

410-101^{Q&As}

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QUESTION 1

You have a monthly budget of \$10,000 to utilize across various campaigns for a retail client. Your social media manager over-spent \$1,230 on the previous period. Your client is upset as you've spent more than the allocated budget and wants you to control the budget.

How can you ensure that this month you don't go over your \$10,000 budget?

Choose only ONE best answer.

- A. Configure your campaign limit to \$10,000
- B. Set up a lifetime budget for your campaigns to \$10,000
- C. Set up your billing threshold to \$10,000
- D. Set up your account spending limit to \$10,000

Correct Answer: D

An account spending limit is an overall limit on the amount of money your Facebook ad account can spend across all the ad campaigns you're running. Setting an account spending limit can be a helpful way to control your costs and make sure you don't spend more on ads than you want to.

QUESTION 2

You've run a campaign to promote a new book with multiple ads; however, one of the ads was not approved.

The book is targeted for teens ages 14-18. You sit down with your community manager and realize the ad had a title of "Books for 14-18 Teens."

What do you tell your community manager?

Choose only ONE best answer.

- A. To appeal the ad and try to run it again.
- B. That the title is not acceptable according to Facebook Ad Terms as it implies that you know the users' age.
- C. You should change the image of the ad and re-launch it.

Correct Answer: B

Personal Characteristics Ads can't assert or imply -- directly or indirectly -- that you know a person's personal characteristics. This includes a person's name, race, ethnic origin, sexual orientation, physical or mental disability or medical condition, financial status, and more. You also can't call attention to perceived imperfections. "Books for 14-18 Teens" are not acceptable because it implies you know the user's age. Other things to keep in mind with language: Vulgar language Don't use obscene, profane, or insulting language. Ad text should never be rude, offensive, or bullying. Deceptive claims Your Facebook and Instagram ads cannot contain false, fraudulent, or misleading claims or content. Any claims that you do make have to be adequately substantiated.

QUESTION 3

What reporting tools can you use to customize your reporting data within Facebook Ads Manager? Select three that apply.

- A. Search
- B. Placement
- C. Date Range
- D. Breakdown
- E. Reports
- F. Ad Sets

Correct Answer: ACD

QUESTION 4

You are planning on running a brand lift study for your client, what are some of the metrics you can measure through the study?

Choose only ONE best answer.

- A. Percentage point lift, message association, and cost per click.
- B. Percentage point lift, message association, favorability, and cost per click.
- C. Percentage point lift, cost per estimated incremental person who remembers your ads, and estimated incremental number of people who remember the ad.
- D. Cost per click, cost per mile, percentage point lift, and video views.

Correct Answer: C

All brand lift studies will receive the following metrics by comparing the test (exposed) versus control groups:

Estimated # of persons - is the estimated incremental number of people who remembered seeing your ad.

Cost per incremental person - people who remembered seeing your ad (based on your budget).

Percentage point lift - which is the difference in the percent of people who recall seeing your ad in the exposed group versus those in the control group.

All of these metrics will also be available for message association, favorability, and purchase intent.

Below is an example:

	This Study	North America	Retail
Standard Ad Recall - Percentage Point Lift	8.8pts	7.6pts	8.7pts
Standard Ad Recall - Cost per Incremental Person	\$0.42	\$0.25	\$0.13
Message Association - Percentage Point Lift	2.1pts	1.4pts	1.6pts
Message Association - Cost per Incremental Person	\$0.70	\$0.41	\$0.32
Abstract Favorability - Percentage Point Lift	1.0pts	1.2pts	0.6pts
Abstract Favorability - Cost per Incremental Person	\$0.60	\$0.50	\$0.48

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QUESTION 5

You just hired a new social media manager. You need to run a campaign on Instagram based on people who've downloaded a tripwire on your company's website.

The new person need to be able to create audiences and conversion ads for the campaigns you are about to launch. What roles should you give the new person?

Choose only ONE best answer.

- A. Pixel Standard Access
- B. Pixel Event Manager
- C. Pixel Editor

D. Pixel Moderator

E. Pixel Ad Manager

Correct Answer: C

Once you create a Facebook pixel, you can share it with other people in your business. You can give other people access to a Facebook pixel by adding them to either a specific ad account or by granting pixel access to individual people.

If someone is a part of your business, but doesn't have access to an ad account that's in your business, they'll no longer be able to access pixels associated with that ad account. You'll need to either add this person to your pixel, or add them to the ad account associated with the pixel you'd like them to be assigned to. If you want to view or edit a pixel, you'll need to be added to a pixel or a specific ad account by a Business Manager Admin.

You can also request access to the ad account associated with a pixel.

There are currently only two roles within the pixel:

Pixel Editor: Pixel Editors can view information about a pixel and make changes to the pixel. Pixel Editors can also create audiences and conversion ads with the pixel.

Pixel Analyst: Pixel Analysts can only view information about a pixel. Pixel Analysts can't edit the pixel, create audiences or conversion ads with the pixel.

IMPORTANT: Even though Facebook uses "Pixel Editor" as a role in its website, within the tool you have two options to choose from:

Standard Access

Admin Access

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