

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

Facebook Certified media buying professional

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**QUESTION 1**

You want to share the different campaign options you've built in the Campaign Planner with your customer.

What are some of the different ways you can share them?

Choose ALL answers that apply.

- A. Send an email that includes the details of the campaigns and links to it.
- B. You can send a link directly from the Campaign Planner for them to see.
- C. You can send them the CSV file of your campaigns through email.
- D. You can't share campaigns in the Campaign Planner.

Correct Answer: ABC

There are three different ways you can primarily share your campaigns with the Campaign Planner:

Send an email that includes the major details of the Plan and links to it.

Send a shareable link to the Plan.

Export a CSV of the Versions of your Plan.

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**QUESTION 2**

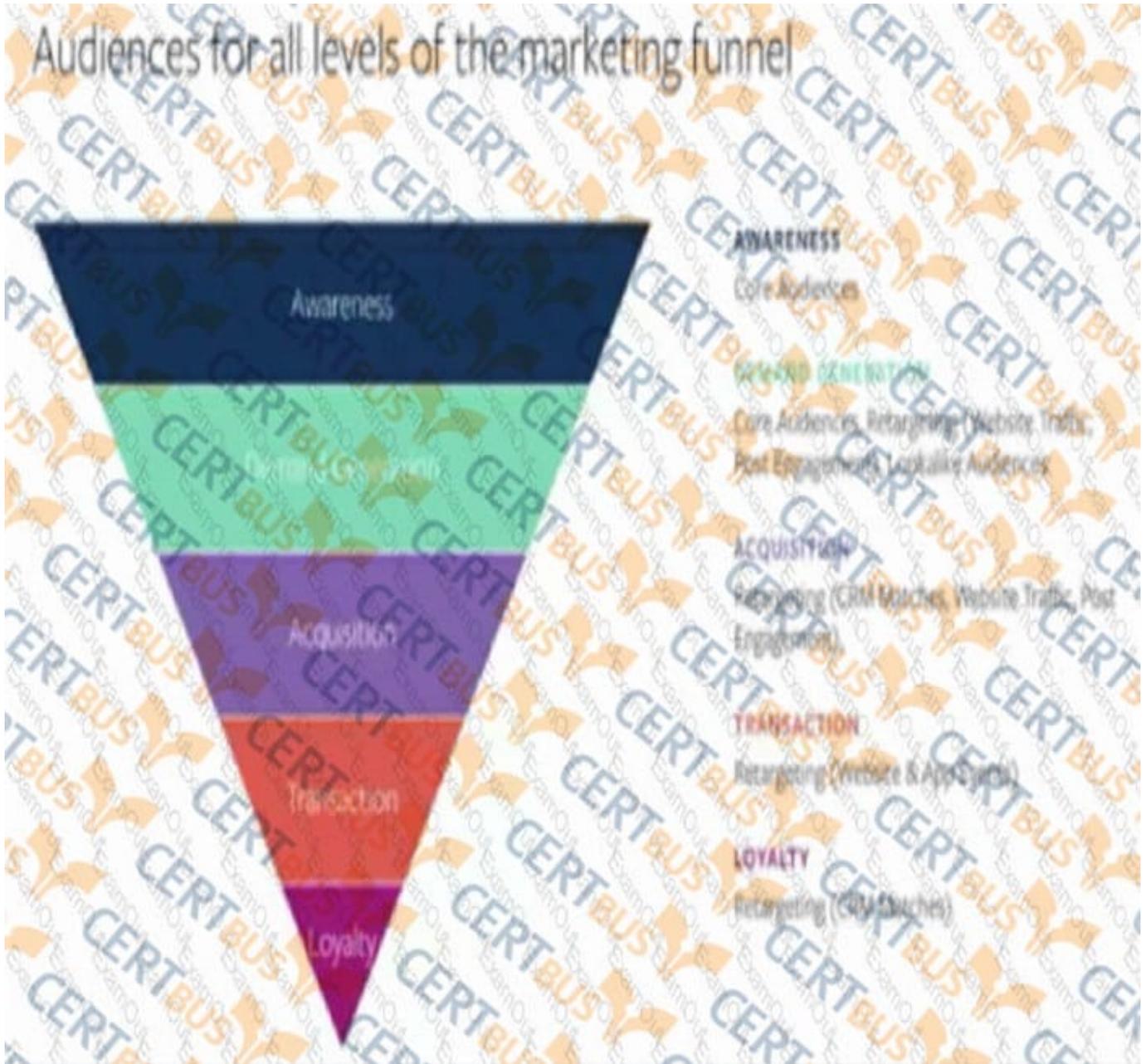
You are running an acquisition campaign for your client. Which of the following audiences apply for this campaign?

