

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

Facebook Certified media buying professional

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### QUESTION 1

You talk with your client and understand that there are specific events that you need to register in PhotoSnap's app.

Here is a list of events you need to register:

1.

When users open the mobile app.

2.

When users add a credit card.

3.

When users send to print their images.

4.

When users watch the video explaining how the app works.

What events should you install on the mobile app in order to build re-marketing campaigns?

Choose only ONE best answer.

A. App Launched, Initiated Checkout, Purchased, Spend Credits

B. App Launched, Added Payment Info, Purchased, Completed Tutorial

C. Added To Cart, Purchased, Completed Tutorial, Added To Wishlist

D. Achieved Level, Purchased, Completed Registration, Viewed Content

E. Purchased, Initiated Checkout, Completed Registration, Rated

Correct Answer: B

There are 14 standard app events you can use on Facebook SDK mobile app.

For this particular mobile app, these are the four events you want to utilize in order to track your client's requests:

1. App Launched: When users open the mobile app.  
2. Added Payment Info: When users add a credit card.  
3. Purchased: When users send to print their images.  
4. Completed Tutorial: When users watch the video explaining how the app works.  
Below is a list of the 14 related app events: Achieved level App launched Added payment info Added to cart Added to wishlist Completed registration Completed tutorial Initiated checkout Purchased Rated Searched Spent credits Unlocked achievement

Viewed content All of these events allow you to understand better how people are interacting with your mobile app, measure the performance of your Facebook mobile ads, and reach certain people who use your app by creating custom audiences. Topic 4, Given a scenario, determine target audience

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**QUESTION 2**

You need to run a campaign with two bidding options and two different audiences.

How many campaigns and ad sets do you need to launch?

Choose only ONE best answer.

- A. You need two campaigns and four ad sets since you have 4 different variables at the ad set level.
- B. You need one campaign and four ad sets since you have 4 different variables at the ad set level.
- C. You need four campaigns with one ad set for each since you have to organize each variable into different campaigns.
- D. You need 1 campaign with 8 ad sets and 1 ad for each.

Correct Answer: B

Keep in mind that you are running 1 campaign with 4 ad sets. Since all changes happen at the ad set level, you need to run one campaign only. There are 4 variables at the ad set level. So you would get the following: Ad Set A: Bidding Option #1 + Audience #1 Ad Set B: Bidding Option #1 + Audience #2 Ad Set C: Bidding Option #2 + Audience #1 Ad Set D: Bidding Option #2 + Audience #2

**QUESTION 3**

What other insights from your client's customer base should you be looking for, before you create a core/ saved audience from this dataset?

Choose ALL answers that apply.

- A. You should look at top categories and see what other pages people follow and interact the most so that you can use those same categories with your new core audience.
- B. You should see who from that customer base is also connected to your client's fan page.
- C. You should go into location and see where current customers are really from.
- D. You should understand what spending methods (in-store or online) your current customer base has in order to define whether you launch conversion ads or store visit ads.

Correct Answer: ACD

The main insights you should be looking from a database of customers you've uploaded should be several things:



Demographics: Information regarding the customer database, age, gender, age-groups, lifestyle, relationship status, education level, and job title.

Page Likes: Information regarding top categories or other fan pages that people interact with.

Location: Region, country or city for your customer database. Language that they speak.

Activity: Device that they use to access Facebook and activity levels they have interacting with Facebook content.

Household: Income, household price/size/market value, spending methods, and habits.

Purchase: Purchase behavior on several fronts.

For this case study, you want to look at top categories, location, and spending methods that they have in order to better segment your next core audience.

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#### QUESTION 4

You were hired to run campaigns for an e-commerce store that has +100 products on their website.

You've created a new product catalog to run remarketing campaigns; however, your pixel is not detecting the products while users view them.

What can you do to fix this issue?

Select two that apply.

- A. You need to associate the client's website pixel with the product catalog in the Ad Account.
- B. You need to associate the client's website pixel with the product catalog in the Business Manager.
- C. You can use the Product Catalog Preferences API to pair your client's pixel with the product catalog.
- D. You need to create a new pixel and re-upload the product catalog.
- E. You should run remarketing campaigns without the Facebook pixel.

