

410-101^{Q&As}

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QUESTION 1

You set a lifetime budget of \$10,000 for your campaign. How much is the maximum Facebook will spend? Choose only ONE best answer.

- A. \$12,500
- B. \$10,000
- C. \$11,500

Correct Answer: B

Your maximum ad spend will be \$10,000. Keep in mind that Facebook used to have a +25% over your budget limit; however, it now stops at your campaign or account limit.

Keep in mind that you HAVE to set up an account or campaign limit in order for Facebook NOT to go over your budget.

QUESTION 2

You are running a mobile app event campaign on Facebook.

Your team is discussing how to properly set up the attribution window of the campaign.

You explain to your team what an attribution window is and how to use it.

You write on the board some key points on attribution window.

Select all bullet points that apply.

- A. Attribution window is the number of actions when a user viewed an ad and then downloaded an app.
- B. Attribution window is the number of days between the moment a person viewed or clicked an ad and then subsequently took action.
- C. Attribution window is set to 1-day view and 28-day click.
- D. Views are called click-through attribution.

Correct Answer: BC

The number of days between the moment a person viewed or clicked your ad and then subsequently took action is called an attribution window.

Facebook reports ad actions based on views of your ad and clicks on your ad:

Clicks: A person clicked your ad and took action. This is called click-through attribution.

Views: A person saw your ad, didn't click it, but took action within the attribution window. This is called view-through

attribution.



By default, your attribution window is set to 1-day view and 28-day click, which means you see actions that happened 1 day after someone viewed your ad and up to 28 days after someone clicked your ad.

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

A client has posted a video on your Fan Page. After 2 days of boosting the post, it seems like only 8% of users have seen more than 10% of the video.

Which troubleshooting task should be used to fix the problem?

Choose only ONE best answer.

- A. You should unpublish the post and re-publish it as an ad.
- B. You should make sure the campaign has not ended.
- C. Create a new campaign with video view as the campaign objective.

Correct Answer: C

When you select the "boost post" option, you are optimizing campaigns for interactions (like, share, and comment). In this case, you want people to actually see the campaign.

When you change the campaign objective to view views, you will be optimizing the ad for CPV video or 10seconds video views.

QUESTION 5

You have just gotten the results from a conversion campaign you ran for a membership site for 2 weeks:

There were 9 new customers acquired through the campaign.

Customers usually pay 6 months on average.

The monthly membership fee is \$15.

The total amount you spent on the campaign was \$400.

What is the ROAS for this campaign?

Choose only ONE best answer.

- A. \$102.50
- B. \$265
- C. -\$265
- D. \$410

Correct Answer: D

Return on Ad Spend (ROAS) measures gross revenue generated directly for every dollar spent on the advertising campaign: $ROAS = \text{Revenue From Ad Campaign} / \text{Cost Of The Ad Campaign}$ A more accurate way to calculate ROAS when you have recurring revenue is with the following formula: $ROAS = (\# \text{ of new customers acquired from Campaign} \times \text{LTV of a New Customer}) / \text{Cost of Ad Campaign}$ In this case, you would need the following info: # of new customer => 9
LTV of new customers => $6 * \$15 = \90 Cost of Ad Campaign => \$400
 $ROAS = 9 * \$90 - \$400 = \$410$