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QUESTION 1

You are running a reach campaign for your client, and they would like to compare costs with running marketing campaigns in traditional channels vs. running campaigns within Facebook ads.

What kind of bidding should you configure when launching the campaigns, and what should you look for Facebook to optimize your campaigns for?

Choose only ONE best answer.

A. You should bid for CPM and measure conversions.

B. You should bid for conversions and measure impressions.

C. You should bid for clicks and measure impressions.

D. You should bid for installs and measure impressions.

E. You should bid for impressions and measure impressions.

Correct Answer: E

There are four bidding options you can pay for the delivery of your ads:

1.

 Cost per Impressions (CPM)

2.

 Cost per click (CPC)

3.

 Cost per conversion

4.

 Cost per Action (CPA)

Depending on the type of bid that you set up initially, you are configuring several aspects of your

campaign:

In this case, since you want to compare reach, your optimization should be for impressions (CPM) and

also optimize for impressions.

QUESTION 2

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 3

You need to run a campaign with two bidding options and two different audiences.

How many campaigns and ad sets do you need to launch?

Choose only ONE best answer.

A. You need two campaigns and four ad sets since you have 4 different variables at the ad set level.

B. You need one campaign and four ad sets since you have 4 different variables at the ad set level.

C. You need four campaigns with one ad set for each since you have to organize each variable into different campaigns.

D. You need 1 campaign with 8 ad sets and 1 ad for each.

Correct Answer: B

Keep in mind that you are running 1 campaign with 4 ad sets. Since all changes happen at the ad set level, you need to run one campaign only. There are 4 variables at the ad set level. So you would get the following: Ad Set A: Bidding Option #1 + Audience #1 Ad Set B: Bidding Option #1 + Audience #2 Ad Set C: Bidding Option #2 + Audience #1 Ad Set D: Bidding Option #2 + Audience #2

QUESTION 4

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.

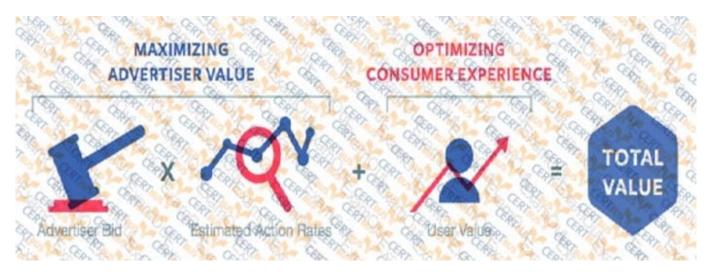D. Optimizing Consumer Experience and Maximizing User Value.

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 5

What does a 1-day view and 28-day click attribution window mean? Choose ALL answers that apply.

A. Actions happened 28 days after someone viewed your ad

B. Actions happened 1 day after someone viewed your ad.

C. Actions happened 28 days after someone clicked your ad.

D. Actions happened 28 days after someone viewed your ad.

Correct Answer: BC

About attribution windows

The number of days between when a person viewed or clicked your ad and then subsequently took an

action is called an attribution window. We report off ad actions based on views of your ad and clicks on

your ad:

Clicks: A person clicked your ad and took an action. This is called click-through attribution.

Views: A person saw your ad, didn\'t click it, but took an action within the attribution window. This is called

view-through attribution.

By default, your attribution window is set to 1-day view and 28-day click, which means you see actions that

happened 1 day after someone viewed your ad and up to 28 days after someone clicked your ad. You can

change the attribution window to show 1-day, 7-day and 28-day view and click attribution.

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