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QUESTION 1

A client's attorney would like to target their customer database. They have a CRM that can be connected to Facebook. The primary objective is to build custom audiences to retarget different product offerings.

Your client's attorney has complain several times about data privacy. They are concerned with sharing their customer database.

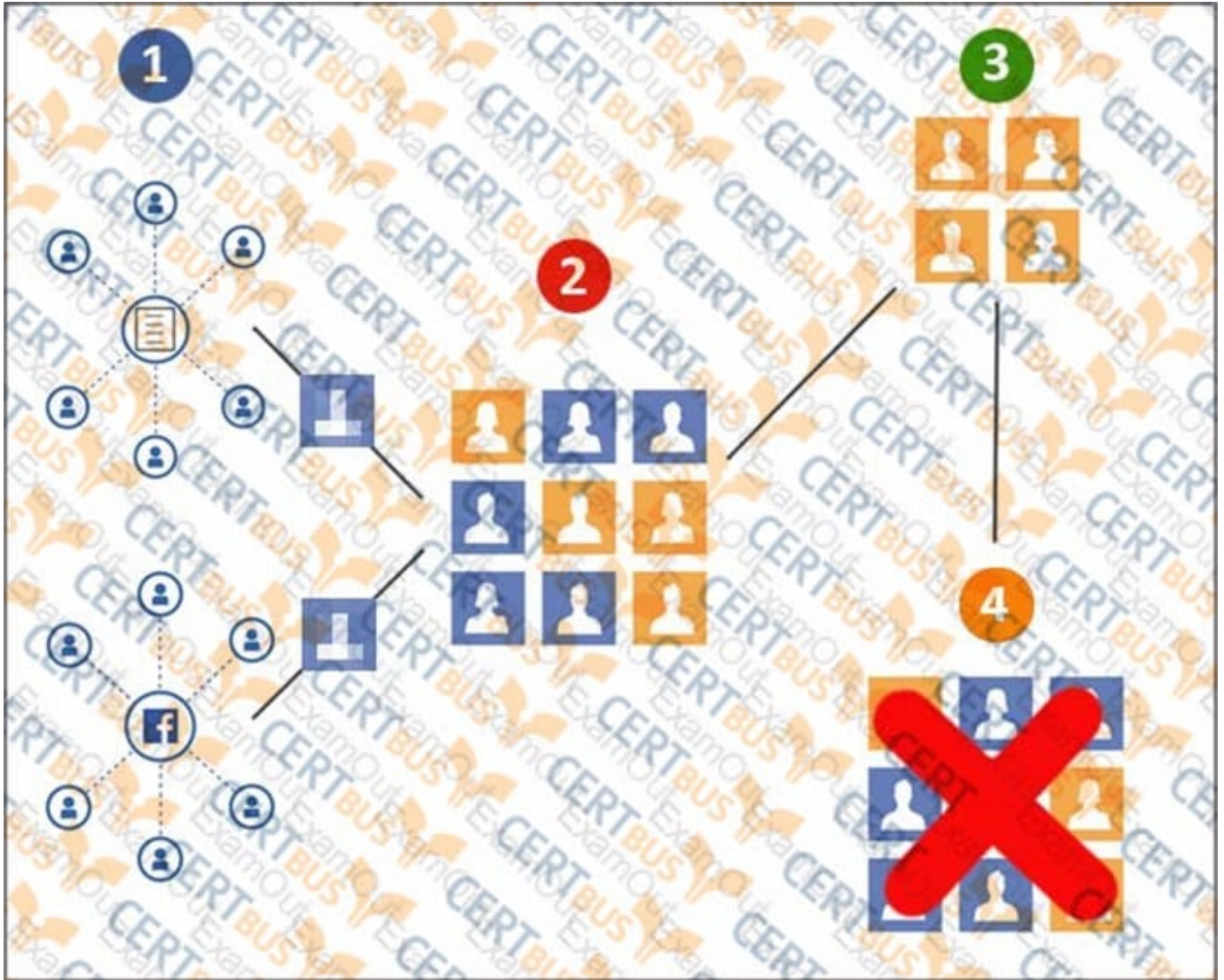
What suggestions do you make to the attorney to resolve his concerns?

Choose ALL answers that apply.

- A. Facebook have been audited by an independent third party, PricewaterhouseCoopers to confirm that Facebook's secure mechanisms protect advertisers' information throughout the creation, use, and storage of their Custom Audiences.
- B. When you upload a list of customer or share your customer list, it's hashed locally in your browser before it's uploaded to Facebook.
- C. When you upload a list of customer or share your customer list, it's hashed once it enters Facebook.
- D. The matched and unmatched hashes are kept for 180 days.
- E. The matched and unmatched hashes are deleted.
- F. Facebook will store all data from your CRM but hash it so people can't see private info.

