

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

Facebook Certified media buying professional

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### QUESTION 1

What will determine the results of your campaigns on the Facebook platform?

Choose ALL answers that apply.

- A. Whether you use Facebook Manager or the Fan Page to run ads.
- B. Facebook Auction.
- C. Advertiser changes in audience, budget, placement, schedule, and optimization goals.
- D. Pacing system you set up.

Correct Answer: BCD

The Facebook main delivery system consists of three aspects:

**Auction:** In the Facebook auction, you will be competing against thousands of advertisers worldwide.

They are all competing for one thing. End-users\' space on the News Feed, Messenger, Audience Network, Video Ads, and mobile apps. It\'s just like a normal supply and demand function. The more advertisers competing for your time (demand), the more expensive it will become (supply). So the person willing to pay the most will get most impressions.

**Pacing System:** Standard versus accelerated delivery makes a big difference in how your ads perform; especially in costs. Accelerated delivery will underperform your budget but allow you to spend your budget more quickly.

**Advertiser Controls:** Obviously the size of your audience, budget, schedule, and type of ads will all affect the delivery of your ads.

Whenever you are running your campaigns, think of those three main areas with how they each will affect running your campaigns in the future.

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### QUESTION 2

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.

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### QUESTION 3

A client you are consulting for is a fashion shoe store. They buy branded shoes at a discount and sell them through their website for young professionals.

They have a batch of 100 high-heel red shoes (sizes 32-38) in their warehouse, based in Miami, that would like to sell quickly.

They've build a core audience with the following characteristics: Female Age range 25-45 Geographic area United States and Canada Interest in fashion and high heels Interests in red color What recommendations do you give them to improve their audience targeting? Choose only ONE best answer.

- A. Increase age range to 20-60
- B. Include Mexico in countries being targeted
- C. Include interest in shoe sizes 32-28
- D. Take out the "red color" interest
- E. Take out "Canada" from geographic targetting

Correct Answer: D

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### QUESTION 4

Your client wants to launch a mobile application in Colombia and India. They have a budget of \$15,000 for the mobile app launch.

Below are the specifications:

-They will initially launch only for Android devices.

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The app does not work with Tablets.

-

The app is geared towards younger generation below 25 years.

What targeting options would you select to reach your niche market when creating a core/saved audience?

Choose ALL answers that apply.

A. Mobile Device User - focused on Android

B. Age with max 25 years

C. Gender Male

D. Countries India + Colombia

E. App Store Region

F. Interests: Gamers

Correct Answer: ABD

For this exercise, you need the following aspects in order to segment your core/saved audience:

1.

Age : you definitely want to set up age below 25 years old.

2.

Mobile Device User : you need to specify Android as the primary operating system for mobile in order to target just Android users and exclude iOS users.

3.

Location : you want to target the specific countries. In this case, Colombia and India in order to reach out to people in those two particular places.

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## QUESTION 5

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

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