



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

An ecommerce site wants to increase conversion along their sales funnel. They've implemented several pixel events that are working properly; however, they are concerned that conversion costs are high and there is audience overlap.

They've verified with the Facebook pixel helper and events are working properly.

They have the following events on their site: ContentView, AddToCart, InitiateCheckout and Purchase

Two core audiences have campaigns running for traffic objective

All pixel events have remarketing campaigns

What changes and suggestions to your audiences can you make in order to reduce audience overlap?

Select three that apply.

- A. Your InitiateCheckout audience should exclude the core audiences.
- B. The ad set running the purchase event should exclude all purchase events from last 30 days.
- C. The ad set running the AddToCart event should include all InitiateCheckout and Purchase events from last 60 days.
- D. The ad set running the Purchase event should include InitiateCheckout and AddToCart events from previous 60 days.
- E. You should use Audience Overlap to make sure there is no overlap between the two saved/core audiences you are using.

Correct Answer: BDE

QUESTION 2

You have an ecommerce site and would like to reach people who have dropped off in the past 12 months but leave out everyone who have made a purchased in the past 6 months.

What audiences do you need to achieve this goal?

Choose only ONE best answer.

- A. You should include people who have made purchases in the past 12 months and past 6 months.
- B. You should exclude people who have made purchases in the past 6 months.
- C. You should include purchase events from the past 12 months and exclude purchase events from the past 6 months.
- D. You should exclude purchase events from the past 6 months and include purchase events from the past 12 months.



E. You can't build this type of audience or segmentation.

Correct Answer: E

QUESTION 3

Which are the two bidding options that will allow your customer to predict results of their campaigns?

Select two that apply.

- A. Reach and frequency
- B. Auction optimized for video views
- C. Auction optimized for brand awareness
- D. TRP buying
- E. Auction optimized for reach

Correct Answer: AD

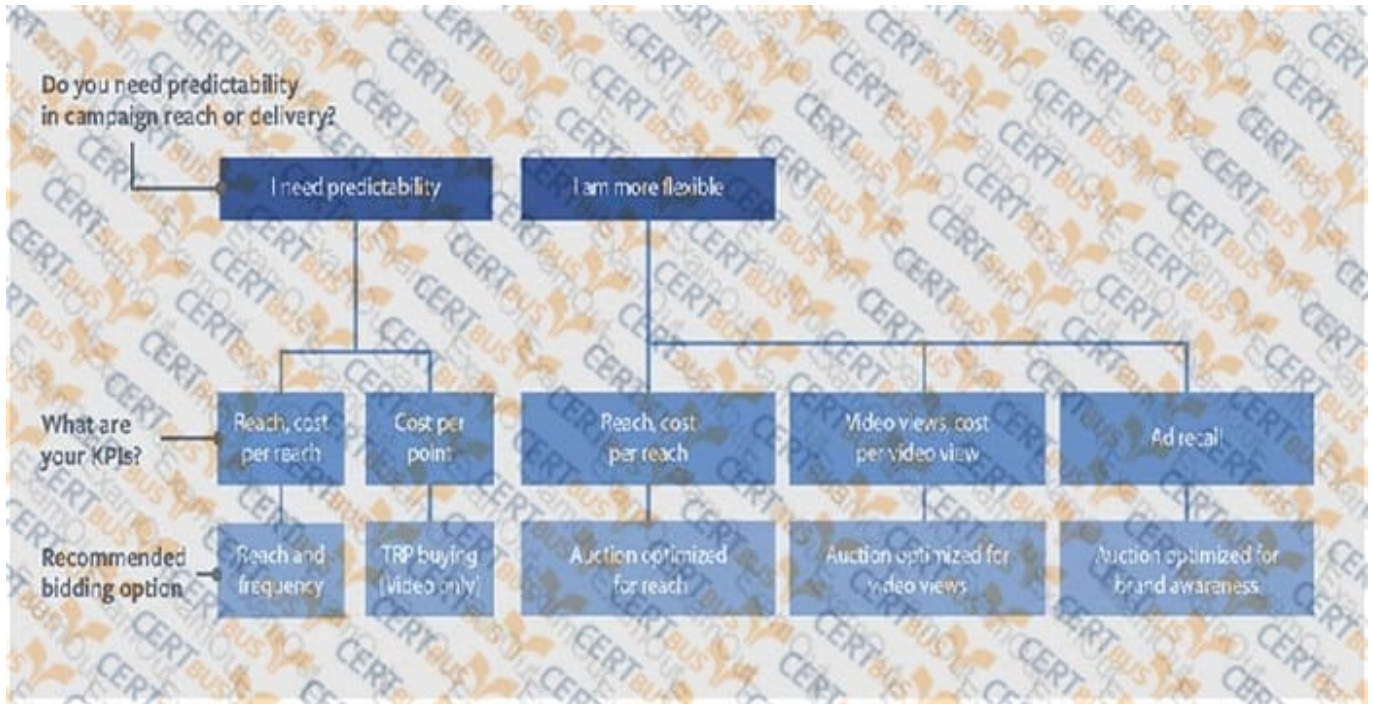
The only two bidding options that allow you to truly predict impression, reach and frequency is the following:

1.

Reach and frequency

2.

TRP buying With all of the other options, you cannot predict results. Even when optimizing a reach campaign through the auction, you won't necessarily get the results expected since you are entering the Facebook auction. Here is a summary graphic to understand which options to use based on the predictability outcome expected:



QUESTION 4

What are the different audiences you can analyze with Audience Insights?

Choose ALL answers that apply.

- A. Your Facebook page fans.
- B. People interested in music.
- C. People from your customer database.
- D. A custom audience based on your website visitors.
- E. All audiences you need.

Correct Answer: AB

QUESTION 5

You talk with your client and realize you need to automate the integration of offline events to properly measure the conversions.

What options do you have to automate the sales at the store with Facebook campaigns?

Choose ALL answers that apply.

- A. Use a Point Of Sale provider to integrate offline conversions.



- B. Use digital receipts instead of printed receipts to enable offline conversions.
- C. Use website conversions to integrate with offline conversions.
- D. Integrate your CRM system with your offline conversions.
- E. Collaborate with another Facebook Marketing Partner in order to measure offline conversions.

Correct Answer: ABDE

There are some ways you can automate the influx of data coming from offline sales.

The following options are currently available on Facebook's platform:

Use a Point Of Sale provider to integrate offline conversions.

Use digital receipts instead of printed receipts to enable offline conversions.

Integrate your CRM system with your offline conversions.

Collaborate with another Facebook Marketing Partner to measure offline conversions.

One of your customers has in-store, and online, high-end t-shirts retail stores in several cities throughout the east coast (specifically in Los Angeles, San Diego, and San Francisco).

In 4 months, the company is launching a new product line. They would like to cross-sell to their existing customer base and new potential customers that have similar characteristics as their current customers.

As you upload the customer database directly from your client's CRM, you realize the following:

-30% of the customers are between 18-24 years old.

-64% of the customers are between 25-34 years old.

-6% of the customers are between 35-44 years old.

-59% are women.

-41% are men.

-66% are college educated and above.

-78% are married.

[410-101 PDF Dumps](#)

[410-101 VCE Dumps](#)

[410-101 Practice Test](#)