410-101^{Q&As}

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QUESTION 1

What tools can you use to determine if Facebook Pixel is detecting your event conversions?

Choose ALL answers that apply.

A. Facebook pixel helper

B. Facebook Custom Audiences

C. Business Manager\\' Pixel Data Source

D. Facebook Analytics Tools

Correct Answer: ACD

QUESTION 2

What are some advantages of a statistical attribution model versus a rules-based attribution model?

Choose only ONE best answer.

A. Use algorithms to determine credit for each touchpoint in the user flow.

B. Credits one touchpoint according to a specific rule.

C. You select where along the path you want to assign credit for the conversion.

D. Are cookie based model that is more effective in measuring your marketing campaigns.

Correct Answer: A

Rules-based models assign credit to one or more touchpoints according to rules that we set. Think of

these models as different lens through which you can analyze results. For example, giving credit to the first

and last touchpoints (impressions and clicks) leading to a conversion. Rules-based models using people-

based measurement provide deeper insights than cookies-only measurement, since multiple touchpoints

are tracked and correlated with an actual person.

With rules-based models:

You define "the rule": How should credit be allocated?

Results are based on your model choice.

You choose where along the path to conversion you want to assign the credit: last click, even credit, time

decay, or positional.

Statistical models use algorithms to determine credit for each touchpoint. These models are driven on a

result (increased revenue) rather than an assumption of where to assign credit. They use all available data

to determine which ads increase revenue. Like rules-based models, statistical models are far more

effective at analyzing past results and predicting future results when using a people-based measurement

tool.

With statistical models:

Algorithms define the credit allocation.

Results are dynamic and learn from historical data.

They\\'re also referred to as algorithmic MTA data-driven MTA , , and results-driven MTA .

QUESTION 3

Which metrics should a brand awareness campaign use in order to measure the effectiveness of their campaign?

Choose ALL answers that apply.

A. CPM

B. Reach

C. CPC

D. Brand Lift

E. Frequency

Correct Answer: ABDE

Whenever you are doing brand awareness campaigns, you want to make sure you focus on metrics that

allow you to maximize your budget for the target audience.

In this case, you want to measure CPM, frequency, impressions, and brand lift.

You don\\'t want to use direct response metrics such as CPC as you are trying to maximize reach and

frequency for your brand awareness campaigns.

QUESTION 4

Your client is launching a new car nationwide.

They\\'ve come up with a marketing campaign that contains three different videos. They want to deliver the campaign to a large audience during a specific time frame.

What buying option should they use and how should you optimize your campaigns?

Choose only ONE best answer.

A. Ad Auction, running multiple campaigns with specific dates so that it\\'s targeted correctly.

B. Reach and Frequency, with Sequenced delivery, so that you run campaigns on specific dates.

C. Reach and Frequency, with Scheduled delivery, so that you run campaigns on specific dates.

D. Ad Auction, with a brand awareness campaign, in order to maximize reach of the different campaigns.

Correct Answer: C

Whenever a customer is running a nationwide campaign, you want to go with "Reach and Frequency"

option.

This buying option will allow you to control reach, frequency, and budget.

There are three ways you can optimize your video campaigns within the reach and frequency options:

Standard

Sequenced

Scheduled

Below is a table with the differences for each:

In this case, you want to use the "Schedule" option as the client wants to run the campaign on specific

dates.

QUESTION 5

You propose to your client to run campaigns to the newly-built website to have lower conversion costs since the current customer base is tech-savvy and buys online.

What kind of ads should you run?

Choose only ONE best answer.

A. You should run conversion ads targeted at women only.

B. You should run traffic ads targeted at the entire customer database.

C. You should run interaction posts to bring awareness to the new customer base.

D. You should run traffic ads to the customer base but focused on female users.

Correct Answer: D

It\\'s a newly-built website. In other words, you don\\'t have pixel events registered in your account, or the

customer has not generated enough data to launch conversion ads.You want to start first bringing traffic to

the website so that you can then launch conversion ads.

The first task is to run traffic ads to female customers as they are your largest customer base.

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