



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

Facebook Certified media buying professional

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### QUESTION 1

You are running conversion campaigns for a client who runs an e-commerce site. The campaigns have been providing good results (about 20 sales per week) but your client would like to optimize the campaigns to maximize ROAS.

What are prerequisites your clients needs to meet in order to switch the campaigns to maximize ROAS?

Select three that apply.

- A. You ad campaigns need to be making at least 50 conversions per month.
- B. You ad campaigns need to be making at least 50 conversions per week.
- C. You need to have Facebook pixel implemented
- D. An Add To Cart Standard Event needs to be sending the value and currency parameters to Facebook.
- E. A Purchase Standard Event needs to be sending the value and currency parameters to Facebook.

Correct Answer: BCE

If you meet each of the following prerequisites, you can:

The ads sets you want to optimize for value are part of a Conversions campaign You have a Facebook pixel implemented Your pixel has the Purchase Standard Event and it's sending us the value and currency parameters (learn how to set this up, or learn more about standard events) Your ad sets are able to deliver consistently (a good benchmark for this is getting about 50 purchase conversions per week per purchase-conversion-optimized ad set) Your ad sets send us several different values over the course of the day (ex: someone may buy \$10 worth of product while someone else may buy \$50). This helps us determine who to show your ads to to generate the most value. A consumer tech company wants to use a 2-part plan to launch a hybrid multi-sport smartwatch that costs \$250 + SandH (shipping and handling) costs. They want to build brand and product awareness to generate interest among new audiences and spur online sales of the new watch. The consumer tech company developed a 3 step page where people can add the smartwatch to a cart, go to the checkout page, and go to a confirmation page for an order. They also created a blog with content relevant for different audiences and hoped that the content would

allow them to bring traffic and convert the traffic to online sales.

The smartwatch comes with a mobile application that gets connected to the smartwatch via YouTube.

They are willing to spend \$5 on new app installs to promote to people who've bought the mobile watch.

You have a total budget of \$15,000 to run the campaign for the next two months.

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### QUESTION 2

You are running a reach campaign for your client, and they would like to compare costs with running marketing campaigns in traditional channels vs. running campaigns within Facebook ads.

What kind of bidding should you configure when launching the campaigns, and what should you look for Facebook to optimize your campaigns for?

Choose only ONE best answer.



- A. You should bid for CPM and measure conversions.
- B. You should bid for conversions and measure impressions.
- C. You should bid for clicks and measure impressions.
- D. You should bid for installs and measure impressions.
- E. You should bid for impressions and measure impressions.

Correct Answer: E

There are four bidding options you can pay for the delivery of your ads:

1.  
Cost per Impressions (CPM)
2.  
Cost per click (CPC)
3.  
Cost per conversion
4.  
Cost per Action (CPA)

Depending on the type of bid that you set up initially, you are configuring several aspects of your campaign:

In this case, since you want to compare reach, your optimization should be for impressions (CPM) and also optimize for impressions.

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### QUESTION 3

You've been running a reach campaign for a CPG client for the past 3 weeks; however, your campaign is underperforming. Here is some information for the performance of your campaign: You have two images running within same ad set with high CTR You've set up Facebook, Instagram, and Messenger as your placement You have a total budget of \$10,000 for a 4 week campaign

You've spent a total of \$4,834.73 in the past 3 weeks Instagram placement has an average CPM of \$1.24 and Facebook average CPM is \$1.16 What changes should you make to your campaign in order to achieve your goal?

Select the two best options.

- A. Change the optimization to daily unique reach.
- B. Include Audience Network as additional placement
- C. Add three new images into the ad set



D. Change optimization from standard delivery to accelerated delivery.

E. Change the campaign objective to engagement.

Correct Answer: BD

#### QUESTION 4

Your client is running a marketing campaign both on TV, Facebook, and Instagram.

They plan to run a campaign for 3 months and spend \$50,000 online, plus \$100,000 on TV placement ads.

Your client wants you to propose a method to better measure the reach of the campaign to a specific audience. They also want delivery recommendations to optimize the impact that the campaign is having.

What is the best measurement solution for this?

Choose only ONE best answer.

A. Nielsen DAR

B. Nielsen TAR

C. Audience Insights

D. Millward Brown Brand Lift

E. Nielsen Brand Lift

Correct Answer: B

Here is a full list of all the different measurement solutions you can currently run through one of Facebook partners.

It's key to understand how each solution fits for different cases.

Audience Outcomes - Facebook Partners

Nielsen DAR: Measures campaign reach across Facebook, Instagram, and other publishers.

Nielsen TAR: Measures campaign reach across Instagram, Facebook, and television.

Viewability Verification Partners: Verifies viewability metrics for Facebook and Instagram through best-in-class viewability partners.

Brand Outcomes - Facebook Partners

Nielsen Brand Lift: A Nielsen product created to measure the impact of Facebook media on brand perceptions.

Millward Brown Brand Lift: A Millward Brown Digital product that is designed to help marketers quantify the



results of their advertising on Facebook and Instagram.

Sales Outcomes - Facebook Partners

Partner Lift: Facebook's Partner Lift integrations leverage best-in-class vendors to measure lift in sales using partner-based ROI measurement solutions.

MTA Partner Program: Facebook offers an MTA Partner Program that enables multi-touch attribution (MTA) partners to provide people-based MTA reporting across all publishers, including Facebook.

Marketing Mix Modeling (MMM) Partners: Enable partners to better measure and compare the effectiveness of advertisers' marketing channels in terms of contribution to sales, efficiency, and ROI.

Mobile Measurement Partners (MMPs): Work with one of our Mobile Measurement Partners to see aggregated reporting across multiple ad networks, powered by Facebook attribution data.

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#### QUESTION 5

What tools can you use to determine if Facebook Pixel is detecting your event conversions?

Choose ALL answers that apply.

- A. Facebook pixel helper
- B. Facebook Custom Audiences
- C. Business Manager's Pixel Data Source
- D. Facebook Analytics Tools

Correct Answer: ACD

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