



410-101^{Q&As}

Facebook Certified media buying professional

Pass Facebook 410-101 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.pass4itsure.com/410-101.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Facebook
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



**QUESTION 1**

An online membership site has built two different core/saved audiences in order to reach the same niche market through two different forms of segmentations.

Your social media manager has been running ads for 2 weeks, but it seems like one campaign is using 80% of the total budget.

When you compare both audiences, there is an 84% audience overlap.

What should you do next to optimize the campaign?

Choose only ONE best answer.

- A. You should stop using the audience where you are spending 20% of the budget.
- B. You should unify both audiences into one, as your ad sets are competing with each other.
- C. You should stop spending more money on the audiences where you have spent 80% of the budget.
- D. You should continue running the ads, as they are working properly.

Correct Answer: B

Whenever you have a high overlap between audiences, the best strategy is to unify both audiences.

If you use both audiences under one campaign in two separate ad sets, you are basically competing against yourself.

In other words, you are running two ads to the same audiences, so your costs and performance are not optimal.

Your best approach is to unify audiences and run one ad sets with two different ads.

QUESTION 2

You are working with an environmental organization that seeks to protect, analyse and monitor the environment against misuse. In order to promote the organization's mission, you are tasked to publish content and run campaigns on Facebook, Audience Network and Instagram placements.

You are having issues as the ads are being shown on websites that do not align with the organization's mission. You've also received complaints that your domain is being misrepresented.

What are some actions you can take in order to protect your organization's brand?

Select 3 that apply.

- A. You can upload an HTML file to verify your domain.
- B. You can use DNS TXT record set up to verify your domain.



- C. You can add a .csv file with a list of all the websites you want to block.
- D. You can't block lists of websites for your campaigns.
- E. You should add your domain URL as a list of verified domains.

Correct Answer: ABC

In the Brand Safety section of your business settings, you can manage:

Domain Verification: Domain verification supports the protection and integrity of your content to ensure it isn't being misrepresented. By verifying your domains, you claim and maintain control of editing privileges to your content and links. Verifying your domains is free to do and for your content security. Businesses can verify their online domains so they can edit links to their domain. Domain verification has 2 verification methods: HTML file upload and DNS TXT record. **Block Lists:** Block lists prevent your ads from running on specific websites or apps within the Audience Network, the Instant Articles of specific publishers and videos of Pages included in the Facebook in-stream placement.

QUESTION 3

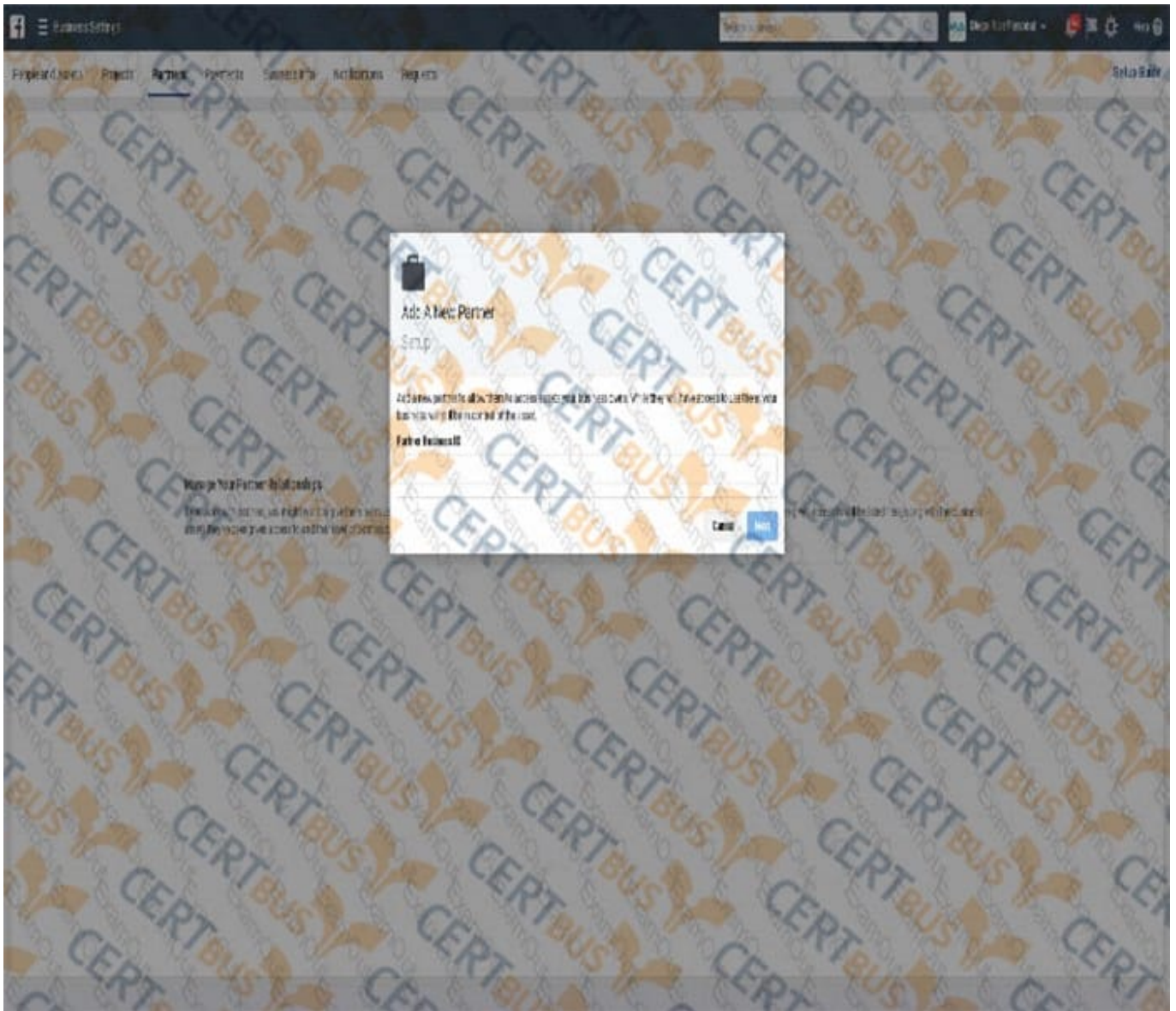
You want to give an agency access to your Business Manager. How should you add your partner?

