



# 410-101<sup>Q&As</sup>

Facebook Certified media buying professional

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### QUESTION 1

You are planning the launch of the new mobile app for PhotoSnap.

Your client would like to move current website users to the mobile app and also reach new users.

Which audiences should you use for the mobile app launch?

Select the three that best apply.

- A. You should build custom audiences based on the customer database of people who have purchased in the past 365 days.
- B. You should build a similar audience based the client's current customer base.
- C. You should do interest demographics and launch the campaign.
- D. You should build an audience based on your client's Fan Page; fans that have engaged with content in the past 90 days.

Correct Answer: ABD

The client has two objectives:

1.

Move website users to the mobile app.

2.

Create new mobile app downloads from new users.

For the first objective, you want to create a custom audience based on your client's customer base in order to move website users to install the mobile app.

For the second objective, you want to reach out to people who have interacted with the brand before and new potential users. In this case, your best option is to market to fans who have interacted in the past 90 days and also a new audience based on the current customer base.

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### QUESTION 2

You were hired to run campaigns for an e-commerce store that has +100 products on their website.

You've created a new product catalog to run remarketing campaigns; however, your pixel is not detecting the products while users view them.

What can you do to fix this issue?

Select two that apply.



- A. You need to associate the client's website pixel with the product catalog in the Ad Account.
- B. You need to associate the client's website pixel with the product catalog in the Business Manager.
- C. You can use the Product Catalog Preferences API to pair your client's pixel with the product catalog.
- D. You need to create a new pixel and re-upload the product catalog.
- E. You should run remarketing campaigns without the Facebook pixel.

Correct Answer: BC

If you want to advertise to people who have already expressed an interest in your products, you can run dynamic ads from your catalog. Dynamic ads pair images and inventory information from your catalog with signals from a Facebook pixel, which tracks activity on your website. You can also run collection ads, such as Instant Experiences, where people discover and purchase products and services through immersive mobile experiences on Facebook and Instagram. Collection ads take information from your catalog and people can tap on items to learn more about them or browse similar items. There are several error messages when using the pixel. Error: Pixel is not paired with a product catalog This warning suggests that the pixel is not paired with any product catalog. It is required to specify relationship between pixels and product catalogs. For this specific question, all you need to do is connect your product catalog with your client's pixel. There are two ways to pair a catalog with a pixel: Business Manager Follow these steps to pair a catalog with a pixel using the Business Manager: Go to business.facebook.com Settings page Choose "Product Catalogs" on the left pane Press "Associate Pixels" button Associate pixels with your product catalog. Product Catalog Preferences API You can use the Product Catalog Preferences API pair a catalog with a pixel. Keep in mind that you associate a pixel and a product catalog in your Business Manager and not the Ad Account.

### QUESTION 3

You finalize analyzing the customer base and found this additional information:

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They are married, city-dwellers between ages of 25-34, predominantly female who are interested in shopping and fashion.

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They are tech-savvy and primarily use iPhones to make online purchases.

-2/3 of the customer base is from Los Angeles.

-75% of women from the current customer base make on average one online purchase for apparel a month.

Knowing this information, what strategies would you do next?

Choose ALL answers that apply.

- A. Build a new core/saved audience based on married women who are interested in high-end fashion brands.
- B. Build a similar audience of 1% based on the current customer base for Los Angeles, San Francisco, and San Diego.
- C. You should invest more than 50% of your budget in Los Angeles.
- D. Run conversion ads to the website for the new product launch to women.



Correct Answer: ABC

It seems like the majority of the customer database are married women, between ages 25-34, who live in Los Angeles, and like fashion and shopping.

You should use this information as a baseline to build your next core audience. You should also build a similar audience based on this new information on the three cities where the stores are at: Los Angeles, San Francisco, and San Diego.

More than 66% of the customer base is in Los Angeles, so you should definitely allocate more than 50% of your budget to this market. Unless the case said it wanted to grow specific areas, you need to allocate budget according to the data in your analysis.

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#### QUESTION 4

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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#### QUESTION 5

A client you are consulting for is a fashion shoe store. They buy branded shoes at a discount and sell them through their website for young professionals.

They have a batch of 100 high-heel red shoes (sizes 32-38) in their warehouse, based in Miami, that would like to sell quickly.

They've build a core audience with the following characteristics: Female Age range 25-45 Geographic area United States and Canada Interest in fashion and high heels Interests in red color What recommendations do you give them to improve their audience targeting? Choose only ONE best answer.



- A. Increase age range to 20-60
- B. Include Mexico in countries being targeted
- C. Include interest in shoe sizes 32-28
- D. Take out the "red color" interest
- E. Take out "Canada" from geographic targetting

Correct Answer: D

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