



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.geekcert.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

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 created a Facebook pixel for your client through Business Manager Account. You have a role of Ad Account admin and were added to your client's Business Manager accounts.

You need to give access to your Community Manager so that they can start running remarketing campaigns.

How do request access for your Community Manager to the pixel?

Select two that apply.

- A. You create a new Facebook pixel on your Business Manager
- B. You add your Community Manager as Analyst to your client's Ad Account.
- C. You add your Community Manager as Admin to your client's Business Manager



- D. Your community manager should have access to all the tools since he is an analyst in your client's ad account.
- E. You need to assign the ad account to your client's pixel.
- F. You need to make sure your community manager has the correct access level on your client's ad account.

Correct Answer: EF

QUESTION 3

In which platforms does the Facebook SDK work on?

Choose ALL answers that apply.

- A. iOS
- B. Android
- C. Javascript
- D. PHP
- E. Unity
- F. tvOS
- G. 3rd Party Tools

Correct Answer: ABCDEFG

1.

iOS: You can integrate iPhones and iPads.

2.

Android: All Android phones and tablets.

3.

JavaScript: Works well for social plug-ins, API calls, and implementing Facebook login.

4.

PHP: You can use Facebook Graph API to use the SDK.

5.

Unity: All games developed under this platform work well.

6.

3rd Party: Some 3rd party partners have specific SDKs.



7.

tvOS: Is Apple TV's SDK to integrate social sharing options.

QUESTION 4

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 5

Your client has multiple locations for his/her business in 5 countries.

They want to have localized content for each country, as all 5 countries speak different languages.

What solution do you give to your client?

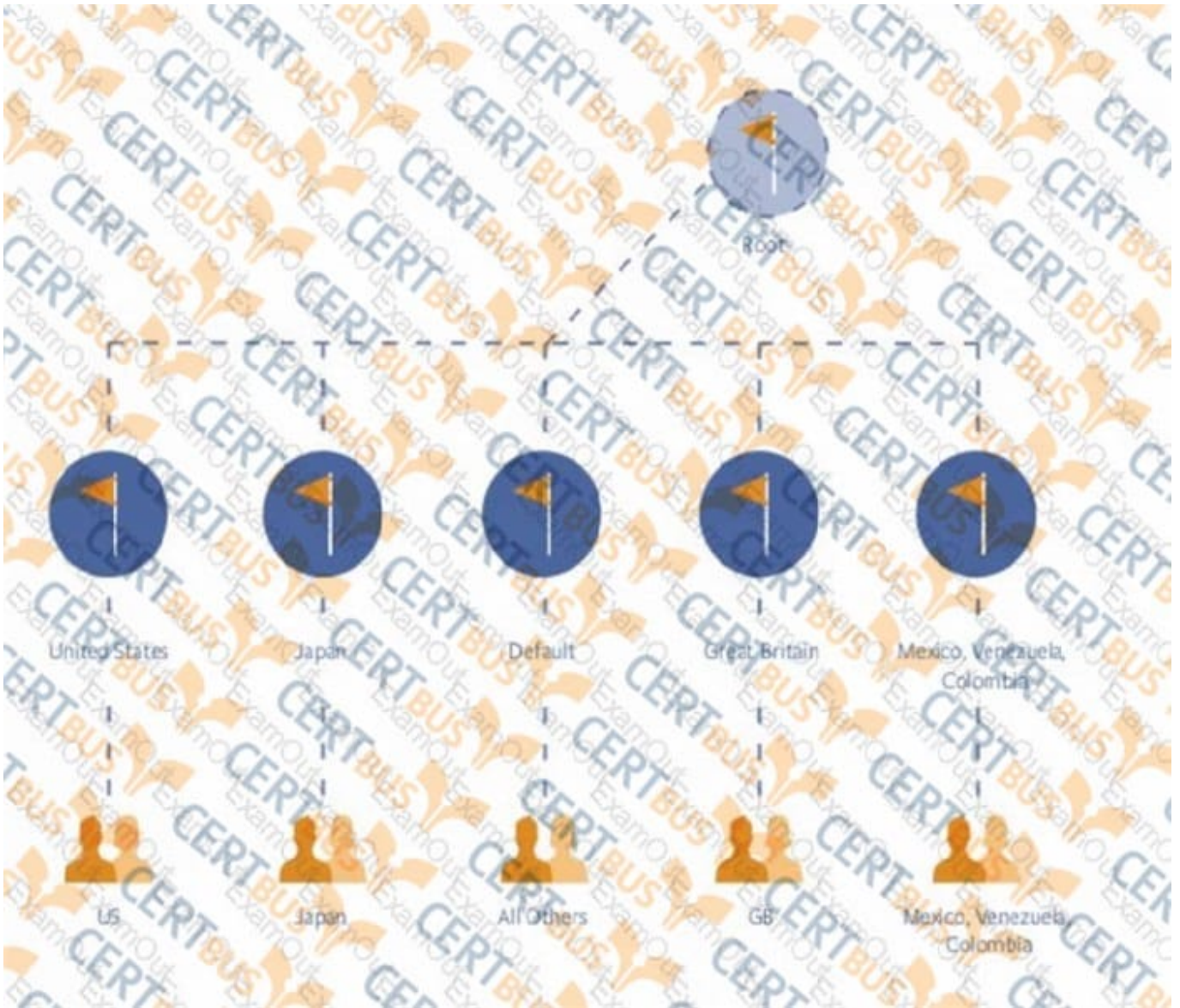
Choose only ONE best answer.

- A. You set up multiple Fan Pages for each country.
- B. You set up a Global Page for international presence and then create a location for each country.
- C. You can't set up multiple Fan Pages into one account on Facebook currently.
- D. You build one Fan Page and then go to Facebook and create multiple locations.



Correct Answer: B

The best solution is to create a Global Brand Page and then create multiple locations: With Locations, businesses can:



Help customers find a business faster Offer localized content Manage all locations in one place Aggregate check-ins on the Main Page Manage local Facebook ads

[Latest 410-101 Dumps](#)

[410-101 PDF Dumps](#)

[410-101 Braindumps](#)