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QUESTION 1

What is the benefit of setting bid caps for your campaigns?

Choose only ONE best answer.

A. Get as many results for your full budget as possible

B. Keep your cost per result below a certain amount

C. Optimize campaign for best cost per result

D. Allow Facebook auction to evenly distribute campaign budget

E. Get a specific target price for your campaigns

Correct Answer: B

QUESTION 2

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.

QUESTION 3

Your client wants to launch a mobile application in Colombia and India. They have a budget of $15,000 for the mobile app launch.

Below are the specifications:

-They will initially launch only for Android devices.

-

The app does not work with Tablets.

-

The app is geared towards younger generation below 25 years.

What targeting options would you select to reach your niche market when creating a core/saved audience?

Choose ALL answers that apply.

A. Mobile Device User - focused on Android

B. Age with max 25 years

C. Gender Male

D. Countries India + Colombia

E. App Store Region

F. Interests: Gamers

Correct Answer: ABD

For this exercise, you need the following aspects in order to segment your core/saved audience:

1.

 Age : you definitely want to set up age below 25 years old.

2.

 Mobile Device User : you need to specify Android as the primary operating system for mobile in order to target just Android users and exclude iOS users.

3.

 Location : you want to target the specific countries. In this case, Colombia and India in order to reach out to people in those two particular places.

QUESTION 4

Which of the following categories can be blocked on In-Stream Video ads?

Select 3 that apply.

A. Dating

B. Mature

C. Tragedy and conflict

D. Debatable social issues

E. Gambling

Correct Answer: BCD

You can prevent your ad from running next to certain types of content on placements by choosing the

Exclude Categories option below the Edit Placements section of your Ad Set.

There are five categories:

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.

All five categories can be excluded on Audience Network and Instant Articles, but you can only block the

categories Mature Tragedy and Conflict , and Debatable Social Issues on In-Stream Video.

QUESTION 5

Your client has been running a retail shop for the past 20 years.

In order to grow sales, they want to launch a new online store where people can buy products directly on their website.
They can share with you a customer database of 20,000 customers who have bought a product in the past 2 years.

For the campaign, you need to reach out to existing customers, and people within a 10-mile radius from the stores.

What type of audiences should you build?

Choose only ONE best answer.

A. You should first do a custom audience with the database, and then, a similar audience optimized for similarity.

B. You should first do a custom audience with the database, and then, a similar audience optimized for reach.

C. You should do a similar audience with the customer database, and then, launch a reach campaign to people in a 10-mile radius.

D. You should first, do a custom audience with the database, and a similar audience optimized for similarity. Then use

the similar audience as a base for a new core/saved audience, and reduce the similar audience to a 10-mile radius from the stores.

Correct Answer: D

The first audience you need to build is the custom audience with the customer database. This audience will

allow you to reach out to existing customers and run campaigns to the website.

The second audience you need to build is a similar audience with the customer database. Since you have

a 20,000 baseline, you should be able to build a really good similar audience optimized for similarity.

Keep in mind that you are looking for quality over quantity in this particular case. You should select a 1%

audience size.

Choose an audience size close to 1 to optimize for similarity. Your Lookalike Audience will likely be small,

with a high resemblance to your seed.

Choose an audience size close to 10 to optimize for reach. Your Lookalike Audience will be larger, but less

similar to your seed.

There is a third, very important, step that still needs to be done. You need to use the similar audience

you\\'ve just built and then re-segment that for the 10-mile radius.

This new saved/core audience based on a similar audience should be your best option for reaching out to

new potential customers.

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