



410-101^{Q&As}

Facebook Certified media buying professional

Pass Facebook 410-101 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.passapply.com/410-101.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Facebook
Official Exam Center

-  **Instant Download** After Purchase
-  **100% Money Back** Guarantee
-  **365 Days** Free Update
-  **800,000+** Satisfied Customers





QUESTION 1

Which of the following statements is true about in-stream video placement?

Choose only ONE best answer.

- A. Videos running on Facebook-only placement can be up to 90 seconds.
- B. Videos running on Facebook only in-stream placement can be up to 45 seconds.
- C. Videos running on Audience Network only in-stream placement can be up to 180 seconds.
- D. Videos on Facebook and Audience Network in-stream placement together can be up to 90 seconds.
- E. Videos on Audience Network only in-stream placement must have at least 5 seconds.

Correct Answer: E

QUESTION 2

If you want to target two saved audiences for a product launch, how many campaigns and ad sets do you need?

1 Campaign and 2 Ad Sets 2 Campaigns and 2 Ad sets 2 Campaigns and 1 Ad Set 1 Campaign and 3 Ad Sets

Choose ALL answers that apply.

- A. You should research all users on Facebook with certain characteristics that match your target market.
- B. You should research people connected to your Fan Page.
- C. You should upload a customer database and analyze their behaviors.
- D. People who have viewed a view post on your Fan Page.

Correct Answer: AB

QUESTION 3

You gave access to your community manager as an employee to your Facebook Business account, but made them administrator of your Ad Account, Instagram account, and Fan Page.

You just hired a new employee, so you request your community manager to add the new employee as an advertiser in your Fan Page and Ad Account.

How should your community manager proceed?

Choose only ONE best answer.



- A. Your community manager should add the new employee into the Business Manager and provide access to the Fan Page and Ad Account.
- B. Your community manager should add the new employee to their personal Facebook profile.
- C. Your community manager won't be able to add the new employee to your accounts since employee roles are not allowed to add users.
- D. Your community manager should assign the new employee as Partner of the Business Manager and provide access to all accounts.

Correct Answer: C

Your community manager will not be able to add your new employee.

Keep in mind that "Employee" roles within the Business Manager do not have the right permissions to add new users or partners.

QUESTION 4

What are all the different campaign objectives that you can use a target bid for?

Choose ALL answers that apply.

- A. Traffic
- B. Lead Generation
- C. Messages
- D. Store Visits
- E. App Installs
- F. Page Likes

Correct Answer: BDE

You can use Target Cost Bid for:

App Installs Lead Generation Conversions Catalog Sales Store Visits

You can use Lowest cost Bid for: Brand Awareness Reach, Traffic Post Engagement Page Likes Event Responses App Installs Video View Lead Generation Messages Conversions Catalog Sales Store Visits

QUESTION 5

Which of the following is not a direct response type of ad?

Choose only ONE best answer.

- A. Guaranteed Impressions



- B. Mobile App Engagement
- C. Website Clicks
- D. Video Views
- E. Website Conversions

Correct Answer: A

Keep in mind that direct response marketing campaigns are all efforts that require specific actions as the ultimate objective. If you were to rank all ads from the least to the most direct response, it would rank as following: Brand Awareness Guaranteed Impressions Reach and Frequency Brand Awareness Direct Response Post Engagement Video Views Messages Website Clicks Website Conversions Mobile App Installs and Engagement In-Store with Offline Events Tracking Facebook pixel, SDK, and Offline Conversions

QUESTION 6

You are running conversion campaigns for a client who runs an e-commerce site. The campaigns have been providing good results (about 20 sales per week) but your client would like to optimize the campaigns to maximize ROAS.

What are prerequisites your clients needs to meet in order to switch the campaigns to maximize ROAS?

Select three that apply.