Correct Answer: BC

If you want to advertise to people who have already expressed an interest in your products, you can run dynamic ads from your catalog. Dynamic ads pair images and inventory information from your catalog with signals from a Facebook pixel, which tracks activity on your website. You can also run collection ads, such as Instant Experiences, where people discover and purchase products and services through immersive mobile experiences on Facebook and Instagram. Collection ads take information from your catalog and people can tap on items to learn more about them or browse similar items. There are several error messages when using the pixel. Error: Pixel is not paired with a product catalog This warning suggests that the pixel is not paired with any product catalog. It is required to specify relationship between pixels and product catalogs. For this specific question, all you need to do is connect your product catalog with your client's pixel. There are two ways to pair a catalog with a pixel: Business Manager Follow these steps to pair a catalog with a pixel using the Business Manager: Go to business.facebook.com Settings page Choose "Product Catalogs" on the left pane Press "Associate Pixels" button Associate pixels with your product catalog. Product Catalog Preferences

API You can use the Product Catalog Preferences API pair a catalog with a pixel. Keep in mind that you associate a pixel and a product catalog in your Business Manager and not the Ad Account.

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#### QUESTION 5

A local coffee shop is running traffic to a landing page for a new promotion. People who sign up in the landing page can enter a change to win free coffee coupons.

What are recommendations you make in order to optimize the landing page?

Choose ALL answers that apply.

- A. Connect the branding in your client's ad with that of the landing page.
- B. Delete all excessive pop-ups in the landing page.
- C. Add a thank you page to the landing page.
- D. Present offer upfront in your ad copy and creative.

Correct Answer: ABD

#### Landing page guidelines

Your ad may not be approved if the landing page content isn't fully functional, doesn't match the product/service promoted in your ad, or doesn't fully comply with our Advertising Policies. To create a positive ad experience, please keep the following in mind:

Don't:

Direct ads to landing pages with minimal original content, low-quality content, or content that is difficult to access.

Distract from your landing page's original content with excessive embedded or pop up ads.

Bait people into clicking on ads by using overly cropped ad images or shocking or sexual ad copy.

Attempt to monetize Facebook ad views. For example, Facebook ads shouldn't link to a destination page that requires people to click through other ads to access the site's content.

Use low-quality advertisements or shocking or sexualized ad imagery.

Do:

Present the content up-front, clear, and easily navigable.

Ensure the content on your landing page is relevant to your ad. Directing people to irrelevant content or an unexpected landing page can create a confusing and negative experience.

Clearly connect the branding in your ad with that of your landing page.

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#### QUESTION 6

What are some reasons you want to optimize for landing page view and not clicks or conversions?

Choose ALL answers that apply.

- A. A website can take too long to load
- B. A person clicks on an ad accidentally and closes the window before it opens
- C. Your goal is to get more conversions
- D. You are not generating at least 50 conversion events per week page or video: We recommend optimizing for link clicks, not landing page views.

Correct Answer: ABD

The following scenarios are examples of link clicks that may not result in a landing page views: A person clicks a link accidentally and closes the page before it gets a chance to load A person clicks a link intentionally, but the page takes too long to load and the person closes it before it finishes If I can optimize for landing page views, should I? It depends on your goal and/or ad format: If your goal is to get more traffic on a specific page (or specific pages) of your website: We recommend landing page view optimization over link click optimization, since the former can improve traffic quality. We especially recommend it if you're trying to get people to land on a page (or pages) on their mobile devices. If your goal is to get more conversions: We recommend trying to optimize for conversions first. However, conversion optimization does not work for everyone. A conversion-optimized ad set needs to get about 50 of the conversion it's optimized for per week (though getting even more is better) to have a chance at being effective. If your ad set doesn't get that many per week, landing page views could be an effective alternative. They're also a good choice if you don't have lower-funnel events (ex: a purchase conversion) set up with your pixel yet. If your goal is to get more people viewing more content on your site overall (not landing on specific destination URLs of ads): We recommend optimizing for ViewContent conversions instead of landing page views, since the former optimizes for people to view any page on your site with that event added. Note: This means you have to add that specific event to every page you want people to view. For landing page view optimization, you only have to have the pixel base code on every page you want people to land on (we only optimize for people landing on your website after clicking from your ad). However, keep in mind that this type of optimization is not available for ad sets in Traffic campaigns. If you're using an ad format (ex: Canvas, Offers, Messenger) that takes people to a Facebook

#### QUESTION 7

Why is people-based MTA attribution more effective than cookie-based last click attribution?

Choose ALL answers that apply.

