



410-101^{Q&As}

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QUESTION 1

You are a digital marketing manager for a retail company and manage the Business Manager for the business. They've added you as an Admin on their Business Manager account.

You've recently hired a new agency to run your campaigns and would like for them to launch remarketing campaigns for people who've visited a landing page to claim a coupon.

What are some steps you need to take in order to allow the agency to access the Facebook pixel?

Select 2 that apply.

- A. You need to go to the Ad Account and assign the agency as partner.
- B. Under your Business Manager's Pixels tab, you need add the agency as an "Assign Partner"
- C. Under your Business Manager's Pixels tab, you need add the agency ad account as an "Assigned Ad Account"
- D. Under your Business Manager's Pixels tab, you need add the agency's web master as a person with access to the pixel.
- E. The agency needs to create a new pixel and install it to the website.

Correct Answer: BC

There are several way in which you can give the agency access to your website's pixel:

Assign the agency as a "Partner" under your Business Manager Assign the agency's employees as "people" with access to your pixel under the Business Manager Keep in mind that the proper way to assign an agency is through the "Partnership" tab. Therefore, what you need to do is assign them as partners and assign the pixel to the proper ad account. You don't have to add the agency's employees as those will be added when you assign the agency as a partner to your business manager.

QUESTION 2

What determines the "Total Value" of your ads?

Choose only ONE best answer.

- A. Maximizing advertiser value and estimated action rates.
- B. Maximizing Consumer Experience and Advertiser Bid.
- C. Maximizing Advertiser Value and Optimizing Consumer Experience.
- D. Optimizing Consumer Experience and Maximizing User Value.

Correct Answer: C

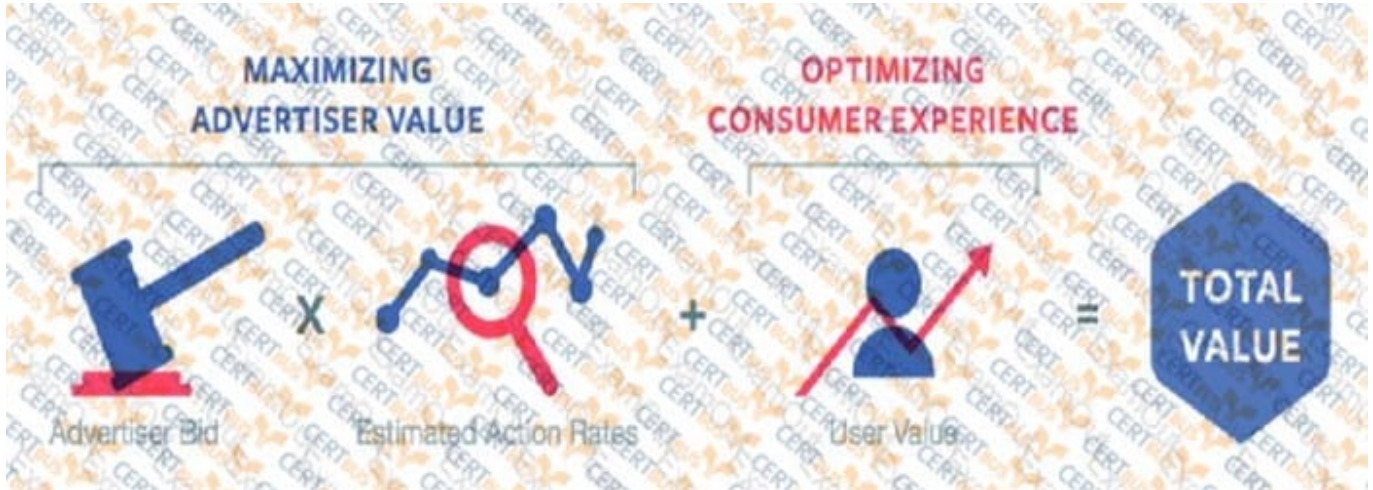
Facebook is always trying to find a balance between maximizing the advertiser value and optimizing the consumer experience.



Keep in mind that the Total Value will be the addition of two components:

Advertiser Bid x Estimated Action Rates (Maximizing Advertiser Value)

User Value (Optimizing Consumer Experience)



Those two components will help determine your Total Value .

QUESTION 3

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

QUESTION 4

Your client wants to launch a new mobile application for their online store.

Their primary product is the "PhotoSnap."

With PhotoSnap, you can upload photos on their website, change the pictures with filters, and print your pictures in different sizes. Customers pay for each image they print.



The product is doing really well, so they want to improve customer's experience by introducing a new mobile app.

Which Facebook tools should they use on their mobile app?

Choose ALL answers that apply.

- A. Comments
- B. Facebook Analytics for Apps
- C. Account Kit
- D. Facebook Login
- E. Stories

Correct Answer: BCDE

Here is a full list of SDK tools you can use on mobile apps:



Analytics

Powerful data, trends, and aggregated, anonymized audience insights about the people interacting with your app.

Login

A secure and convenient way for people to log into your app or website using Facebook.

Share

Allow people using your app to share, send a message, or like content. They can also share Custom Stories with Open Graph.

App Events

Understand people's actions in your app and measure the effectiveness of your Mobile App Ads.

App Links

An open standard to deep link to content in your app.

Ads

Drive installs with Mobile App Install Ads. Increase engagement with Mobile App Engagement Ads. Find your target audience with Custom Audiences for Mobile Apps.

Account Kit

App login using just a phone number or email address — no password needed.

Graph API

Get data in and out of Facebook's social graph, query data, post stories, upload photos and perform other tasks.

App Invites

Allow people to send invites to friends from your app.

QUESTION 5

What reporting tools can you use to customize your reporting data within Facebook Ads Manager? Select three that apply.

- A. Search
- B. Placement
- C. Date Range
- D. Breakdown
- E. Reports
- F. Ad Sets



Correct Answer: ACD

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