Correct Answer: ABE

Custom Audiences were designed to maximize information security and privacy. Facebook systems have been audited by an independent third party, PricewaterhouseCoopers. They confirmed that Facebook's secure mechanisms protect advertisers' information throughout the creation, use, and storage of their Custom Audiences. Hashing is a process that turns information you share with us into short fingerprints that are impossible to reverse . Here's how it works:



When you begin the process to share your customer list, it's hashed locally in your browser before it's uploaded to Facebook.

We match the fingerprints of your hashed list against ours.

The matches are added to a Custom Audience for you.

The matched and unmatched hashes are deleted.

QUESTION 2

What other insights from your client's customer base should you be looking for, before you create a core/ saved audience from this dataset?

Choose ALL answers that apply.

A. You should look at top categories and see what other pages people follow and interact the most so that you can use those same categories with your new core audience.

- B. You should see who from that customer base is also connected to your client's fan page.
- C. You should go into location and see where current customers are really from.
- D. You should understand what spending methods (in-store or online) your current customer base has in order to define whether you launch conversion ads or store visit ads.

Correct Answer: ACD

The main insights you should be looking from a database of customers you've uploaded should be several things:



Demographics: Information regarding the customer database, age, gender, age-groups, lifestyle, relationship status, education level, and job title.

Page Likes: Information regarding top categories or other fan pages that people interact with.

Location: Region, country or city for your customer database. Language that they speak.

Activity: Device that they use to access Facebook and activity levels they have interacting with Facebook content.

Household: Income, household price/size/market value, spending methods, and habits.

Purchase: Purchase behavior on several fronts.

For this case study, you want to look at top categories, location, and spending methods that they have in order to better segment your next core audience.

QUESTION 3

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?

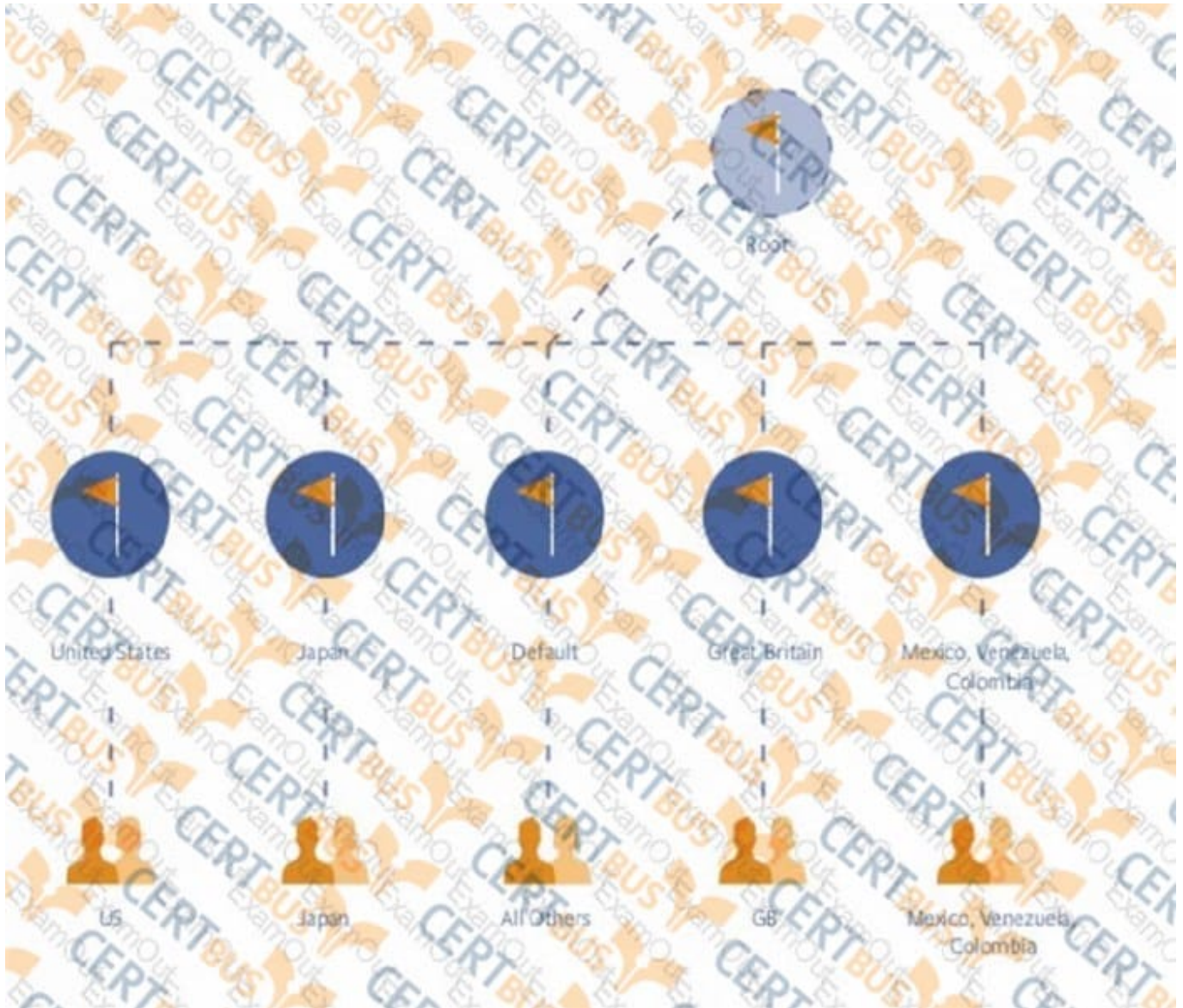
Choose only ONE best answer.

