



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

Facebook Certified media buying professional

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**QUESTION 1**

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.

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## QUESTION 2

You are planning on uploading a list of 5,000 customers from the same country for a current client to build a custom audience.

What are some of the best practices you need to follow when uploading a customer database to build a Custom Audience?

Choose ALL answers that apply.

- A. Always include the country code as part of your customer's phone numbers.
- B. Always include your customers' countries in their own column in your file.
- C. For customer lifetime value rate your customers on a ranking from 1-10
- D. Include only customers with highest value order for best performance.
- E. Convert different currencies into the same one.

Correct Answer: ABE

The two most important tips are:

Always include the country code as part of your customer's phone numbers, even if all your data is from the same country. Always include your customers' countries in their own column in your file, even if all of your data is from the same country. Because we match on a global scale, this simple step helps us match as many people as possible from your customer list. What should I avoid when calculating customer lifetime value? Different people calculate customer lifetime value in different ways. Here are some ways that you should avoid if you're going to send us the data for

use in a value-based Lookalike Audience:

Rating your customers. Say you have 3 customers worth \$100, \$10 and \$1, respectively, and you use a 15 rating system. Don't send us data where they're rated as a 5, 2 and 1, respectively. This doesn't work

because the value isn't proportional to the ranking. In other words, the \$100 customer was factored by 20, but the \$10 customer was only factored by 5 and the \$1 customer wasn't factored at all.

Ranking your customers. Say you have 100 customers and each one is worth between \$200 and \$1200.

You rank them from 1 to 100. This doesn't work because value isn't proportional here either. It tells us if one customer is more valuable than another, but doesn't account for a scenario where the number 5 customer is worth double what the number 6 customer is, whereas the number 20 customer might only be worth 1% more than the number 21 customer.



Important:

Don't provide only your highest value customers. Instead, include a broad range. Without this range, we can't hone in on what might distinguish an average customer from a great one.

Don't include negative numbers to denote negative value or undesirable customers. We can't use rows that contain numbers like that.

If your value is in the form of a currency, make sure it's all the same currency or is converted to the same scale before uploading. We don't currently normalize for different currencies.

Decimals that denote cents are acceptable, but don't use any other punctuation marks and/or separators.

We can't use rows that contain them.

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### QUESTION 3

What are all the different campaign objectives that you can use a target bid for?

Choose ALL answers that apply.

- A. Traffic
- B. Lead Generation
- C. Messages
- D. Store Visits
- E. App Installs
- F. Page Likes

Correct Answer: BDE

You can use Target Cost Bid for:

App Installs Lead Generation Conversions Catalog Sales Store Visits

You can use Lowest cost Bid for: Brand Awareness Reach, Traffic Post Engagement Page Likes Event Responses App Installs Video View Lead Generation Messages Conversions Catalog Sales Store Visits

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### QUESTION 4

In which platforms does the Facebook SDK work on?

Choose ALL answers that apply.

- A. iOS



- B. Android
- C. Javascript
- D. PHP
- E. Unity
- F. tvOS
- G. 3rd Party Tools

Correct Answer: ABCDEFG

1.

iOS: You can integrate iPhones and iPads.

2.

Android: All Android phones and tablets.

3.

JavaScript: Works well for social plug-ins, API calls, and implementing Facebook login.

4.

PHP: You can use Facebook Graph API to use the SDK.

5.

Unity: All games developed under this platform work well.

6.

3rd Party: Some 3rd party partners have specific SDKs\.

7.

tvOS: Is Apple TV\\'s SDK to integrate social sharing options.

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#### QUESTION 5

Which strategy should you recommend to meet the client\'s goals?

Choose only ONE best answer.

- A. Interest and lookalike audiences.
- B. Custom Audiences and Carousel.
- C. Audience Network and Custom Audiences.
- D. Custom audiences and Lookalike audiences.



Correct Answer: D

Every time you work with a new client, your best audiences will always be Custom Audiences and Lookalike Audiences. For physical locations, you want to re-market to existing customer databases. You want to use a custom audience of people who have already bought at the store to promote re-purchases. You then want to use this database and use a similar/lookalike audience so that you can bring new potential customers over. Because you are using Facebook offline events, you can even segment people based on long-term value of sales. The last audience you should be using is a saved/core audience, but you should always start with the other two first.

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