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QUESTION 1

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 2

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 3

You are thinking of building multiple campaigns based on the following native targeting variables:

- Job
- Luxury Travel
- Income
- Mobile phone and operating system
- Age of children in the household
- Marathon and Triathlon interests

The audiences you are getting are too small.

Which strategy should you use in order to increase the audience you are currently using?

Choose only ONE best answer.

- A. Remove job, income and mobile phone.



- B. Remove age, marathon and triathlon interests.
- C. Remove age of children in household, luxury travel and job.
- D. Remove age, mobile and operating system.

Correct Answer: C

You've built audiences, but they are too small for the product launch. The only way to expand an audience is to take out segmentation variables.

In this case, think of the variables that have less to do with the segment. This can be very tricky questions in the exams as sometimes it's objective and with experience, you will see what interests work better than others.

However, let's categorize the segmentation variables into the following groups:

Important variables: marathon and triathlon, mobile and operating system, and income.

Semi-important: Luxury travel.

Least-important: job, age of children in household.

Think about it; the smartwatch is a high-end gadget for hardcore sports fans. They also need to have a mobile phone due to the new mobile application for the smartwatch. So you definitely want to leave all of the variables in the "important" bucket.

Luxury travel could help you better segment high-end users, but it's not imperative. Job and age of children in household, in this case, are irrelevant.

QUESTION 4

You would like to optimize a 10 second long video creative for a new product. The video has the brand mentioned early on the video and your client wants you to optimize for CPVC.

Which objective should you select in your campaign?

Choose only ONE best answer.

- A. Reach objective
- B. Video Views Objective
- C. Brand Awareness Objective
- D. Video Engagement
- E. Video Completion Objective



Correct Answer: B

10-Second Video Views The number of times your video was watched for an aggregate of at least 10 seconds, or for nearly its total length, whichever happened first. **How It's Calculated** The metric counts when your video was watched for an aggregate of 10 seconds or more, or to 97% of its length, whichever happened first. (Example: if someone watches a 5-second video for 4.85 seconds, or a 10-second video for 9.7 seconds, that counts as a 10-second video view.) People frequently drop off before the true end of a video when credits roll or content fades out, so 97% is considered to be the video's full length. **CPVC - Cost per video completion** Cost per video completion (CPVC) is a metric that will show up on your exam. Most CPVC optimization will be video view campaign objective.

QUESTION 5

What are three brand safety tools Facebook provides in order to block ads from your client from running alongside certain types of content?

Choose ALL answers that apply.

- A. Opt-out of certain placements in order to remove showing ads in Instant Articles, In-Stream Videos or Audience Network.
- B. Change your core audience's interests to exclude certain content categories.
- C. Block certain categories in your Ads Manager.
- D. Create a document using Excel or Notepad with the Facebook Page URL's you would like to block and then upload into Facebook.

Correct Answer: ACD

Facebook offers 3 brand safety tools for blocking your ads from running alongside certain types of content within Instant Articles, Audience Network and In-Stream Video placements:

Placement opt-out You can opt-out from showing your ads in Instant Articles, In-Stream Video or Audience Network placements by removing any of these placements in the Edit Placements section of the ad create flow. Learn how to opt out of placements. **Category blocking** You can prevent your ads from running next to certain categories of content by choosing the Exclude Categories option under the Edit Placements section in Ads Manager. Learn more about excluding content categories. **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. Learn how to Create Block Lists.

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