 verification methods: HTML file upload and DNS TXT record. Block Lists: Block lists prevent your ads from running on specific websites or apps within the Audience Network, the Instant Articles of specific publishers and videos of Pages included in the Facebook in-stream placement.

QUESTION 2

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.

QUESTION 3

You client would like to promote a new product with five different posts. You need to set up a campaign with different ads in order to test five videos for a specific audience. They would like to reach as many people as possible with their new campaign in order to maximize awareness of the new product launch.

Your community manager has selected post interaction campaign as the objective and gave each ad set a budget of \$900.

After a week of running the campaign you see the following results: You still have \$4,500 in your campaign budget to spend over the course of the next two weeks. How do you optimize your campaign?



	Amount Spend	Cost Per Interaction	CPM	CTR	Frequency
Ad #1	\$789.98	\$1.04	\$0.27	0.53%	2.41
Ad #2	\$348.87	\$1.50	\$0.18	0.65%	1.45
Ad #3	\$776.32	\$0.78	\$0.28	1.76%	1.34
Ad #4	\$876.34	\$1.25	\$0.14	1.45%	1.29
Ad #5	\$687.65	\$0.98	\$0.25	0.50%	1.98

Choose ALL answers that apply.

- A. You turn off Ad #1
- B. You should delete all ad sets and have leave just one.
- C. You should use budget optimization for your campaign.
- D. You should decrease your budget to \$3,000
- E. You should switch your campaign objective from post interaction to brand awareness.
- F. You should switch the budget from ad #4 to ad #2.
- G. You should increase the budget from ad #5

Correct Answer: ABCE

QUESTION 4

What other insights from your client's customer base should you be looking for, before you create a core/ saved audience from this dataset?

Choose ALL answers that apply.

- A. You should look at top categories and see what other pages people follow and interact the most so that you can use those same categories with your new core audience.
- B. You should see who from that customer base is also connected to your client's fan page.
- C. You should go into location and see where current customers are really from.
- D. You should understand what spending methods (in-store or online) your current customer base has in order to define whether you launch conversion ads or store visit ads.

Correct Answer: ACD



The main insights you should be looking from a database of customers you\\'ve uploaded should be several things:



Demographics: Information regarding the customer database, age, gender, age-groups, lifestyle, relationship status, education level, and job title.

Page Likes: Information regarding top categories or other fan pages that people interact with.

Location: Region, country or city for your customer database. Language that they speak.

Activity: Device that they use to access Facebook and activity levels they have interacting with Facebook content.

Household: Income, household price/size/market value, spending methods, and habits.

Purchase: Purchase behavior on several fronts.

For this case study, you want to look at top categories, location, and spending methods that they have in order to better segment your next core audience.

QUESTION 5

What are the different type of forms you can currently purchase ads on Facebook?

Choose only ONE best answer.

- A. Power Editor, Ad Auction, and Marketing Partners.
- B. Facebook Marketing Partners and Ad Auction.
- C. Ad Auction, Insertion Orders, and Facebook Marketing Partners.
- D. Facebook Marketing Partners and Insertion Orders.
- E. Facebook Auction and Facebook Marketing Partners.

Correct Answer: C

There are basically three options for buying ads on Facebook:

Facebook Marketing Partners: Formerly called PMD\\'s are Facebook partners that help you launch



campaigns outside of the Facebook interface.

Insertion Orders (IO): This option is done directly through a Facebook Sales Representative. Usually, you will go through an IO for reach and frequency.

Ad Auction: The most common way to purchase ads on Facebook. When you launch ads through the Ads Manager, you are utilizing the ad auction option.

Ads Manager are tools you utilize through the Ad Auction.

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