



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

Facebook Certified media buying professional

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### QUESTION 1

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.

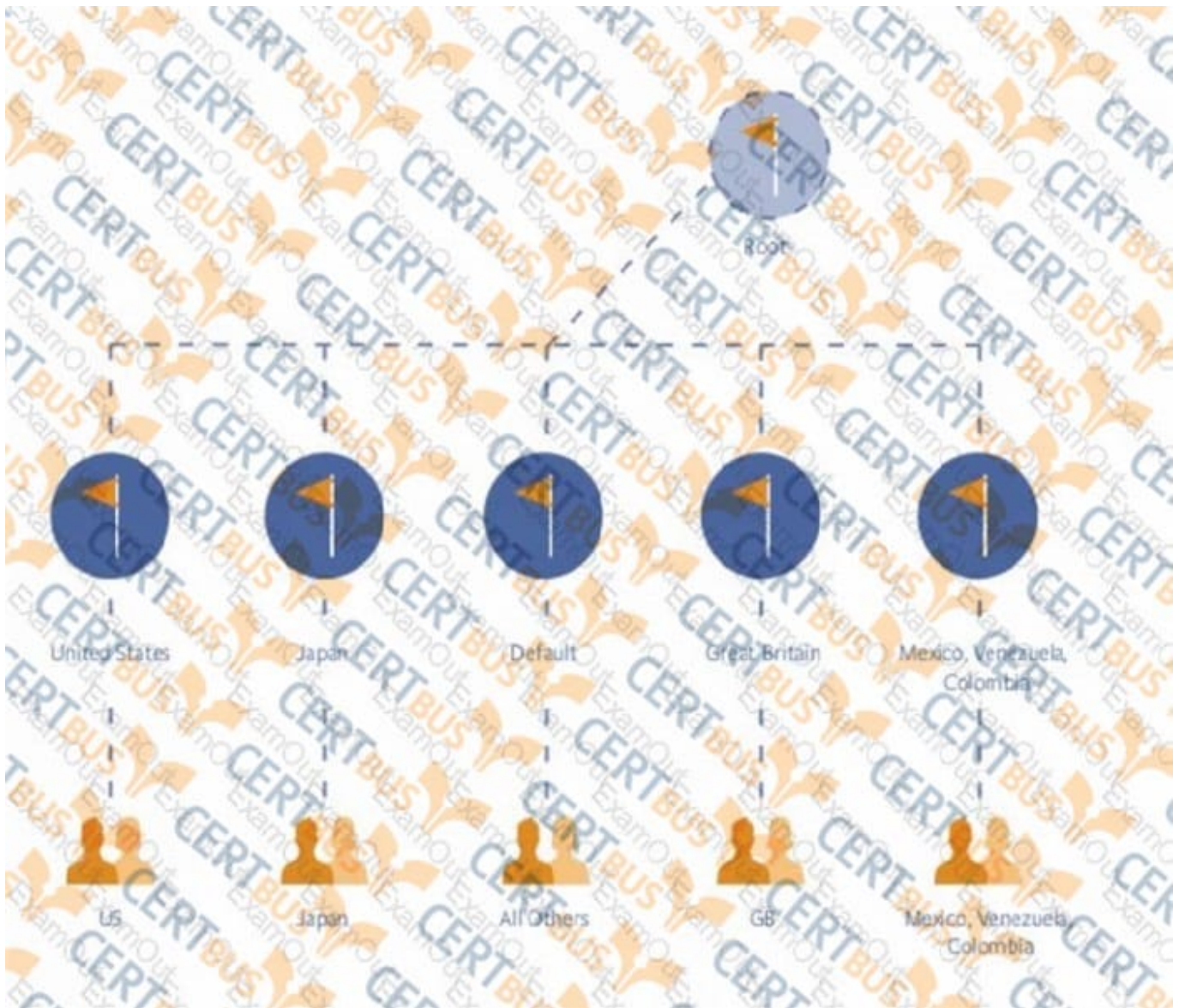
What solution do you give to your client?

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 2

Two ad sets within your brand campaign are not responding well.

