



410-101^{Q&As}

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QUESTION 1

Estimated Ad Recall Lift is shown in the Results Manager for which objectives?

Choose ALL answers that apply.

- A. Brand Awareness
- B. Video Views
- C. Store Visits
- D. Post Engagement
- E. Conversions

Correct Answer: ABD

Metric: Estimated Ad Recall Lift (people)

An estimate of the number of additional people who may remember seeing your ads, if asked, within two days.

This metric shows results for ads using Brand Awareness, Video Views, and Engagement Post Engagement objectives.

QUESTION 2

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 3

You need to run a campaign with two bidding options and two different audiences.

How many campaigns and ad sets do you need to launch?

Choose only ONE best answer.

- A. You need two campaigns and four ad sets since you have 4 different variables at the ad set level.
- B. You need one campaign and four ad sets since you have 4 different variables at the ad set level.



C. You need four campaigns with one ad set for each since you have to organize each variable into different campaigns.

D. You need 1 campaign with 8 ad sets and 1 ad for each.

Correct Answer: B

Keep in mind that you are running 1 campaign with 4 ad sets. Since all changes happen at the ad set level, you need to run one campaign only. There are 4 variables at the ad set level. So you would get the following: Ad Set A: Bidding Option #1 + Audience #1 Ad Set B: Bidding Option #1 + Audience #2 Ad Set C: Bidding Option #2 + Audience #1 Ad Set D: Bidding Option #2 + Audience #2

QUESTION 4

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.

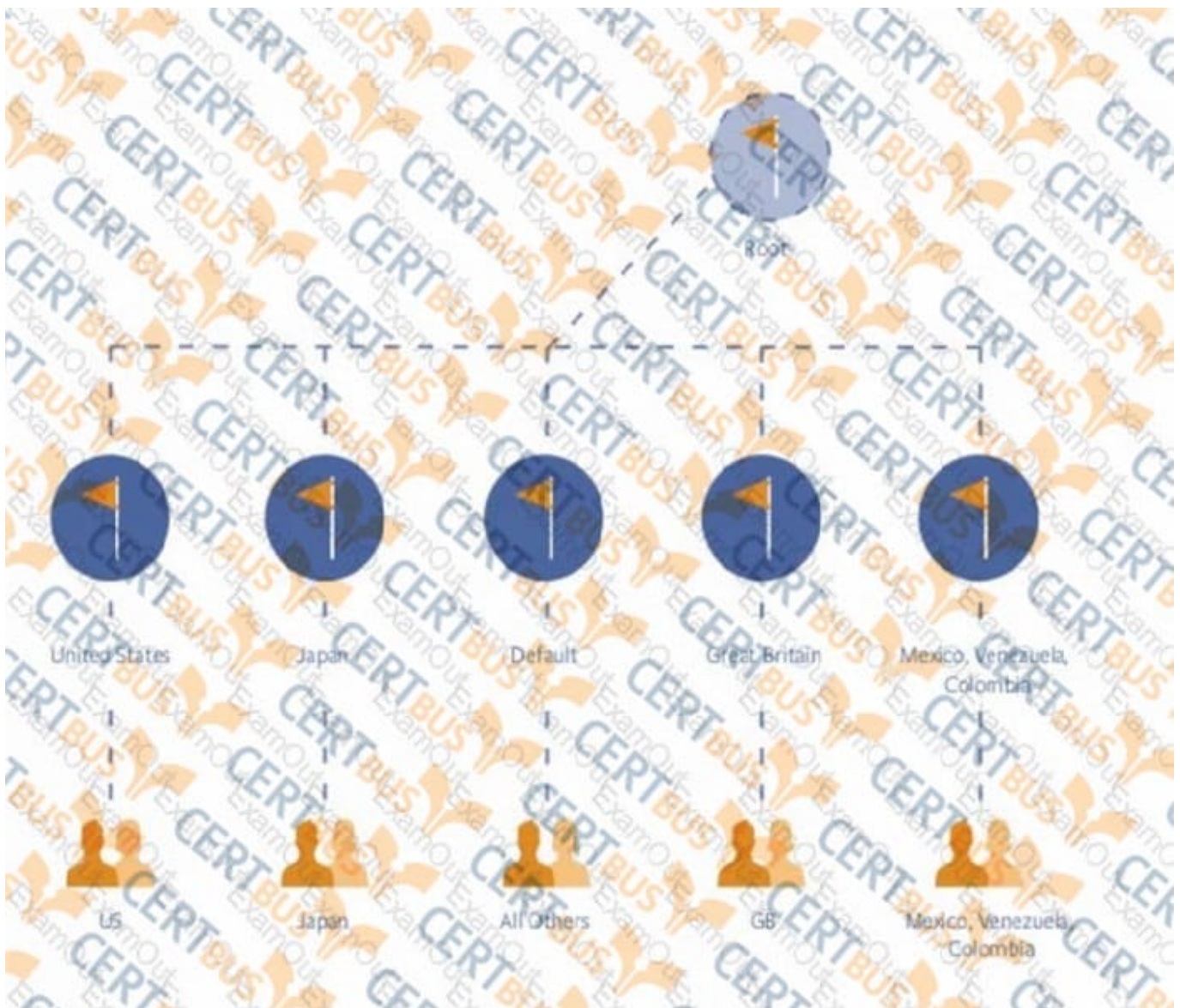
B. You set up a Global Page for international presence and then create a location for each country.

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

QUESTION 5

You've been working on a reach and frequency campaign for your client.

You launch the campaign at 8 AM. It's 3 PM, and you realize you need to change your audience.

How can you fix this?

Choose only ONE best answer.

- A. You can go into the ad-set and just change the audience.
- B. You need to build a new ad-set with the different audience.



C. You need to cancel current ad set and launch a new ad set with the fix.

Correct Answer: C

Reach and frequency campaigns have a grace period of 6 hours. After that time, you will have to create a new one and re-launch it as Facebook can't keep your fixed price.

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