



410-101^{Q&As}

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QUESTION 1

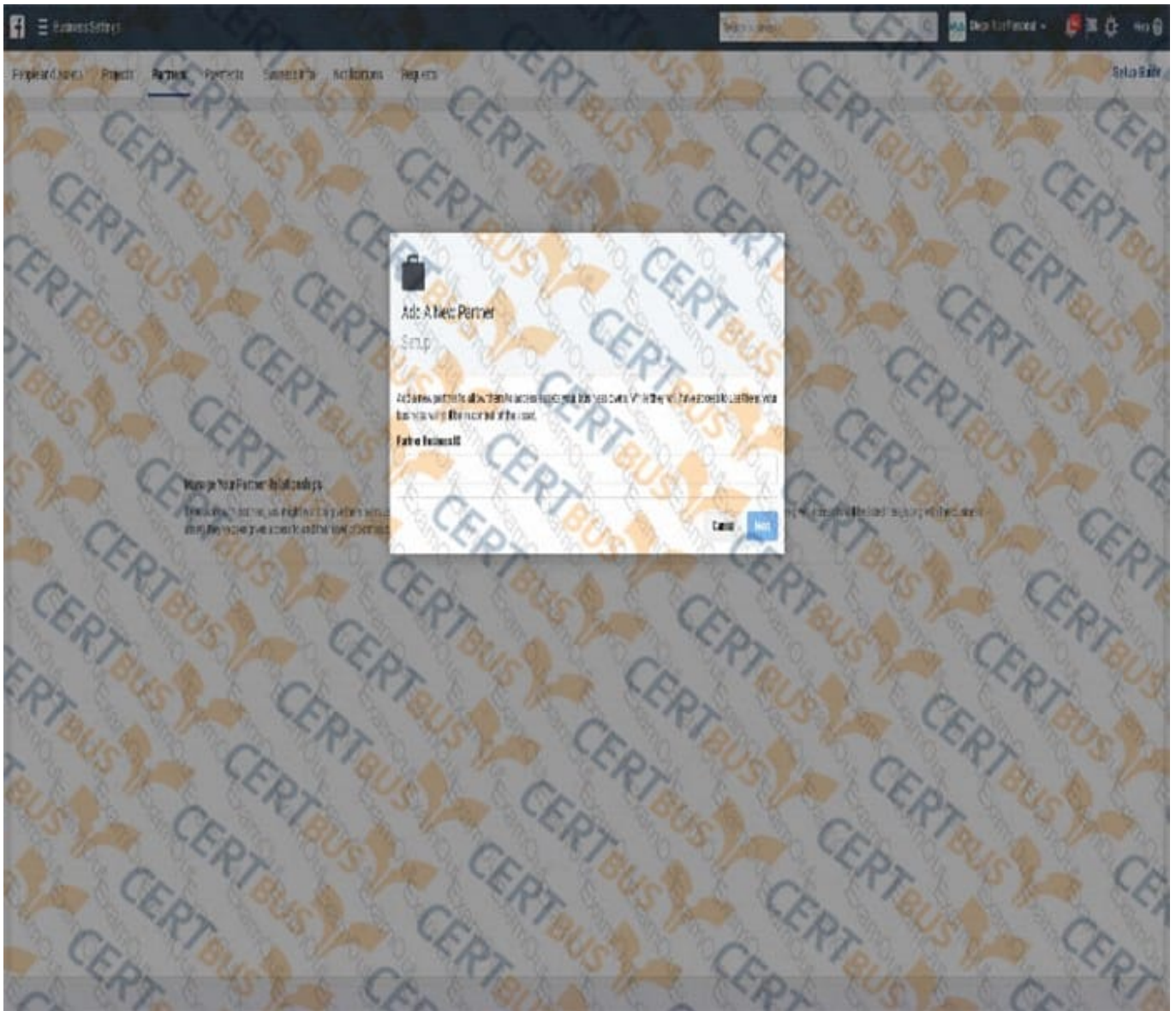
You want to give an agency access to your Business Manager. How should you add your partner?

Choose only ONE best answer.

