



410-101^{Q&As}

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QUESTION 1

What are the different placements you can select in a campaign?

Choose ALL answers that apply.

- A. Instagram Feed
- B. Audience Network Rewarded Videos
- C. Facebook Messenger Sponsored Messages
- D. Facebook Video Feeds

Correct Answer: ABCD

Below are all of the placement platforms and options you currently have on Facebook:



▼	Feeds	<input checked="" type="checkbox"/>
	Get high visibility for your business with ads in feeds	
	Facebook News Feed	<input checked="" type="checkbox"/>
	Instagram Feed	<input checked="" type="checkbox"/>
	Facebook Marketplace	<input checked="" type="checkbox"/>
	Facebook Video Feeds	<input checked="" type="checkbox"/>
	Facebook Right Column	<input checked="" type="checkbox"/>
	Messenger Inbox	<input checked="" type="checkbox"/>
▼	Stories	<input checked="" type="checkbox"/>
	Tell a rich, visual story with immersive, fullscreen vertical ads	
	Facebook Stories	<input checked="" type="checkbox"/>
	Instagram Stories	<input checked="" type="checkbox"/>
	Messenger Stories	<input checked="" type="checkbox"/>
▼	In-Stream	
	Quickly capture people's attention while they're watching videos	
	Facebook In-Stream Videos	
▼	Messages	



You should learn all placement options as a lot of questions will ask you supporting placements for each platform.

Answer:

QUESTION 2

What are the requirements for a business to open a "Shop" on their Fan Page?

Select 4 that apply.

- A. Sell physical items
- B. Agree with Facebook's merchant terms
- C. Have an ad account
- D. Link to valid bank account
- E. Have a TIN

Correct Answer: ABDE

If you have a Facebook business Page, you can add a shop. You can use this section on your Page to list products you're selling and connect with more customers on Facebook.

While any business can have a shop, this feature is best for merchants, retail and eCommerce advertisers.

We recommend it for businesses selling apparel, beauty, accessories (including bags and luggage), home furnishings, and baby or kids products. But other types of businesses can still use a shop to reach more people on Facebook.

Requirements to have a shop

Your Facebook shop must:

Sell physical items

Agree with our Merchant Terms

Link to a valid bank account

Have a Tax Identification Number (TIN)

QUESTION 3

What strategies should you follow to prepare the marketing campaigns you will launch in 4 months?

Choose only ONE best answer.

- A. You should analyze the current customer base so that you can then build a custom audience based on the insights



you found.

B. You should analyze the current customer base and fan page in order to launch the campaign in 4 months.

C. You should just launch ads to the current customer base. There is no need to launch ads to new audiences.

D. You should analyze the current customer base; understand their behaviors, demographics, and other important information, then build core/saved audiences based on these insights.

Correct Answer: D

Every time you work with a new client, you want to first analyze the behaviors, demographics, and segmentation from their current customer base.

The main objective is to use all of this information and build a new core/saved audience based on all of these insights. If you see specific Fan Pages that the customer base follows, you want to include all of those interests in the new audience.

So all of the information that comes out of Audience Insights is for you to use and build better audiences based on facts, and not assumptions of whom the potential target market is.

Use actual data from customers to reach out to new potential customers.

QUESTION 4

Your client is launching a new car nationwide.

They've come up with a marketing campaign that contains three different videos. They want to deliver the campaign to a large audience during a specific time frame.

What buying option should they use and how should you optimize your campaigns?

Choose only ONE best answer.

A. Ad Auction, running multiple campaigns with specific dates so that it's targeted correctly.

B. Reach and Frequency, with Sequenced delivery, so that you run campaigns on specific dates.

C. Reach and Frequency, with Scheduled delivery, so that you run campaigns on specific dates.

D. Ad Auction, with a brand awareness campaign, in order to maximize reach of the different campaigns.

Correct Answer: C

Whenever a customer is running a nationwide campaign, you want to go with "Reach and Frequency" option.

This buying option will allow you to control reach, frequency, and budget.

There are three ways you can optimize your video campaigns within the reach and frequency options:



Standard

Sequenced

Scheduled

Below is a table with the differences for each:

In this case, you want to use the "Schedule" option as the client wants to run the campaign on specific dates.

QUESTION 5

You\\ve launched a campaign with the following characteristics:

You are targeting two different audiences: a core audience and a lookalike based on your customer database

The campaign is running two ad sets

You are optimizing for CPM

The campaign is running two different images with text that covers less than 20% of image size

After two weeks you realize that the CPM in Instagram are considerably higher on both ad sets than Facebook; however, only 20% of the budget was spent on Instagram. You want to gauge better Instagram performance and true CPM.

How do you optimize your campaign to achieve this goal?

Select two that apply.

- A. You should create a third ad set with a lookalike audience.
- B. You should turn off Facebook placement from one ad set.
- C. You turn off Facebook placement from both ad sets.
- D. You should turn off Instagram placement from both ad sets.
- E. You should create two new ad sets with Instagram as the only placement.
- F. You should join audiences into one ad set and run a new campaign with Instagram.
- G. You should switch your optimization from CPM to video views.

Correct Answer: DE