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QUESTION 1

What are the three main aspects Facebook tries to impact when launching campaigns through their auction?

Choose ALL answers that apply.

A. Audience Outcomes

B. Brand Outcomes

C. Sales Outcomes

D. Impact Outcomes

E. Reach Outcomes

Correct Answer: ABC

Facebook summarizes the impact of its campaigns into three main buckets:

Audience Outcomes

How many people did your ad reach? How frequently?

Did the ads reach the right people/audience?

Did the ads reach people cross-device?

Brand Outcomes

Did the ads breakthrough? Are they memorable?

Did they generate brand awareness?

Did the ads change the perception of your brand?

Sales Outcomes

Did the ads drive your business outcomes?

Did they contribute to ROI?

Did the ads results in sales, leads or app installs?

QUESTION 2

A client you are consulting for is a fashion shoe store. They buy branded shoes at a discount and sell them

through their website for young professionals.

They have a batch of 100 high-heel red shoes (sizes 32-38) in their warehouse, based in Miami, that would

like to sell quickly.

They\\'ve build a core audience with the following characteristics: Female Age range 25-45 Geographic area United States and Canada Interest in fashion and high heels Interests in red color What recommendations do you give them to improve their audience targeting? Choose only ONE best answer.

A. Increase age range to 20-60

B. Include Mexico in countries being targeted

C. Include interest in shoe sizes 32-28

D. Take out the "red color" interest

E. Take out "Canada" from geographic targetting

Correct Answer: D

QUESTION 3

You have a total of $28,000 for several promotions that your client would like to launch in the next 4 weeks. They would like to promote a different products each week and ensure that you spend your budget for each of the 4 weeks.

How would you set up your budget for these campaigns?

Choose only ONE best answer.

A. $28,000 lifetime budget with standard delivery.

B. $28,000 lifetime budget with accelerated delivery.

C. $4,000 lifetime budget with standard delivery.

D. $7,000 lifetime budget with accelerated delivery.

Correct Answer: D

QUESTION 4

What are all the options you can build a custom audience from?

Choose ALL answers that apply.

A. Your customer database from the last 5 years.

B. People who have visited your website in the last 365 days.

C. People who have opened your mobile app in the last 92 days.

D. People who have opened a Lead form but have not submitted data in the past 180 days.

E. People who have viewed at least 50% of a video you posted on your Fan Page in the past year.

F. People who have clicked any links on a Canva in the past 180 days.

Correct Answer: ACEF

You can build custom audiences based on the following sources:

Data files: Build audiences from your CRM, POS, email lists, or other sources. There is no timeline for how

old the database needs to be.

Website data: Reach existing customers and those who\\'ve shown interest in your business. There is a limit

on the past 180 days.

Mobile app data: Use Facebook ads to engage with people based on their interactions with your apps.

There is a limit on the past 180 days.

Facebook engagement: Target ads to people who\\'ve interacted with your Page, videos, lead ads, and

Canvas full-screen experiences on Facebook. There is a limit on leads ads for 90 days, videos views for

365 days, and canvas for 365 days.

QUESTION 5

After 6 weeks of running campaigns, you\\'ve spent exactly $11,958 total. You go to your data and realize that you\\'ve sold 64 smartwatches.

The mobile app works on a freemium model, where you can pay $0.99 a month for increased functionalities. From the 64 people that bought the smartwatch, 50% are paying the monthly fee.

On average people pay the monthly fee for 12 months.

What is the ROAS for this campaign so far?

Choose only ONE best answer.

A. $3,042

B. $3,500

C. $4,042

D. $4,422.16

Correct Answer: D

ROAS = (# of new customers acquired from Campaign x Long-term Value of a New Customer) - Cost of Ad Campaign

# of new customers => 64 Long Term Value for new Customers => is comprised of two parts: #1 Sales of the consumer

watch: 64 * 250 = $16,000 #2 Sales from subscriptions: 64 customers * $0.99 monthly fee * 12 months * 50% = $380.16 Total LTV = $16,380.16 Cost of Ad Campaign = $11,958 ROAS = $16,380.16 - $11,958 = $4,422.16 A luxury fashion brand, founded 20 years ago, is really well known for its handbags, ready-to-wear apparel, and watches. Today, they have close to 450 locations worldwide. The fashion brand wants to run a couple of tests in 2 retail stores in order to measure the impact of its Facebook ads on its offline sales.

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