Select three that apply.

- A. Website Traffic through Facebook pixel audience
- B. Core Audiences
- C. Post Engagement Audiences
- D. CRM customer database audience

Correct Answer: ACD

It's really important to understand how Facebook defines its marketing funnel: The only audiences that apply for the acquisition phase are the custom audiences.



### QUESTION 3

Your client wants you to build three new audiences based on their current digital assets. They currently have a Fan Page, Website with no pixel, Customer Database, Email Database, and Core/Saved Audiences.

They've just learned about Similar Audiences, so would like you to build three new similar audiences to use as seed audiences.

Which digital assets can be used as seed audiences for this task?

Choose ALL answers that apply.

A. Fan Page

- B. Website with no pixel
- C. Customer Database
- D. Email Database
- E. Saved/Core Audiences

Correct Answer: ACD

You are only able to build similar audiences based on the following seed audiences:

1.

Facebook Fan Page

2.

Custom Audiences: email databases, customer databases, interactions with the fan page, website visitors with pixel and interactions with lead ads. Keep in mind that you are NOT able to build similar audiences using core/saved audiences on Facebook. Similar audiences need to be built from users who have interacted in some way with one of your digital assets (Fan Page, Mobile App, Website, CRM and so on); whereas, core/saved audiences are used to find users based on demographics, interests, behaviors, and other variables who have NOT interacted with one of your digital assets.

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#### QUESTION 4

Your client in France would like for you to run a post engagement campaign for 10 days. They've allocated \$40 budget and want for their campaigns to spend their budget consistently for the 10 day period.

What changes does your client need to make to comply with Facebook requirements and meet their needs?

Choose only ONE best answer.

- A. You need to increase the budget to \$50 in order to optimize for daily budget.
- B. You should increase lifetime budget to \$75 in order to meet minimum requirements.
- C. Post engagement objective campaigns need a minimum of \$4 a day.
- D. There is no need to make any changes to their campaign.

Correct Answer: A

An ad set or campaign with a budget in one of the following currencies (USD, AUD, CAD, SGD, JPY, NZD, TWD, EUR, CHF, SEK, HKD, GBP, ILS, NOK, KRW, DKK) is required to meet the following minimums:

If it gets charged for impressions, its daily budget must be at least \$1 a day If it gets charged for clicks, Likes, video views or post engagement, its daily budget must be at least \$5 a day If it gets charged for low frequency events like offer claims or app installs, its budget must be at least \$40 a day An ad set or campaign with a budget in other currencies is required to meet the following minimums: If it gets charged for impressions, its daily budget must be at least \$0.50 a day If it gets charged for clicks, Likes, video views, or post engagement, its daily budget must be at least \$2.50 a day If it gets charged for low frequency events like offer claims or app installs, its budget must be at least \$20 a day

### QUESTION 5

Your client is launching an online course. From previous experience, they've realize that in order to maximize online sales, they need to run a campaign 1 month before with various 15-second long videos so that people familiarize with the new course.

Here are your campaign requirements for the campaign you are launching to build the awareness needed before converting users through the website:

They want for people to show the video twice every 7 days You have a video creative 15-seconds long They want to optimize for video views

How should you set up the campaign?

Choose only ONE best answer.

- A. Buy through the reach and frequency and set a frequency of 2 every 7 days.
- B. Buy through the auction, select the reach objective and set a frequency of 2 every 7 days.
- C. Buy through the auction, select the brand awareness objective and set a frequency of 2 every 7 days.
- D. Buy through the auction, select the video view objective, optimize for ThruPlay and set a frequency of 2 every 7 days.
- E. Buy through the auction, select the video view objective, optimize for 10-seconds view and set a frequency of 2 every 7 days.

Correct Answer: E

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