- A. You ad campaigns need to be making at least 50 conversions per month.
- B. You ad campaigns need to be making at least 50 conversions per week.
- C. You need to have Facebook pixel implemented
- D. An Add To Cart Standard Event needs to be sending the value and currency parameters to Facebook.
- E. A Purchase Standard Event needs to be sending the value and currency parameters to Facebook.

Correct Answer: BCE

If you meet each of the following prerequisites, you can:

The ads sets you want to optimize for value are part of a Conversions campaign You have a Facebook pixel implemented Your pixel has the Purchase Standard Event and it\\'s sending us the value and currency parameters (learn how to set this up, or learn more about standard events) Your ad sets are able to deliver consistently (a good benchmark for this is getting about 50 purchase conversions per week per purchase-conversion-optimized ad set) Your ad sets send us several different values over the course of the day (ex: someone may buy \$10 worth of product while someone else may buy \$50). This helps us determine who to show your ads to to generate the most value. A consumer tech company wants to use a 2-part plan to launch a hybrid multi-sport smartwatch that costs \$250 + SandH (shipping and handling) costs. They want to build brand and product awareness to generate interest among new audiences and spur online sales of the new watch. The consumer tech company developed a 3 step page where people can add the smartwatch to a cart, go to the checkout page, and go to a confirmation page for an order. They also created a blog with content relevant for different audiences and hoped that the content would

allow them to bring traffic and convert the traffic to online sales.

The smartwatch comes with a mobile application that gets connected to the smartwatch via YouTube.



They are willing to spend \$5 on new app installs to promote to people who've bought the mobile watch.

You have a total budget of \$15,000 to run the campaign for the next two months.

QUESTION 7

You talk with your client and understand that there are specific events that you need to register in PhotoSnap's app.

Here is a list of events you need to register:

1.

When users open the mobile app.

2.

When users add a credit card.

3.

When users send to print their images.

4.

When users watch the video explaining how the app works.

What events should you install on the mobile app in order to build re-marketing campaigns?

Choose only ONE best answer.

A. App Launched, Initiated Checkout, Purchased, Spend Credits

B. App Launched, Added Payment Info, Purchased, Completed Tutorial

C. Added To Cart, Purchased, Completed Tutorial, Added To Wishlist

D. Achieved Level, Purchased, Completed Registration, Viewed Content

E. Purchased, Initiated Checkout, Completed Registration, Rated

Correct Answer: B

There are 14 standard app events you can use on Facebook SDK mobile app.

For this particular mobile app, these are the four events you want to utilize in order to track your client's

requests:

1. App Launched: When users open the mobile app.2. Added Payment Info: When users add a credit card.3.

Purchased: When users send to print their images.4. Completed Tutorial: When users watch the video explaining how the app works. Below is a list of the 14 related app events: Achieved level App launched Added payment info Added to cart Added to wishlist Completed registration Completed tutorial Initiated checkout Purchased Rated Searched Spent credits Unlocked achievement

Viewed content All of these events allow you to understand better how people are interacting with your mobile app,



measure the performance of your Facebook mobile ads, and reach certain people who use your app by creating custom audiences. Topic 4, Given a scenario, determine target audience

QUESTION 8

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 9

What are some of the benefits of using offline conversion events to track store purchases?

Choose ALL answers that apply.

- A. Measure cross-channel conversions.
- B. Create custom audiences from offline events.
- C. Deliver ads to people based on users who generate the most revenue.
- D. Integrate your offline events with website conversions.

Correct Answer: ABC



There are some advantages of using offline event tracking for physical stores.

You can measure cross-channel conversions. In other words, you are able to measure your marketing efforts done on Facebook and Instagram at the same time as well as multi-device. So if a user logs into his Instagram account on his phone but also sees an ad on his Facebook Newsfeed on their computer, you

can track those conversions.

You can use this data to build custom audiences for re-marketing efforts and bring in existing customers back to the store.

You can do long-term value campaigns as you can segment users based on purchasing behaviors and not just demographics or interests.

