



410-101^{Q&As}

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QUESTION 1

You've created a Facebook pixel for your client through Business Manager Account. You have a role of Ad Account admin and were added to your client's Business Manager accounts.

You need to give access to your Community Manager so that they can start running remarketing campaigns.

How do request access for your Community Manager to the pixel?

Select two that apply.

- A. You create a new Facebook pixel on your Business Manager
- B. You add your Community Manager as Analyst to your client's Ad Account.
- C. You add your Community Manager as Admin to your client's Business Manager
- D. Your community manager should have access to all the tools since he is an analyst in your client's add account.
- E. You need to assign the ad account to your client's pixel.
- F. You need to make sure your community manager has the correct access level on your client's ad account.

Correct Answer: EF

QUESTION 2

You would like to optimize a 10 second long video creative for a new product. They 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

Your client has 14 stores in different cities. They are launching a new product line and would like to reach young female professionals with a 30 second video. They would like to measure the results of the campaign with ad recall lift.

What manual placement should you select for the campaign?

Select two of the following options.

- A. Facebook
- B. Audience Network
- C. Instagram
- D. WhatsApp
- E. Facebook and Audience Network

Correct Answer: AC

Facebook recommends the following choices, broken out by campaign objective:

Brand awareness (including Reach and Frequency buying): Facebook and Instagram Engagement (including Reach and Frequency buying): Facebook and Instagram Video views (including Reach and Frequency buying): Facebook, Instagram and Audience Network App installs: Facebook, Instagram, Messenger and Audience Network Traffic (for website clicks and app engagement): Facebook, Messenger and Audience Network Catalog sales: Facebook and Audience Network Conversions: Facebook, Messenger and Audience Network. The offsite conversions optimization goal also supports Instant Articles and Instagram Stories.

QUESTION 4

What is the biggest difference between doing a 1% versus a 6% similar audience?

Choose only ONE best answer.

- A. A 1% similar audience is optimized for similarity whereas a 6% is optimized for reach.
- B. A 6% similar audience is optimized for similarity whereas a 1% is optimized for reach.
- C. There is no difference. The 6% audience will only be a larger audience that excludes the 1% audiences.
- D. A 6% would include several countries whereas a 1% would only include one country.

Correct Answer: A

On a scale of 1-10, the smaller numbers are optimized for similarity whereas higher numbers are optimized for reach.

Regardless whether you use 1 or 10; you can select one or multiple countries.



QUESTION 5

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.

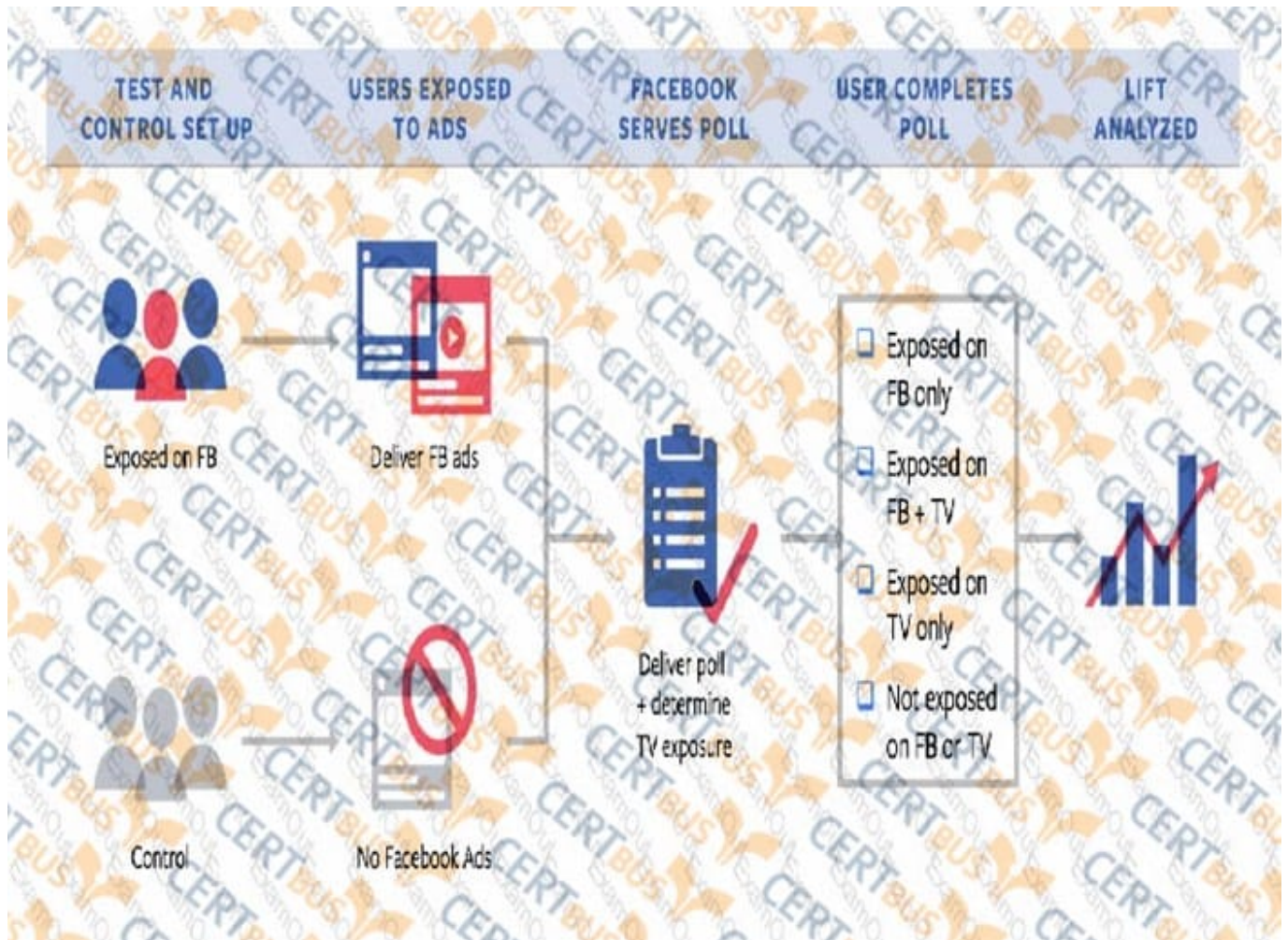
Correct Answer: BD

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.

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