



410-101^{Q&As}

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QUESTION 1

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 2

How are budgets different than account spending limits?

Choose ALL answers that apply.

- A. Facebook won't spend more than 25% of your daily budget on a given day
- B. Facebook won't spend more than 7 times your daily budget over a calendar week (Sunday to Saturday)
- C. Facebook won't spend more than 125% of your account limit
- D. Once you've spent a daily budget, delivery/spending stops for that ad set or campaign
- E. Facebook won't spend more than 25% of your campaign lifetime budget

Correct Answer: AB

Budgets are set at the ad set or campaign level and their spend may be paced or accelerated by the delivery system. Once you've spent a lifetime budget, delivery/spending stops for that ad set or campaign.

Daily budgets are averages and ongoing, but ultimately we won't spend more than 125% of your daily budget on a given day or more than 7 times your daily budget over a calendar week (Sunday to Saturday).

**QUESTION 3**

You have a campaign with two ad sets with a budget of \$100 each. After a week, the first ad set performs well and spends the entire budget; however, the second ad set only spent \$18 of the budget.

Your client is upset as they would like for you to spend the entire \$200 total budget each week.

What changes do you make to the campaign in order to spend the entire budget?

Choose only ONE best answer.

- A. You should change the set up to campaign budget optimization
- B. You should change the set up to daily budget
- C. You should increase the number of ads within each ad set
- D. You should change the campaign objective

Correct Answer: A

QUESTION 4

What are three ways Facebook IQ can help you understand, prepare and help you improve your Facebook strategies and branding?

Choose ALL answers that apply.

- A. People Insights
- B. Advertising Insights
- C. Video Insights
- D. Instagram Insights
- E. Vertical Insights

Correct Answer: ABE

People Insights Takes a look at understanding consumer behavior across generations, locations, devices, and time. Examples of past studies include a look at spring/summer fashion trends on Instagram, shifts in food culture on Facebook, and how people move between mobile and TV. Advertising Insights Examines the role of measurement in campaigns, and its influence and value in developing effective marketing. Examples of past studies include how to craft effective stories in your campaigns, how to define your most important metrics, and how streaming services have affected traditional advertising.. Vertical Insights Analyzes consumer behavior in specific industries, including automotive, consumer packaged goods, entertainment and media, financial services, gaming, retail, technology and connectivity, and travel. Examples of past studies include the growth of auto buyers who prefer mobile shopping experiences, global mobile gaming trends, and examinations of the planning habits of international visitors to China.

**QUESTION 5**

You need to run an in-stream video campaign for a client. They have sent the following campaign requirements:

Maximize budget with two target audiences

Run a video on in-stream placement

Budget of \$17,000

Frequency of 2 per week

Exclude dating and mature content categories from placement

What changes need to be made in order to comply with the client's brand safety requirements?

Choose only ONE best answer.

- A. You can't block mature content from any Facebook placement platform.
- B. You need to change the in-stream video to Audience Network or Instant Articles.
- C. You should just block both mature and dating content categories from your in-stream video placement.
- D. You should run a campaign on reach and frequency buying in order to maximize your budget with both audiences.
- E. You should add more content categories such as gambling into the content categories blocked.

Correct Answer: B

The categories you can block on Facebook are:

Debatable social issues: Topics related to debated social issues, such as religion, politics, immigration and more. Does not apply to Audience Network mobile apps. Mature: Topics including violence, firearms, sexual content, profane language, and more. Does not apply to Audience Network mobile apps. Tragedy and conflict: Topics that contain emotional or physical suffering, such as crime, illness, bullying and more. Does not apply to Audience Network mobile apps. Dating: Websites and apps that have been categorized as dating. Ads may still appear alongside content about relationships and dating. Gambling: Websites and apps that have been categorized as gambling, where winners receive money or prizes. Ads may still appear on websites or apps where people play games just for fun. You can exclude the following content categories for each placement: In-Stream Video Mature Tragedy and Conflict Debatable Social Issues Audience Network Dating Gambling Mature Tragedy and Conflict Debatable Social Issues Instant Articles Dating Gambling Mature Tragedy and Conflict Debatable Social Issues

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