QUESTION 10

An online membership site has built two different core/saved audiences in order to reach the same niche market through two different forms of segmentations.

Your social media manager has been running ads for 2 weeks, but it seems like one campaign is using 80% of the total budget.

When you compare both audiences, there is an 84% audience overlap.

What should you do next to optimize the campaign?

Choose only ONE best answer.

- A. You should stop using the audience where you are spending 20% of the budget.
- B. You should unify both audiences into one, as your ad sets are competing with each other.
- C. You should stop spending more money on the audiences where you have spent 80% of the budget.
- D. You should continue running the ads, as they are working properly.

Correct Answer: B

Whenever you have a high overlap between audiences, the best strategy is to unify both audiences.

If you use both audiences under one campaign in two separate ad sets, you are basically competing against yourself.

In other words, you are running two ads to the same audiences, so your costs and performance are not optimal.

Your best approach is to unify audiences and run one ad sets with two different ads.

QUESTION 11



You need to increase traffic to a fashion magazine with your current campaigns. You are trying to decide whether to use landing page view or custom conversion.

How is a landing page view different from a custom conversion?

Choose ALL answers that apply.

- A. Can occur only 1 time per link click (unlike a custom conversion which can occur multiple times per link click / view)
- B. Uses the ContentView event, so it's available as part of the Facebook pixel base code
- C. Uses the PageView event, so it's available as part of the Facebook pixel base code
- D. Can occur multiple times per link click / view
- E. Has a fixed long 45 days attribution window

Correct Answer: AC

A landing page view:

Has a fixed short attribution window and is only attributable to a link click (unlike a custom conversion which could be attributed to a click or a view)

Can occur only 1 time per link click (unlike a custom conversion which can occur multiple times per link click / view)

Uses the PageView event, so it's available as part of the Facebook pixel base code (unlike a custom conversion, which requires you to set up a ViewContent custom event)

QUESTION 12

Your client is a well recognized large brand, which has been in the market for +30 years, with a solid customer base.

The marketing brand manager wants to run Facebook ads for their new spring campaign. He/she insists on running interaction posts as the primary objective for all of the campaigns.

You explain that as a brand, they will benefit more running reach and frequency campaigns instead of promoted posts.

Select all of the reasons you give the brand manager to use reach and frequency as the primary bidding option.

Choose ALL answers that apply.

- A. Branding campaigns usually have better performance by using the reach and frequency option as you can optimize for reach, frequency, and overall budget.
- B. Branding campaigns usually perform better when optimized through CPM than CPA.
- C. Reach and frequency will ensure the lowest cost per reach and cost per person impacted.
- D. For brand marketing, changing attitudes and behaviors at scale will generate better results than specific actions on posts.



Correct Answer: ABCD

Research has shown the results in terms of Ad Recall, and Brand Awareness are fairly similar in a reach versus action optimized campaigns.

However, when it comes to costs, the results are quite different. Just look at the table below:

	Reach-optimized	Action-optimized
Campaign spend	\$500,000	\$500,000
Average CPM	\$4.00	\$7.20
Reach	5,200,000	2,900,000
Expected lift	4%	4%
Total impact	208,000	116,000
Cost per impact	\$2.40	\$4.31

Both campaigns had a \$500,000 budget. The expected lift was quite similar, but costs changed dramatically.

Reach campaigns allow brand managers to maximize more cost efficiently their marketing campaigns.

QUESTION 13

You were hired to run campaigns for an e-commerce store that has +100 products on their website.

You've created a new product catalog to run remarketing campaigns; however, your pixel is not detecting the products while users view them.

What can you do to fix this issue?



Select two that apply.

- A. You need to associate the client's website pixel with the product catalog in the Ad Account.
- B. You need to associate the client's website pixel with the product catalog in the Business Manager.
- C. You can use the Product Catalog Preferences API to pair your client's pixel with the product catalog.
- D. You need to create a new pixel and re-upload the product catalog.
- E. You should run remarketing campaigns without the Facebook pixel.