- 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 4

What are the different audiences you can analyze with Audience Insights?

Choose ALL answers that apply.

- A. Your Facebook page fans.
- B. People interested in music.
- C. People from your customer database.
- D. A custom audience based on your website visitors.
- E. All audiences you need.

Correct Answer: AB

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.

QUESTION 6

You are measuring the campaign effects for: the Store campaigns and offline events metrics.

What metrics should you measure for the Store Visit campaigns?

Choose ALL answers that apply.

- A. Reach
- B. Impression
- C. CPM
- D. CPC
- E. Revenue per user
- F. Avg. Order Per User

Correct Answer: ABCEF

Since you are doing in-store campaigns, you want to measure the effectiveness of your Facebook ads through two means:

Actual performances on the ads themselves based on reach, impressions, and CPM. Keep in mind that you don't want to measure CPC, as you will be measuring performance through offline events. Performance on ads through offline events: revenue per user and average order value per user. For these types of campaigns, you want to make sure you measure your campaigns in two stages. The first will allow you to understand better how much you have to spend to reach a specific audience. The second will allow you to better understand the "direct response" performance on the ads based on actual sales data.

QUESTION 7

An online boutique jewelry is trying to maximize their investment in their Facebook campaigns; however, they see that conversions have been low. These are the initial set up of the campaign you are running:

Campaign is optimized for conversion objective The attribution window is set to 1 days You've set up lifetime budget Average purchase value has been higher than expected

You are running remarketing campaigns to people who've visited the website

What changes do you make in order to increase conversions?

Choose only ONE best answer.

- A. You should increase attribution window to 7 days.
- B. Change optimization from custom conversions to value optimization.
- C. Run retargeting campaigns to people who have made purchased in the past 10 days.
- D. Delete all remarketing campaigns

Correct Answer: A

QUESTION 8

Your client has 14 stores in different cities. They are launching a new product line and would like to reach young female professionals with a 30 second video. They would like to measure the results of the campaign with ad recall lift.

What manual placement should you select for the campaign?

Select two of the following options.

- A. Facebook
- B. Audience Network
- C. Instagram
- D. WhatsApp
- E. Facebook and Audience Network

Correct Answer: AC

Facebook recommends the following choices, broken out by campaign objective:

Brand awareness (including Reach and Frequency buying): Facebook and Instagram Engagement (including Reach and Frequency buying): Facebook and Instagram Video views (including Reach and Frequency buying): Facebook, Instagram and Audience Network App installs: Facebook, Instagram, Messenger and Audience Network Traffic (for website clicks and app engagement): Facebook, Messenger and Audience Network Catalog sales: Facebook and Audience Network Conversions: Facebook, Messenger and Audience Network. The offsite conversions optimization goal also supports Instant Articles and Instagram Stories.

QUESTION 9

What roles within your Business Manager can view insights for your Page in Audience Insights?

Choose ALL answers that apply.

- A. Page Analyst
- B. Page Advertiser
- C. Ad Account Admins
- D. Fan Page Admins
- E. Fan Page Analyst and Ad Account Admin

Correct Answer: BD

If you want to view insights for your Page in Audience Insights, you must at least be a Page Advertiser.

QUESTION 10

What are some of the benefits of using "Reach and Frequency" buying option on Facebook?

Choose ALL answers that apply.

- A. Predictability and control over frequency.
- B. Predictability and control over reach and CPM.
- C. Include Instagram as placement.
- D. Define how much you want to spend each day.
- E. Launch marketing campaigns to customer databases.

