

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

Facebook Certified media buying professional

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### QUESTION 1

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 2

Your client has been running a retail shop for the past 20 years.

In order to grow sales, they want to launch a new online store where people can buy products directly on their website. They can share with you a customer database of 20,000 customers who have bought a product in the past 2 years.

For the campaign, you need to reach out to existing customers, and people within a 10-mile radius from the stores.

What type of audiences should you build?

Choose only ONE best answer.

- A. You should first do a custom audience with the database, and then, a similar audience optimized for similarity.
- B. You should first do a custom audience with the database, and then, a similar audience optimized for reach.
- C. You should do a similar audience with the customer database, and then, launch a reach campaign to people in a 10-mile radius.
- D. You should first, do a custom audience with the database, and a similar audience optimized for similarity. Then use the similar audience as a base for a new core/saved audience, and reduce the similar audience to a 10-mile radius from the stores.

Correct Answer: D

The first audience you need to build is the custom audience with the customer database. This audience will allow you to reach out to existing customers and run campaigns to the website.

The second audience you need to build is a similar audience with the customer database. Since you have a 20,000 baseline, you should be able to build a really good similar audience optimized for similarity.

Keep in mind that you are looking for quality over quantity in this particular case. You should select a 1% audience size.

Choose an audience size close to 1 to optimize for similarity. Your Lookalike Audience will likely be small, with a high resemblance to your seed.

Choose an audience size close to 10 to optimize for reach. Your Lookalike Audience will be larger, but less similar to your seed.



There is a third, very important, step that still needs to be done. You need to use the similar audience you've just built and then re-segment that for the 10-mile radius.

This new saved/core audience based on a similar audience should be your best option for reaching out to new potential customers.

### QUESTION 3

Your client is a well recognized large brand, which has been in the market for +30 years, with a solid customer base.

The marketing brand manager wants to run Facebook ads for their new spring campaign. He/she insists on running interaction posts as the primary objective for all of the campaigns.

You explain that as a brand, they will benefit more running reach and frequency campaigns instead of promoted posts.

Select all of the reasons you give the brand manager to use reach and frequency as the primary bidding option.

Choose ALL answers that apply.

A. Branding campaigns usually have better performance by using the reach and frequency option as you can optimize for reach, frequency, and overall budget.

B. Branding campaigns usually perform better when optimized through CPM than CPA.

- C. Reach and frequency will ensure the lowest cost per reach and cost per person impacted.
- D. For brand marketing, changing attitudes and behaviors at scale will generate better results than specific actions on posts.

Correct Answer: ABCD

Research has shown the results in terms of Ad Recall, and Brand Awareness are fairly similar in a reach versus action optimized campaigns.

However, when it comes to costs, the results are quite different. Just look at the table below:

	Reach-optimized	Action-optimized
Campaign spend	\$500,000	\$500,000
Average CPM	\$4.00	\$7.20
Reach	5,200,000	2,900,000
Expected lift	4%	4%
Total impact	208,000	116,000
Cost per impact	\$2.40	\$4.31

Both campaigns had a \$500,000 budget. The expected lift was quite similar, but costs changed dramatically.

Reach campaigns allow brand managers to maximize more cost efficiently their marketing campaigns.

**QUESTION 4**

You've set up campaigns for an alcoholic beverage that wants to target college students in Sweden, US and Nicaragua. You've set up an ad set with the following audience characteristics:

People interested in music and party

Age range 18-26 years old

Countries: US, Sweden and Nicaragua

You've been running the campaign for 3 days but are not getting enough reach.

How do you fix this problem?

Choose only ONE best answer.

A. You need to expand your audience to people older than 26 years old.

B. You need to split the ad sets into different campaigns.

C. Each country should have its own audience and ad set.

D. You should invest more money and increase your budget.

E. You should change the interests in the audience completely.

Correct Answer: C

<https://www.facebook.com/policies/ads/>

#### Targeting Requirements

If you choose to run ads that promote or reference alcohol you must make sure to follow local laws and target your ads appropriately, including targeting your ads to 18 years or older in all permitted countries except the following:

India

25 years or older in Chandigarh, Delhi, Haryana, Maharashtra, or Punjab.

21 years or older in Andhra Pradesh, Arunachal Pradesh, Assam, Chhattisgarh, Dadra and Nagar Haveli,

Daman and Diu, Goa, Jammu and Kashmir, Jharkhand, Kerala, Madhya Pradesh, Meghalaya, Odisha,

Tamil Nadu, Telangana, Tripura, Uttar Pradesh, Uttarakhand, or West Bengal.

18 years or older in Andaman and Nicobar Islands, Himachal Pradesh, Karnataka, Mizoram, Puducherry,

Rajasthan and Sikkim.

Alcohol is prohibited in Bihar, Gujarat, Lakshadweep, Manipur and Nagaland.

Other Countries

20 years or older in Japan, Iceland, Thailand and Paraguay 21 years or older in Cameroon, Micronesia,

Palau, Solomon Islands, Sri Lanka and the US 19 years or older in Canada, Korea and Nicaragua.

25 years or older in Sweden

### QUESTION 5

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.

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