



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

Facebook Certified media buying professional

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## QUESTION 1

You are running a mobile app event campaign on Facebook.

Your team is discussing how to properly set up the attribution window of the campaign.

You explain to your team what an attribution window is and how to use it.

You write on the board some key points on attribution window.

Select all bullet points that apply.

- A. Attribution window is the number of actions when a user viewed an ad and then downloaded an app.
- B. Attribution window is the number of days between the moment a person viewed or clicked an ad and then subsequently took action.
- C. Attribution window is set to 1-day view and 28-day click.
- D. Views are called click-through attribution.

Correct Answer: BC

The number of days between the moment a person viewed or clicked your ad and then subsequently took action is called an attribution window.

Facebook reports ad actions based on views of your ad and clicks on your ad:

Clicks: A person clicked your ad and took action. This is called click-through attribution.

Views: A person saw your ad, didn't click it, but took action within the attribution window. This is called view-through attribution.



By default, your attribution window is set to 1-day view and 28-day click, which means you see actions that happened 1



day after someone viewed your ad and up to 28 days after someone clicked your ad.

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## QUESTION 2

An eCommerce recently installed the Facebook pixel on their website to better understand the ROAS of the online marketing efforts.

After two months, they've spent \$3,500 in online conversion campaigns, and generated \$6,000 in revenue.

You realize that the ratio for the ROAS is 1.71:1

What does this ratio mean?

Choose only ONE best answer.

- A. For every \$1 you spend on a campaign, you generate \$3.5 of revenue.
- B. For every \$1 you spend on a campaign, you generate \$1.71 of revenue.
- C. For every \$10 you spend on a campaign, you generate \$1.71 of revenue.
- D. For every \$1 of revenue, you spend \$1.71 in advertising.

Correct Answer: B

The return on ad spend (ROAS) for this campaign would be \$1.71 or a ratio of 1.71:1 (\$6,000 / \$3,500). So for every 1 dollar that the company spends on its campaign, it generated \$1.71 worth of revenue .

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## QUESTION 3

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.

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#### QUESTION 4

What are the requirements for a business to open a "Shop" on their Fan Page?

Select 4 that apply.

- A. Sell physical items
- B. Agree with Facebook's merchant terms
- C. Have an ad account
- D. Link to valid bank account
- E. Have a TIN

Correct Answer: ABDE

If you have a Facebook business Page, you can add a shop. You can use this section on your Page to list products you're selling and connect with more customers on Facebook.

While any business can have a shop, this feature is best for merchants, retail and eCommerce advertisers.

We recommend it for businesses selling apparel, beauty, accessories (including bags and luggage), home furnishings, and baby or kids products. But other types of businesses can still use a shop to reach more people on Facebook.

Requirements to have a shop

Your Facebook shop must:

Sell physical items

Agree with our Merchant Terms

Link to a valid bank account

Have a Tax Identification Number (TIN)

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#### QUESTION 5

What reporting tools can you use to customize your reporting data within Facebook Ads Manager? Select three that apply.



- A. Search
- B. Placement
- C. Date Range
- D. Breakdown
- E. Reports
- F. Ad Sets

Correct Answer: ACD

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