



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

Facebook Certified media buying professional

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### QUESTION 1

You've launched two campaigns with five ad sets. Two ad sets are not spending their budget. As a matter of fact, they've only spent \$1 of the \$50 you placed the budget for each ad set. What are some of the reasons your ad sets are not running?

- A. Your ad set is not active.
- B. Your ads within the ad set were not approved.
- C. You've reached the limit of the campaign.
- D. Your ad is scheduled for a future date.
- E. The ad set audience is too large.

Correct Answer: ABC

There are multiple reasons why an ad set has spent some of your budgets but is still getting too few impressions. In this case, there are some things to keep in mind:

Your ad did run for some time as it has spent \$1 already.

You have multiple ad sets. Two of which have only spent \$1 each and the rest are correctly running.

What are some common issues here?

Answer #1 and #2 are somehow related. There are instances where ad sets start running for a couple of hours and are then rejected by Facebook's team. In that case, these ad sets could have spent \$1 each before they were blocked/rejected by Facebook.

If Facebook rejected your ads, then by default, they will be inactive.

You could have inactivated the ad sets by mistake at some point. So this answer is still valid.

Answer #4 is not possible. If it the ad sets were set up for a future date, then it would not have spent any money at all.

Answer #5 is also wrong. If your ads are active but not getting impressions, your audience could be too small -NOT too large-. In this case, \$50 would be too much budget for the audience you selected, but NOT too large.

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### QUESTION 2

You talk with your client and understand that there are specific events that you need to register in PhotoSnap's app.

Here is a list of events you need to register:



1.

When users open the mobile app.

2.

When users add a credit card.

3.

When users send to print their images.

4.

When users watch the video explaining how the app works.

What events should you install on the mobile app in order to build re-marketing campaigns?

Choose only ONE best answer.

A. App Launched, Initiated Checkout, Purchased, Spend Credits

B. App Launched, Added Payment Info, Purchased, Completed Tutorial

C. Added To Cart, Purchased, Completed Tutorial, Added To Wishlist

D. Achieved Level, Purchased, Completed Registration, Viewed Content

E. Purchased, Initiated Checkout, Completed Registration, Rated

Correct Answer: B

There are 14 standard app events you can use on Facebook SDK mobile app.

For this particular mobile app, these are the four events you want to utilize in order to track your client's requests:

1. App Launched: When users open the mobile app. 2. Added Payment Info: When users add a credit card. 3. Purchased: When users send to print their images. 4. Completed Tutorial: When users watch the video explaining how the app works. Below is a list of the 14 related app events: Achieved level App launched Added payment info Added to cart Added to wishlist Completed registration Completed tutorial Initiated checkout Purchased Rated Searched Spent credits Unlocked achievement

Viewed content All of these events allow you to understand better how people are interacting with your mobile app, measure the performance of your Facebook mobile ads, and reach certain people who use your app by creating custom audiences. Topic 4, Given a scenario, determine target audience

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### QUESTION 3

What are three brand safety tools Facebook provides in order to block ads from your client from running alongside certain types of content?

Choose ALL answers that apply.



- A. Opt-out of certain placements in order to remove showing ads in Instant Articles, In-Stream Videos or Audience Network.
- B. Change your core audience's interests to exclude certain content categories.
- C. Block certain categories in your Ads Manager.
- D. Create a document using Excel or Notepad with the Facebook Page URL's you would like to block and then upload into Facebook.

Correct Answer: ACD

Facebook offers 3 brand safety tools for blocking your ads from running alongside certain types of content within Instant Articles, Audience Network and In-Stream Video placements:

**Placement opt-out** You can opt-out from showing your ads in Instant Articles, In-Stream Video or Audience Network placements by removing any of these placements in the Edit Placements section of the ad create flow. Learn how to opt out of placements. **Category blocking** You can prevent your ads from running next to certain categories of content by choosing the Exclude Categories option under the Edit Placements section in Ads Manager. Learn more about excluding content categories. **Block lists** Block lists prevent your ads from running on specific websites or apps within the Audience Network, the Instant Articles of specific publishers and videos of Pages included in the Facebook in-stream placement. Learn how to Create Block Lists.

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#### QUESTION 4

You are running conversion ads to an inexpensive \$0.99 mobile phone app.

You've been running app install ads for some time now, and have been getting 105 downloads of the \$0.99 mobile app every two weeks.

You talk with your team, and there is a huge discussion on how to properly set up attribution windows, and whether there is enough data to run conversion ads for the mobile app.

What recommendations do you give your team?

Choose ALL answers that apply.

- A. There are 105 conversions every two weeks, so this number meets the minimum requirement of conversions by Facebook.
- B. You should set up a 1 day after view and 7 days after a click attribution window.
- C. You should set up a 1 day after a click attribution window.
- D. You should set up a 1 day after a view and 1 day after a click attribution window.

Correct Answer: AD

Is there enough data?

Facebook requires you to have at least 50 conversions per week before running conversion ads. In this case, you have 105 every two weeks. That comes out to about 52.5 every week.

So, yes, there is enough data for you to start running conversion ads for App Install.



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What kind of attribution window should you run?

Keep in mind that you are running conversion ads for App Installs. There are just two options for attribution window for this type of ad:

1 day after a click.

1 day after a view and 1 day after a click (combined).

In this case, Facebook recommendation is to track both view and click attribution of 1 day.

Inexpensive products (especially mobile apps) should have smaller attribution windows. It's difficult to think that a person who downloads an app after a week can be attributed to the ad. In other words, the download was not influenced by the ads you ran a week before.

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### QUESTION 5

You are opening a new Fan Page for a customer, and he/she is requesting the following name for it: FL@VOR.

Is there any issue with the name? If so, what is your recommendation?

Choose only ONE best answer.

- A. FL@VOR can't be used, you should use FLAVOR.
- B. You should not have any issues with naming the fan page FL@VOR.
- C. FL@VOR can't be used, you should use fl@vor.
- D. FL@VOR can't be used, you should use flavor.
- E. You need to come up with a different name, like flavorshop or flavorstore so that Facebook doesn't reject it.

Correct Answer: E

Page names cannot include:

Terms or phrases that may be abusive or violate someone's rights.

Improper capitalization. Page names must use grammatically correct capitalization and may not include all capital letters, except for acronyms.

Symbols (example: ®) or unnecessary punctuation.

Long descriptions such as a slogan. People who manage Pages can add this information to a Page About section.

Any variation of the word "Facebook."

Generic words (example: Pizza). Pages must be managed by official representatives of the topics they're



about.

Generic geographic locations (example: New York).

Therefore, all of the names above will be rejected. You need to come up with a new name so that it works.

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