Correct Answer: ABCD

Reach and frequency buying can give you more predictability and control over the following:

Reach and CPM

Frequency

Spend per day

Placement distribution (e.g., Instagram vs. Facebook) Keep in mind that you need an audience of at least 200,000 people in order to use the reach and frequency option. Additionally, you can only use reach and frequency on saved audiences and in multiple placements, not just Facebook Feeds.

QUESTION 11

An apparel brand is working with you as a buyer for their new product line launch.

They would like to reach an audience of 350,000 moms in 3 different cities. They've requested for you to optimize the campaign to maximize your budget based on CPM. Your campaign has been running for 2 weeks with the following characteristics: You have one campaign with reach objective The campaign is running on Facebook and Instagram CPM costs have been above what you expected Your campaign is running a frequency of 1.3 What change do you make in order to lower CPM costs? Choose only ONE best answer.

- A. You change the objective to engagement
- B. You include Audience Network as an additional placement
- C. You delete Instagram from your placement
- D. You add another audience
- E. You delete Facebook placement
- F. There is nothing you can do to improve CPM costs

Correct Answer: B

QUESTION 12

You've spent over \$13,400 the seven weeks of running campaigns. You go to your data and realize you are getting close to 6,000 Lead Events on the main landing page of the product, 450 Add To Cart Events, 192 Initiate Checkout, and 73 Purchase Events.

You want to expand the ads to new audiences.

What strategies should you follow?

Select the best 2 that apply.

- A. You should build lookalike audiences from all of the website visitors.
- B. You should build lookalike audiences from people who have initiated checkout process and add to cart events.
- C. You should build lookalike audiences from people who have made purchases.
- D. You should build similar audiences based on people who have visited the website to the main landing page of the product.

Correct Answer: BD

You need at least 100 events or users who have made a specific action on your website for you to be able to build a similar audience.

In this case, you still don't have enough events or users who have purchased on your website (72); so you are left with two options:

Build similar audiences based on people who have visited the main landing page of the product.

Build similar audiences based on people who have made specific actions events on your website: Add To Cart and Initiate Checkout as they both have more than 100 registered actions.

You don't necessarily want to start building an audience from all website visitors as this might be too broad.

You want to build your audiences first based on the bottom of the funnel and then move up.

QUESTION 13

What are some of the benefits of using offline conversion events to track store purchases?

Choose ALL answers that apply.

- A. Measure cross-channel conversions.
- B. Create custom audiences from offline events.
- C. Deliver ads to people based on users who generate the most revenue.
- D. Integrate your offline events with website conversions.

Correct Answer: ABC

There are some advantages of using offline event tracking for physical stores.

You can measure cross-channel conversions. In other words, you are able to measure your marketing efforts done on Facebook and Instagram at the same time as well as multi-device. So if a user logs into his Instagram account on his phone but also sees an ad on his Facebook Newsfeed on their computer, you

can track those conversions.

You can use this data to build custom audiences for re-marketing efforts and bring in existing customers back to the store.

You can do long-term value campaigns as you can segment users based on purchasing behaviors and not just demographics or interests.

QUESTION 14

You are a digital marketing manager for a retail company and manage the Business Manager for the business. They've added you as an Admin on their Business Manager account.

You've recently hired a new agency to run your campaigns and would like for them to launch remarketing campaigns for people who've visited a landing page to claim a coupon.

What are some steps you need to take in order to allow the agency to access the Facebook pixel?

Select 2 that apply.

- A. You need to go to the Ad Account and assign the agency as partner.
- B. Under your Business Manager's Pixels tab, you need add the agency as an "Assign Partner"
- C. Under your Business Manager's Pixels tab, you need add the agency ad account as an "Assigned Ad Account"
- D. Under your Business Manager's Pixels tab, you need add the agency's web master as a person with access to the pixel.
- E. The agency needs to create a new pixel and install it to the website.

Correct Answer: BC

There are several way in which you can give the agency access to your website's pixel:

Assign the agency as a "Partner" under your Business Manager Assign the agency's employees as "people" with access to your pixel under the Business Manager Keep in mind that the proper way to assign an agency is through the "Partnership" tab. Therefore, what you need to do is assign them as partners and assign the pixel to the proper ad account. You don't have to add the agency's employees as those will be added when you assign the agency as a partner to your business manager.

QUESTION 15

You need to share a customer database to your agency but your lawyer is concerned with privacy and sharing your customer data. You've built a custom audience and will share this audience with your agency.

What different type of access is NOT allowed within Facebook platform when sharing audiences with third parties?

Choose only ONE best answer.

- A. Targeting only
- B. Insights only
- C. Targeting and Insights

Correct Answer: B

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