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QUESTION 1

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 2

You've recently installed the Facebook Pixel on a new website. You are not sure if the website is detecting your pixel events correctly.

What are some tools you can use to troubleshoot your pixel and make sure it's collecting your events properly?

Select 3 that apply.

- A. You should install the Facebook Pixel Helper chrome extension to verify your pixel event.
- B. You can test your events in the "Events Manager" under your Business Manager
- C. You should check your campaigns to see if they are showing events.
- D. You can track events and debug your pixel through Facebook's Analytics dashboard



E. You should install a second pixel and make sure it works properly

Correct Answer: ABD

QUESTION 3

You want to run an app install campaign for one of your clients.

They would like to reach out to new audiences, but don't want to pay more than \$9 per app install registered through the campaign. They have a specific budget, so the cost per install can't pass a maximum price.

Which bidding strategy should you optimize for?

Choose only ONE best answer.

A. The campaign should run under the "Lowest Cost" bidding option with a Maximum-Cost ceiling of \$9 in order to maintain the clients per app install costs.

B. There is no way in setting a \$9 average cost within Facebook for app installs. You can only use it with product catalog sales campaigns.

C. The campaign should run with a Target Cost bidding strategy since you want to maximize the efficiency of your budget.

D. The campaign should run under the "Target Cost" bidding strategy since you want to stabilize the cost per install at \$9.

Correct Answer: A

Bidding strategies help you control the overall spent with budget constraints. There are basically two bidding options: Lowest Cost or Target Cost

1.

Lowest Cost The lowest cost bidding strategy tells Facebook to get the lowest possible cost per result, while also spending your entire budget.

2.

Target Cost The target cost bidding strategy tells Facebook to get as close as possible to your cost target. This option is only available for app installs, conversions, and catalog sales marketing objectives.



Bid Strategy

Lowest cost - Get the most app installs for your budget

Set a bid cap

Target cost - Maintain a stable average cost per app install as you raise budget

HOW IT WORKS
We'll get you the lowest cost results, based on your optimization for ad delivery, and bid more as needed to spend your budget. You can set a bid cap if you want to make sure we don't bid more than a certain amount for any result.

BEST FOR
Spending your budget efficiently.

THINGS TO CONSIDER
Cost may rise as you spend.

[Learn More](#)

Bid Strategy

Lowest cost - Get the most app installs for your budget

Target cost - Maintain a stable average cost per app install as you raise budget

\$9.00 per app install
based on a 1 day click conversion window, [Learn more](#)

HOW IT WORKS
Tell us your target cost, based on your optimization for ad delivery, and we'll bid to meet that cost on average. Some results may cost more or less, but on average costs will be stable.

BEST FOR
Stable average cost, even if you raise your budget.

THINGS TO CONSIDER
You may not get the lowest cost, because we'll bid to stay around your target (regardless of your budget).

[Learn More](#)

In this case you need to have a "Lowest Cost" strategy as you want to achieve the following:

-Limit the app install at \$9.00

-You know you can't afford a higher cost of \$9.00 as it won't be profitable for your client. Keep in mind that lowest cost budget will achieve your costs results but might not get you results as you might be bidding lower than the auction requires for your ad to be competitive. You should start with lowest costs and then could potentially move to target cost once you've achieved at least 50-75 app installs and you have a better understanding of real costs for your client. You should also move to target costs if you are not getting enough app install results with your first campaign.

QUESTION 4

You have a campaign with two ad sets with a budget of \$100 each. After a week, the first ad set performs well and spends the entire budget; however, the second ad set only spent \$18 of the budget.

Your client is upset as they would like for you to spend the entire \$200 total budget each week.

What changes do you make to the campaign in order to spend the entire budget?

Choose only ONE best answer.



- A. You should change the set up to campaign budget optimization
- B. You should change the set up to daily budget
- C. You should increase the number of ads within each ad set
- D. You should change the campaign objective

Correct Answer: A

QUESTION 5

Your client requests want to run in-stream videos ads as a new strategy for their brand. They would like to run a 45 second video content (1:1 aspect ratio) through Facebook and Audience Network automatically as placement.

They are concerned that their video is not shown on gambling websites or dating applications.

What are four recommendations you would suggest to your client?

- A. Switch the video aspect ratio from 1:1 to 16:9 for best delivery.
- B. Shorten the video length to 20 seconds in order to run on both placements.
- C. Shorten the video length to 15 seconds in order to run both placements.
- D. Select reach objective to optimize delivery.
- E. Select video views objective in order to run on both placements.
- F. Make sure video has sound

Correct Answer: ACEF

Additional explanation info and readings

In-stream video ads are:

Mid-roll on Facebook and pre or mid-roll on Audience Network.

Automatically sound-on when the viewer is already watching with the sound on.

5-5 seconds in duration on Facebook and up to 120 seconds in Audience Network.

Non-skippable, resulting in high completion rates.

Available for the Video Views, Brand Awareness, Reach, and Post Engagement ad objectives. Available as a separate, standalone placement or can be delivered along with other placements, like Facebook Feeds and Instant Articles.

Supportive of all targeting options. Facebook in-stream Video length: 5-5 seconds Objective: Video views, reach, brand awareness or post engagement Aspect ratio: Vertical (up to 9:16), Square (1:1), landscape (16:9) Audience Network in-stream Video length: 5-20 seconds when automatic placements is selected, 5-30 seconds when selecting in-stream placements on their own Objectives when using automatic placements: Video views, reach, brand awareness, post engagement, conversions, traffic, app installs, catalog sales when using automatic placements Objective when using on its own or with Facebook in-stream video: Video views Aspect ratio: Square (1:1) or landscape (16:9). Note : landscape



is recommended for best delivery Facebook and Audience Network in-stream together Video length: 5-5 seconds
Objective: Video views

Aspect ratio: Square (1:1) or landscape (16:9). Note : landscape is recommended for best delivery If you choose to use automatic placements, you can choose any of the following objectives: Video views Reach Brand awareness Post engagement Brand Safety

Advertisers can block the following categories: Dating Debated social issues Gambling Mature Tragedy and conflict Key takeaways In-stream videos can help you boost your brand with longer video views. New campaigns using Automatic Placements with the Video views, Brand awareness, Reach, or Engagement (Post) objectives will include in-stream. To add in-stream videos to existing campaigns, use "Edit Placements" and ensure the in-stream video boxes are checked (under Facebook and Audience Network). Advertisers have the option to select in-stream video as a standalone placement for Feed or for Audience Network, or they can optimize across all available placements. Pre-campaign transparency, category blocking, block lists, and placement controls can all help advertisers ensure brand safety. In ads reporting, advertisers can see performance for video ads delivering in-stream separately from other placements.

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