The campaign has the following details:

Objective: Run a triple-play message strategy to drive brand association, sales awareness, and product conversion to a specific offer.

Target: 34-55 Male Executives.

Asset: 5 images that will be delivered sequentially.



Ad Type: Auction on Instagram.

What change should you make for the campaign to deliver the objective?

Choose ALL answers that apply.

- A. You should change the ad type to sequential messaging.
- B. You should change the placement to include Facebook.
- C. You should change the target market to females.
- D. You should change the bidding to reach and frequency.

Correct Answer: ABD

Whenever you want to maximize brand awareness with multiple messages, you should use reach and frequency as the bidding type.

Keep in mind that you can program sequential content or ads within Facebook's auction. So every time you see "sequential messages," the answer is most likely reach and frequency with sequential messaging.

For brand awareness campaigns, you should also include Facebook as placement due to its high reach.

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### QUESTION 3

You would like to optimize a 10 second long video creative for a new product. They video has the brand mentioned early on the video and your client wants you to optimize for CPVC.

Which objective should you select in your campaign?

Choose only ONE best answer.

- A. Reach objective
- B. Video Views Objective
- C. Brand Awareness Objective
- D. Video Engagement
- E. Video Completion Objective

Correct Answer: B

**10-Second Video Views** The number of times your video was watched for an aggregate of at least 10 seconds, or for nearly its total length, whichever happened first. **How It's Calculated** The metric counts when your video was watched for an aggregate of 10 seconds or more, or to 97% of its length, whichever happened first. (Example: if someone watches a 5-second video for 4.85 seconds, or a 10-second video for 9.7 seconds, that counts as a 10-second video view.) People frequently drop off before the true end of a video when credits roll or content fades out, so 97% is considered to be the video's full length. **CPVC - Cost per video completion** Cost per video completion (CPVC) is a metric that will show up on your exam. Most CPVC optimization will be video view campaign objective.

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#### QUESTION 4

Your client is interested in running a campaign for 1 month and then do a brand lift study. But, before proceeding with the study, he/she would like to understand more about it.

Choose ALL answers that apply.

- A. People within the control group that will view your ads become part of the exposed group.
- B. People within the test group that will view your ads become part of the exposed group.
- C. The difference between the test group and the control group are analyzed to see the results of a brand lift study.
- D. The difference in response between the exposed group and the control group are analyzed for results of your brand lift study.
- E. You can set up a brand lift study through your Business Manager.

