

# 410-101<sup>Q&As</sup>

Facebook Certified media buying professional

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### QUESTION 1

What are three ways Facebook IQ can help you understand, prepare and help you improve your Facebook strategies and branding?

Choose ALL answers that apply.

- A. People Insights
- B. Advertising Insights
- C. Video Insights
- D. Instagram Insights
- E. Vertical Insights

Correct Answer: ABE

People Insights Takes a look at understanding consumer behavior across generations, locations, devices, and time.Examples of past studies include a look at spring/summer fashion trends on Instagram, shifts in food culture on Facebook, and how people move between mobile and TV. Advertising Insights Examines the role of measurement in campaigns, and its influence and value in developing effective marketing.Examples of past studies include how to craft effective stories in your campaigns, how to define your most important metrics, and how streaming services have affected traditional advertising.. Vertical Insights Analyzes consumer behavior in specific industries, including automotive, consumer packaged goods, entertainment and media, financial services, gaming, retail, technology and connectivity, and travel.Examples of past studies include the growth of auto buyers who prefer mobile shopping experiences, global mobile gaming trends, and examinations of the planning habits of international visitors to China.

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### QUESTION 2

Your client is launching a new car nationwide.

They've come up with a marketing campaign that contains three different videos. They want to deliver the campaign to a large audience during a specific time frame.

What buying option should they use and how should you optimize your campaigns?

Choose only ONE best answer.

- A. Ad Auction, running multiple campaigns with specific dates so that it's targeted correctly.
- B. Reach and Frequency, with Sequenced delivery, so that you run campaigns on specific dates.
- C. Reach and Frequency, with Scheduled delivery, so that you run campaigns on specific dates.
- D. Ad Auction, with a brand awareness campaign, in order to maximize reach of the different campaigns.

Correct Answer: C

Whenever a customer is running a nationwide campaign, you want to go with "Reach and Frequency" option.

This buying option will allow you to control reach, frequency, and budget.

There are three ways you can optimize your video campaigns within the reach and frequency options:

Standard

Sequenced

Scheduled

Below is a table with the differences for each:

In this case, you want to use the "Schedule" option as the client wants to run the campaign on specific dates.

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### QUESTION 3

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.

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### QUESTION 4

What are some advantages for Facebook Pixel?

Choose ALL answers that apply.

- A. Track cross-device conversions.
- B. Show to the right people, at the right moment, on the right devices.
- C. Build Core Audiences based on website visitors.
- D. Build audiences based on users who have installed your app.
- E. Unlock additional advertising tools within Facebook.

F. Evaluate your ROAS.

Correct Answer: ABEF

You can create a pixel, and connect it to your website, to:

Make sure your ads are shown to the right people, on the right devices, at the right moment:

Knowing how people use your website can imply what they're likely to do next. This helps Facebook deliver ads to the people most likely to take the action you want them to take.

Build effective advertising audiences: With Custom Audiences, you can show your ads to people based on how they've already interacted with your website. Using Lookalike Audiences, you can target ads to brand-new people based on their similarity to established visitors and customers.

Measure cross-device conversions: See how customers move between devices while engaging with your content -- and determine what devices they are most likely to convert on.

Unlock additional Facebook advertising tools: Web conversion campaigns, Custom Audiences from your website, dynamic ad delivery, and metrics such as cost per lead or cost per conversion are only available to advertisers who've installed pixel on their websites.

Better evaluate your return on ad spend by more precisely attributing online behaviors to your Facebook, Instagram, Messenger, and Audience Network ads.

Pixel can enable powerful, actionable, and cost-saving adjustments to ad delivery -- such as only displaying brand awareness campaigns to people who've never visited your website, or offering limited-time discount codes to people who've abandoned online shopping carts.

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## QUESTION 5

Your client requests want to run in-stream videos ads as a new strategy for their brand. They would like to run a 45 second video content (1:1 aspect ratio) through Facebook and Audience Network automatically as placement.

They are concerned that their video is not shown on gambling websites or dating applications.

What are four recommendations you would suggest to your client?

- A. Switch the video aspect ratio from 1:1 to 16:9 for best delivery.
- B. Shorten the video length to 20 seconds in order to run on both placements.
- C. Shorten the video length to 15 seconds in order to run both placements.
- D. Select reach objective to optimize delivery.

E. Select video views objective in order to run on both placements.

F. Make sure video has sound

Correct Answer: ACEF

Additional explanation info and readings

In-stream video ads are:

Mid-roll on Facebook and pre or mid-roll on Audience Network.

Automatically sound-on when the viewer is already watching with the sound on.

5-5 seconds in duration on Facebook and up to 120 seconds in Audience Network.

Non-skippable, resulting in high completion rates.

Available for the Video Views, Brand Awareness, Reach, and Post Engagement ad objectives. Available as a separate, standalone placement or can be delivered along with other placements, like Facebook Feeds and Instant Articles.

Supportive of all targeting options. Facebook in-stream Video length: 5-5 seconds Objective: Video views, reach, brand awareness or post engagement Aspect ratio: Vertical (up to 9:16), Square (1:1), landscape (16:9) Audience Network in-stream Video length: 5-20 seconds when automatic placements is selected, 5-30 seconds when selecting in-stream placements on their own Objectives when using automatic placements: Video views, reach, brand awareness, post engagement, conversions, traffic, app installs, catalog sales when using automatic placements Objective when using on its own or with Facebook in-stream video: Video views Aspect ratio: Square (1:1) or landscape (16:9). Note : landscape is recommended for best delivery Facebook and Audience Network in-stream together Video length: 5-5 seconds Objective: Video views

Aspect ratio: Square (1:1) or landscape (16:9). Note : landscape is recommended for best delivery If you choose to use automatic placements, you can choose any of the following objectives: Video views Reach Brand awareness Post engagement Brand Safety

Advertisers can block the following categories: Dating Debated social issues Gambling Mature Tragedy and conflict Key takeaways In-stream videos can help you boost your brand with longer video views. New campaigns using Automatic Placements with the Video views, Brand awareness, Reach, or Engagement (Post) objectives will include in-stream. To add in-stream videos to existing campaigns, use "Edit Placements" and ensure the in-stream video boxes are checked (under Facebook and Audience Network). Advertisers have the option to select in-stream video as a standalone placement for Feed or for Audience Network, or they can optimize across all available placements. Pre-campaign transparency, category blocking, block lists, and placement controls can all help advertisers ensure brand safety. In ads reporting, advertisers can see performance for video ads delivering in-stream separately from other placements.

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