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 4

You've launched a campaign with the following characteristics:

You are targeting two different audiences: a core audience and a lookalike based on your customer database

The campaign is running two ad sets

You are optimizing for CPM

The campaign is running two different images with text that covers less than 20% of image size

After two weeks you realize that the CPM in Instagram are considerably higher on both ad sets than



Facebook; however, only 20% of the budget was spent on Instagram. You want to gauge better Instagram performance and true CPM.

How do you optimize your campaign to achieve this goal?

Select two that apply.

- A. You should create a third ad set with a lookalike audience.
- B. You should turn off Facebook placement from one ad set.
- C. You turn off Facebook placement from both ad sets.
- D. You should turn off Instagram placement from both ad sets.
- E. You should create two new ad sets with Instagram as the only placement.
- F. You should join audiences into one ad set and run a new campaign with Instagram.
- G. You should switch your optimization from CPM to video views.

Correct Answer: DE

QUESTION 5

You would like to optimize a 10 second long video creative for a new product. They video has the brand mentioned early on the video and your client wants you to optimize for CPVC.

Which objective should you select in your campaign?

Choose only ONE best answer.

- A. Reach objective
- B. Video Views Objective
- C. Brand Awareness Objective
- D. Video Engagement
- E. Video Completion Objective

Correct Answer: B

10-Second Video Views The number of times your video was watched for an aggregate of at least 10 seconds, or for nearly its total length, whichever happened first. **How It's Calculated** The metric counts when your video was watched for an aggregate of 10 seconds or more, or to 97% of its length, whichever happened first. (Example: if someone watches a 5-second video for 4.85 seconds, or a 10-second video for 9.7 seconds, that counts as a 10-second video view.) People frequently drop off before the true end of a video when credits roll or content fades out, so 97% is considered to be the video's full length. **CPVC - Cost per video completion** Cost per video completion (CPVC) is a metric that will show up on your exam. Most CPVC optimization will be video view campaign objective.



QUESTION 6

What tools can you use to determine if Facebook Pixel is detecting your event conversions?

Choose ALL answers that apply.

- A. Facebook pixel helper
- B. Facebook Custom Audiences
- C. Business Manager\ Pixel Data Source
- D. Facebook Analytics Tools

Correct Answer: ACD

QUESTION 7

An online boutique jewelry is trying to maximize their investment in their Facebook campaigns; however, they see that conversions have been low. These are the initial set up of the campaign you are running:

Campaign is optimized for conversion objective The attribution window is set to 1 days You've set up lifetime budget Average purchase value has been higher than expected

You are running remarketing campaigns to people who've visited the website

What changes do you make in order to increase conversions?

Choose only ONE best answer.

- A. You should increase attribution window to 7 days.
- B. Change optimization from custom conversions to value optimization.
- C. Run retargeting campaigns to people who have made purchased in the past 10 days.
- D. Delete all remarketing campaigns

Correct Answer: A

QUESTION 8

Estimated Ad Recall Lift is shown in the Results Manager for which objectives?

Choose ALL answers that apply.

- A. Brand Awareness
- B. Video Views



C. Store Visits

D. Post Engagement

E. Conversions

Correct Answer: ABD

Metric: Estimated Ad Recall Lift (people)

An estimate of the number of additional people who may remember seeing your ads, if asked, within two days.

This metric shows results for ads using Brand Awareness, Video Views, and Engagement Post Engagement objectives.