Correct Answer: BC

If you want to advertise to people who have already expressed an interest in your products, you can run dynamic ads from your catalog. Dynamic ads pair images and inventory information from your catalog with signals from a Facebook pixel, which tracks activity on your website. You can also run collection ads, such as Instant Experiences, where people discover and purchase products and services through immersive mobile experiences on Facebook and Instagram. Collection ads take information from your catalog and people can tap on items to learn more about them or browse similar items. There are several error messages when using the pixel. Error: Pixel is not paired with a product catalog This warning suggests that the pixel is not paired with any product catalog. It is required to specify relationship between pixels and product catalogs. For this specific question, all you need to do is connect your product catalog with your client's pixel. There are two ways to pair a catalog with a pixel: Business Manager Follow these steps to pair a catalog with a pixel using the Business Manager: Go to business.facebook.com Settings page Choose "Product Catalogs" on the left pane Press "Associate Pixels" button Associate pixels with your product catalog. Product Catalog Preferences API You can use the Product Catalog Preferences API pair a catalog with a pixel. Keep in mind that you associate a pixel and a product catalog in your Business Manager and not the Ad Account.

QUESTION 14

Your client is launching an online course. From previous experience, they've realize that in order to maximize online sales, they need to run a campaign 1 month before with various 15-second long videos so that people familiarize with the new course.

Here are your campaign requirements for the campaign you are launching to build the awareness needed before converting users through the website:

They want for people to show the video twice every 7 days You have a video creative 15-seconds long They want to optimize for video views

How should you set up the campaign?

Choose only ONE best answer.

- A. Buy through the reach and frequency and set a frequency of 2 every 7 days.
- B. Buy through the auction, select the reach objective and set a frequency of 2 every 7 days.
- C. Buy through the auction, select the brand awareness objective and set a frequency of 2 every 7 days.
- D. Buy through the auction, select the video view objective, optimize for ThruPlay and set a frequency of 2 every 7 days.
- E. Buy through the auction, select the video view objective, optimize for 10-seconds view and set a frequency of 2 every 7 days.



Correct Answer: E

QUESTION 15

You just hired a new social media manager. You need to run a campaign on Instagram based on people who've downloaded a tripwire on your company's website.

The new person need to be able to create audiences and conversion ads for the campaigns you are about to launch. What roles should you give the new person?

Choose only ONE best answer.

- A. Pixel Standard Access
- B. Pixel Event Manager
- C. Pixel Editor
- D. Pixel Moderator
- E. Pixel Ad Manager

Correct Answer: C

Once you create a Facebook pixel, you can share it with other people in your business. You can give other people access to a Facebook pixel by adding them to either a specific ad account or by granting pixel access to individual people.

If someone is a part of your business, but doesn't have access to an ad account that's in your business, they'll no longer be able to access pixels associated with that ad account. You'll need to either add this person to your pixel, or add them to the ad account associated with the pixel you'd like them to be assigned to. If you want to view or edit a pixel, you'll need to be added to a pixel or a specific ad account by a Business Manager Admin.

You can also request access to the ad account associated with a pixel.

There are currently only two roles within the pixel:

Pixel Editor: Pixel Editors can view information about a pixel and make changes to the pixel. Pixel Editors can also create audiences and conversion ads with the pixel.

Pixel Analyst: Pixel Analysts can only view information about a pixel. Pixel Analysts can't edit the pixel, create audiences or conversion ads with the pixel.

IMPORTANT: Even though Facebook uses "Pixel Editor" as a role in its website, within the tool you have two options to choose from:



VCE & PDF

PassApply.com

<https://www.passapply.com/410-101.html>

2024 Latest passapply 410-101 PDF and VCE dumps Download

Standard Access

Admin Access

[Latest 410-101 Dumps](#)

[410-101 VCE Dumps](#)

[410-101 Practice Test](#)