- A. You should add them as administrators of your Business Manager in order to manage your digital assets.
- B. You should add them as employees under the Business Manager and then provide them editor access to all of your digital assets.
- C. You should include them as Partners so that they can administer your accounts but not have the ability to alter any assets or change anything about the business.
- D. You should look for the agency's employees' Facebook personal profiles and add them to your Facebook accounts.

Correct Answer: D

When you are working with an agency, you want to grant them access to the Partner tab within your Business Manager Settings.



This will allow them to administer all of your digital assets without having ownership of your accounts.

QUESTION 2

What are some reasons you want to optimize for landing page view and not clicks or conversions?

Choose ALL answers that apply.

- A. A website can take too long to load
- B. A person clicks on an ad accidentally and closes the window before it opens
- C. Your goal is to get more conversions
- D. You are not generating at least 50 conversion events per week page or video: We recommend optimizing for link clicks, not landing page views.



Correct Answer: ABD

The following scenarios are examples of link clicks that may not result in a landing page views: A person clicks a link accidentally and closes the page before it gets a chance to load A person clicks a link intentionally, but the page takes too long to load and the person closes it before it finishes If I can optimize for landing page views, should I? It depends on your goal and/or ad format: If your goal is to get more traffic on a specific page (or specific pages) of your website: We recommend landing page view optimization over link click optimization, since the former can improve traffic quality. We especially recommend it if you're trying to get people to land on a page (or pages) on their mobile devices. If your goal is to get more conversions: We recommend trying to optimize for conversions first. However, conversion optimization does not work for everyone. A conversion-optimized ad set needs to get about 50 of the conversion it's optimized for per week (though getting even more is better) to have a chance at being effective. If your ad set doesn't get that many per week, landing page views could be an effective alternative. They're also a good choice if you don't have lower-funnel events (ex: a purchase conversion) set up with your pixel yet. If your goal is to get more people viewing more content on your site overall (not landing on specific destination URLs of ads): We recommend optimizing for ViewContent conversions instead of landing page views, since the former optimizes for people to view any page on your site with that event added. Note: This means you have to add that specific event to every page you want people to view. For landing page view optimization, you only have to have the pixel base code on every page you want people to land on (we only optimize for people landing on your website after clicking from your ad). However, keep in mind that this type of optimization is not available for ad sets in Traffic campaigns. If you're using an ad format (ex: Canvas, Offers, Messenger) that takes people to a Facebook

QUESTION 3

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 4



You are running a reach campaign for your client, and they would like to compare costs with running marketing campaigns in traditional channels vs. running campaigns within Facebook ads.

What kind of bidding should you configure when launching the campaigns, and what should you look for Facebook to optimize your campaigns for?

Choose only ONE best answer.

- A. You should bid for CPM and measure conversions.
- B. You should bid for conversions and measure impressions.
- C. You should bid for clicks and measure impressions.
- D. You should bid for installs and measure impressions.
- E. You should bid for impressions and measure impressions.

Correct Answer: E

There are four bidding options you can pay for the delivery of your ads:

1.
Cost per Impressions (CPM)
2.
Cost per click (CPC)
3.
Cost per conversion
4.
Cost per Action (CPA)

Depending on the type of bid that you set up initially, you are configuring several aspects of your campaign:

In this case, since you want to compare reach, your optimization should be for impressions (CPM) and also optimize for impressions.

QUESTION 5

Two ad sets within your brand campaign are not responding well.

The campaign has the following details:

Objective: Run a triple-play message strategy to drive brand association, sales awareness, and product conversion to a specific offer.



Target: 34-55 Male Executives.

Asset: 5 images that will be delivered sequentially.

Ad Type: Auction on Instagram.

What change should you make for the campaign to deliver the objective?

Choose ALL answers that apply.

- A. You should change the ad type to sequential messaging.
- B. You should change the placement to include Facebook.
- C. You should change the target market to females.
- D. You should change the bidding to reach and frequency.

Correct Answer: ABD

Whenever you want to maximize brand awareness with multiple messages, you should use reach and frequency as the bidding type.

Keep in mind that you can program sequential content or ads within Facebook's auction. So every time you see "sequential messages," the answer is most likely reach and frequency with sequential messaging.

For brand awareness campaigns, you should also include Facebook as placement due to its high reach.

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