QUESTION 9

You've been running a reach campaign for a CPG client for the past 3 weeks; however, your campaign is underperforming. Here is some information for the performance of your campaign: You have two images running within same ad set with high CTR You've set up Facebook, Instagram, and Messenger as your placement You have a total budget of \$10,000 for a 4 week campaign

You've spent a total of \$4,834.73 in the past 3 weeks Instagram placement has an average CPM of \$1.24 and Facebook average CPM is \$1.16 What changes should you make to your campaign in order to achieve your goal?

Select the two best options.

- A. Change the optimization to daily unique reach.
- B. Include Audience Network as additional placement
- C. Add three new images into the ad set
- D. Change optimization from standard delivery to accelerated delivery.
- E. Change the campaign objective to engagement.

Correct Answer: BD

QUESTION 10

Your client is posting 5 times a week, and they want you to promote each post as interaction ads, with a budget of \$20 for each.

Your community manager published a post with a big grammatical mistake, but already spent \$5 on the campaign for this post.

Your client calls you complaining, and you immediately tell your community manager to fix the post and reactive the



campaign.

What options does the community manager have in fixing this mistake?

Choose only ONE best answer.

- A. The community manager should select the boosted post, change the image and re-launch the campaign.
- B. The community manager needs to post a new image and create a new campaign with a \$20 budget.
- C. The community manager should delete or hide the current boosted post. He/she should then post the new image and add a new ad to the previous ad set with a \$10 budget.
- D. The community manager should delete or hide the current boosted post. He/she should then post the new image and add a new ad in the previous ad set. There is no need to change the budget.

Correct Answer: D

You are not able to make changes to a post (title, text or image) if you have boosted the post or invested money. In this case, you will have to hide the other post and re-publish the new one with the corrections. You should promote the post under the same ad set from the previous campaign. This will allow you not to modify anything at the ad set level and only deactivate one ad and activate the new one.

QUESTION 11

What are all of the mobile advertiser ID's you can utilize to build a custom audience?

Choose ALL answers that apply.

- A. Apple's Advertising Identifier (IDFA)
- B. Android's Advertising ID
- C. Facebook User ID
- D. Google User ID

Correct Answer: ABC

You can create ads targeting people by customer lists. One of the data sources you can use is mobile advertiser IDs.

Apple's Advertising Identifier (IDFA): An advertising ID that Apple provides as part of iOS in its ads framework.

Android's Advertising ID: An advertising ID that Google provides as part of Google Play services.

Facebook User ID: If people are logged in to your app via Facebook, you can use their Facebook User ID for targeting.



You can't run Google IDs currently on Facebook to identify users.

QUESTION 12

What roles within your Business Manager can view insights for your Page in Audience Insights?

Choose ALL answers that apply.

- A. Page Analyst
- B. Page Advertiser
- C. Ad Account Admins
- D. Fan Page Admins
- E. Fan Page Analyst and Ad Account Admin

Correct Answer: BD

If you want to view insights for your Page in Audience Insights, you must at least be a Page Advertiser.

QUESTION 13

You've launched two campaigns with five ad sets. Two ad sets are not spending their budget. As a matter of fact, they've only spent \$1 of the \$50 you placed the budget for each ad set. What are some of the reasons your ad sets are not running?

- A. Your ad set is not active.
- B. Your ads within the ad set were not approved.
- C. You've reached the limit of the campaign.
- D. Your ad is scheduled for a future date.
- E. The ad set audience is too large.

Correct Answer: ABC

There are multiple reasons why an ad set has spent some of your budgets but is still getting too few impressions. In this case, there are some things to keep in mind:

Your ad did run for some time as it has spent \$1 already.

You have multiple ad sets. Two of which have only spent \$1 each and the rest are correctly running.

What are some common issues here?

Answer #1 and #2 are somehow related. There are instances where ad sets start running for a couple of hours and are then rejected by Facebook's team. In that case, these ad sets could have spent \$1 each



before they were blocked/rejected by Facebook.

If Facebook rejected your ads, then by default, they will be inactive.

You could have inactivated the ad sets by mistake at some point. So this answer is still valid.

Answer #4 is not possible. If it the ad sets were set up for a future date, then it would not have spent any money at all.

Answer #5 is also wrong. If your ads are active but not getting impressions, your audience could be too small -NOT too large-. In this case, \$50 would be too much budget for the audience you selected, but NOT too large.

QUESTION 14

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

QUESTION 15

You own a business with multiple franchise locations. You want to open a Fan Page for all of your franchise locations, but still hold control of your branding and content. How should you set up your Fan Page with multiple franchise locations?

Choose only ONE best answer.

- A. Open a new Fan Page for each location.



- B. Open a Global Fan Page.
- C. You are not able to set up franchise locations on Facebook.
- D. Open one Fan Page with multiple locations.

Correct Answer: D

With Facebook Locations, you can connect and manage all of your franchise locations on Facebook. This structure is often referred to as the parent-child relationship, where your main brand page is the parent, and individual locations are the children.

[Latest 410-101 Dumps](#)

[410-101 VCE Dumps](#)

[410-101 Brainsdumps](#)