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QUESTION 1

What tools can you use to launch new campaigns on Facebook?

- A. Fan Page
- B. Ads Manager
- C. Power Editor
- D. Facebook Marketing Partner

Correct Answer: ABD

You can run campaigns in all of those tools:

You can boost posts on the Fan Page .

You can run ads in Ads Manager .

You are also able to run campaigns through one of Facebook marketing partners .

The Power Editor has been archived by Facebook.

QUESTION 2

What determines the "Total Value" of your ads?

Choose only ONE best answer.

- A. Maximizing advertiser value and estimated action rates.
- B. Maximizing Consumer Experience and Advertiser Bid.
- C. Maximizing Advertiser Value and Optimizing Consumer Experience.
- D. Optimizing Consumer Experience and Maximizing User Value.

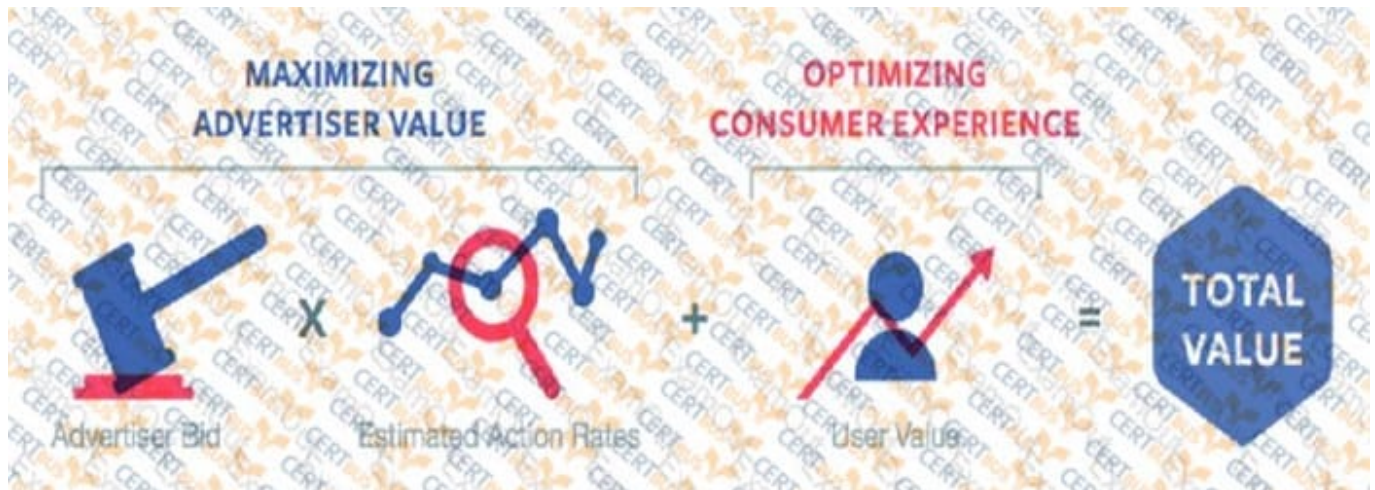
Correct Answer: C

Facebook is always trying to find a balance between maximizing the advertiser value and optimizing the consumer experience.

Keep in mind that the Total Value will be the addition of two components:

Advertiser Bid x Estimated Action Rates (Maximizing Advertiser Value)

User Value (Optimizing Consumer Experience)



Those two components will help determine your Total Value .

QUESTION 3

You have a client's customer database with 500,000 entries from the past 5 years.

Here is the list of information you have for each entry:

- Email
- Phone Number
- Age
- Value
- Currency
- Customer Lifetime Value

The client wants you to build a lookalike audience based on customers who have profited the most during a specific timeframe. Customers usually stay with your client for 2 years.

What data do you need from the entries, and what type of audience would you build for this exercise?

Choose only ONE best answer.

- A. You would need the email, phone number, and value. With this information, you could build a value-based lookalike audience.
- B. You would need the email, age, and customer lifetime value. With this information, you could build a value-based lookalike audience optimized for reach.
- C. You would need the email, age, and customer lifetime value. With this information, you could upload a custom audience and market to them.
- D. You should upload all of the information from customers. You can then build a custom audience with the entire database. With this database then build a similar audience to target the most profitable customers.



E. You first need to segment the database based on the Customer Lifetime Value. With this data segmented, you should then build a custom audience and then use this as a seed audience to build a similar one optimized for similarity.

Correct Answer: E

Every time you use databases, you need to make sure you segment your database first, depending on the requirements. In this case, you need to find the customers with the best lifetime value.

You DON'T want to upload all of the databases, as you won't be able to segment on Facebook.

Once you've segmented the database, you should proceed to upload the database to build a custom audience.

This should allow you to use this audience as a seed audience . Because you've already segmented the database; you know that these are the users with the highest LTV.

You then use this to build a similar audience optimized for similarity, as you are trying to reach potential new customers that have the most similarity with your client's customer base.

QUESTION 4

What will determine the results of your campaigns on the Facebook platform?

Choose ALL answers that apply.

- A. Whether you use Facebook Manager or the Fan Page to run ads.
- B. Facebook Auction.
- C. Advertiser changes in audience, budget, placement, schedule, and optimization goals.
- D. Pacing system you set up.

Correct Answer: BCD

The Facebook main delivery system consists of three aspects:

Auction: In the Facebook auction, you will be competing against thousands of advertisers worldwide.

They are all competing for one thing. End-users' space on the News Feed, Messenger, Audience Network, Video Ads, and mobile apps. It's just like a normal supply and demand function. The more advertisers competing for your time (demand), the more expensive it will become (supply). So the person willing to pay the most will get most impressions.

Pacing System: Standard versus accelerated delivery makes a big difference in how your ads perform; especially in costs. Accelerated delivery will underperform your budget but allow you to spend your budget



more quickly.

Advertiser Controls: Obviously the size of your audience, budget, schedule, and type of ads will all affect the delivery of your ads.

Whenever you are running your campaigns, think of those three main areas with how they each will affect running your campaigns in the future.

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\ Pixel Data Source
- D. Facebook Analytics Tools

Correct Answer: ACD

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