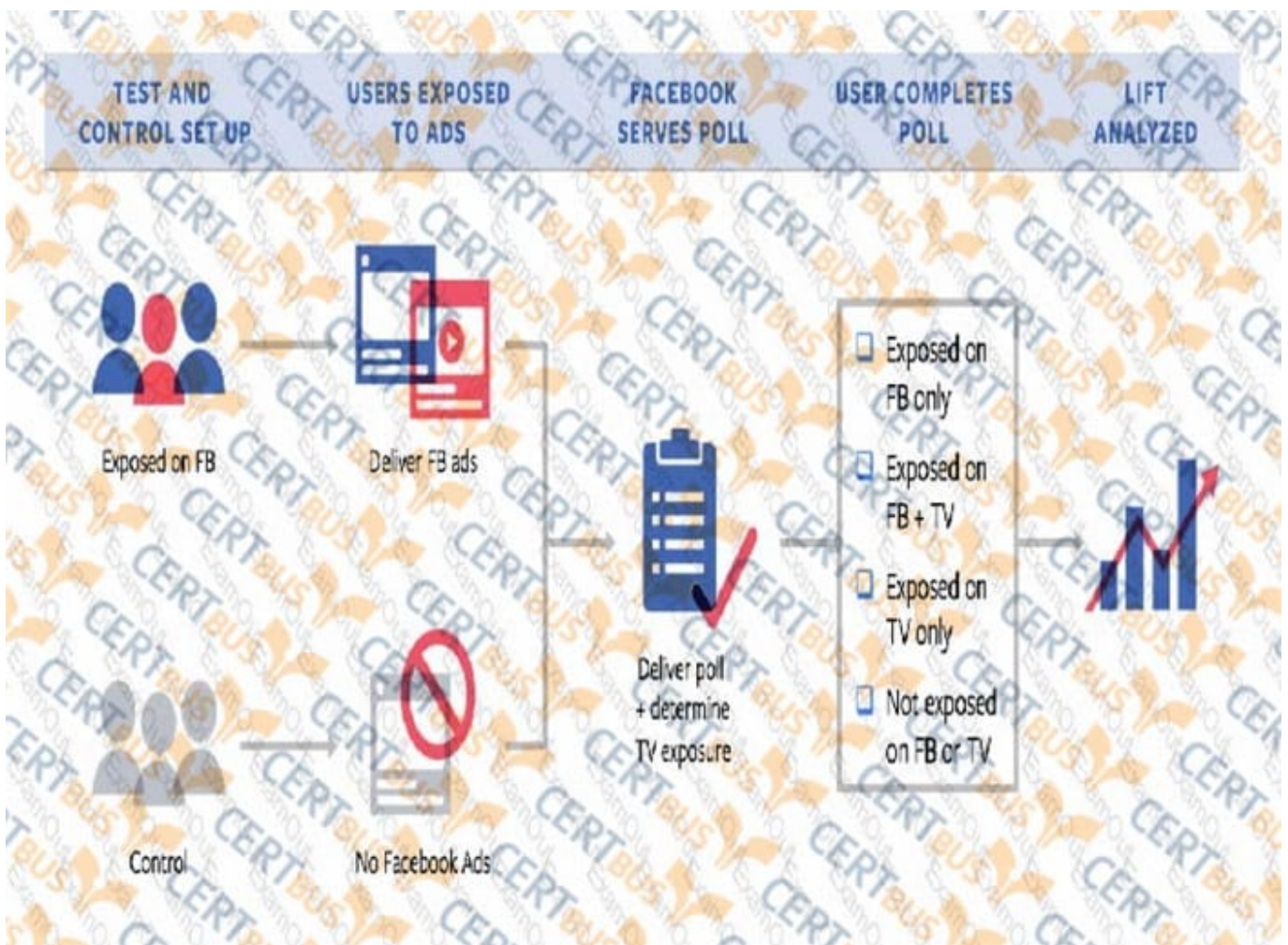
Correct Answer: BD

You can ONLY set up a brand lift study through a Facebook Account Representative.

Once a study is created, the campaign's target audience is separated into a test group and a control group.

The test group contains people eligible to see your ads, and the control group contains people who won't see your ads.

The people within the test group that actually see your ads become part of the exposed group.



The exposed group and control group are then polled, and the difference in responses between the 2 groups is analyzed.

### QUESTION 5

The agency you are working at just landed a big client. A record label who works with up-and-coming artists and has successfully launched careers of several artists.

You are on the team responsible for the launch of a new album recorded by an up-and-coming rock band. They also plan to hold a multi-city tour in the next 4 months.

The record label has realized that in order to sell-out concerts, they need to maximize reach to audiences interested in "rock" for 1 month with multiple ads prior to the concert. You have video and image content as creative.

What are some of the recommendations you make for running these ads?

Choose ALL answers that apply.

- A. You should use reach and frequency buying option and set frequency between 1-2 per week.
- B. You should use reach and frequency buying option and set frequency between 5-6 per week.



- C. You should use auction buying option and set frequency between 1-2 per week.
- D. You should build a custom audience based on people interested in rock.
- E. You should build a core audience based on people interested in rock related topics.

Correct Answer: BE

Generally, large brand advertisers are most successful when they focus on reaching more people. They can do that by choosing a lower frequency cap (like 1? ads per week). However, newer brands with less brand recognition who are running shorter campaigns may create more memorable impressions by increasing their frequency cap to show more ads to a smaller group of people and maximize awareness. In this case, since you have a "lesser known" rock band, you need to increase frequency up to 6 times per week. You also want to use "Reach and Frequency" since your objective is to maximize reach. Each time you see "maximize reach" in your campaigns, the answer will most likely be "reach and frequency". You also want to build a core audience based on people interested in rock music in each city in order to run the advertising campaigns.

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