- A. It enables you how well your ads works with real people
- B. It provides global cross-environment coverage.
- C. It provides a holistic marketing and measurement at scale
- D. It allows me to measure only Instagram attribution

Correct Answer: ABC

Real PeoplePeople-based measurement enables you to see how well your ads work with real people rather than proxies, such as cookies and device IDs. This understanding allows marketers to measure accurately across devices, publishers, browsers and in stores. PersistenceAdvertisers are able to leverage insights from Facebook's 1.45 billion daily, re-authenticated users, so they know they're reaching and measuring over time.1 ScaleOur solutions provide broad, global cross-environment coverage. We're the only technology built on the insights derived from Facebook's vast community of 2.2 billion monthly active users.2 DepthMarketers gain access to high-fidelity age, gender and geographic data to perform holistic marketing and measurement at scale.

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### QUESTION 8

What tools can you use to determine if Facebook Pixel is detecting your event conversions?

Choose ALL answers that apply.

- A. Facebook pixel helper
- B. Facebook Custom Audiences
- C. Business Manager\ Pixel Data Source
- D. Facebook Analytics Tools

Correct Answer: ACD

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### QUESTION 9

Which metrics should a brand awareness campaign use in order to measure the effectiveness of their campaign?

Choose ALL answers that apply.

- A. CPM
- B. Reach
- C. CPC
- D. Brand Lift
- E. Frequency

Correct Answer: ABDE

Whenever you are doing brand awareness campaigns, you want to make sure you focus on metrics that allow you to maximize your budget for the target audience.

In this case, you want to measure CPM, frequency, impressions, and brand lift.

You don't want to use direct response metrics such as CPC as you are trying to maximize reach and frequency for your brand awareness campaigns.

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### QUESTION 10

Your client is interested in running a campaign with a video, but they are still not 100% sold on running Facebook ads.

Given their skepticism, they would like you to run multiple campaigns, with the same video content but the following campaign objectives:

Optimization goal for impressions

Optimization goal for video views

So you need to run an optimization goal for impressions and another one for video views. You will then be able to compare both campaigns through the eCPM metric.

How does the eCPM calculation differ within both campaigns?

Choose ALL answers that apply.

- A. The eCPM for the impression campaigns will only take into account the advertiser bid per impression.
- B. The expected CPM can't be compared between the impressions and video views campaigns.
- C. The eCPM for the video view campaign will include an additional component of the estimated click-through rate.
- D. The eCPM for the video view campaign will include an estimated conversion rate calculated by Facebook.

Correct Answer: ACD

Facebook converts all campaigns into an effective CPM (eCPM) to enable comparison between ads with different optimization goals.

There are 3 different formulas for calculating the eCPM:

1.  
Optimization goal: impressionseCPM = Advertiser bid per impression
  2.  
Optimization goal: clickseCPM = (Advertiser bid per click) x (estimated click-through rate) x 1,000
  3.  
Optimization goal: actions (besides clicks)eCPM = (advertiser bid per action) x (estimated click-through rate) x (estimated conversion rate)\* x 1,000
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### QUESTION 11



What are the different type of forms you can currently purchase ads on Facebook?

Choose only ONE best answer.

- A. Power Editor, Ad Auction, and Marketing Partners.
- B. Facebook Marketing Partners and Ad Auction.
- C. Ad Auction, Insertion Orders, and Facebook Marketing Partners.
- D. Facebook Marketing Partners and Insertion Orders.
- E. Facebook Auction and Facebook Marketing Partners.

Correct Answer: C

There are basically three options for buying ads on Facebook:

Facebook Marketing Partners: Formerly called PMD's are Facebook partners that help you launch campaigns outside of the Facebook interface.

Insertion Orders (IO): This option is done directly through a Facebook Sales Representative. Usually, you will go through an IO for reach and frequency.

Ad Auction: The most common way to purchase ads on Facebook. When you launch ads through the Ads Manager, you are utilizing the ad auction option.

Ads Manager are tools you utilize through the Ad Auction.

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## QUESTION 12

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.

### QUESTION 13

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,

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

Tamil Nadu, Telengana, 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

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#### QUESTION 14

You are working with an environmental organization that seeks to protect, analyse and monitor the environment against misuse. In order to promote the organization's mission, you are tasked to publish content and run campaigns on Facebook, Audience Network and Instagram placements.

You are having issues as the ads are being shown on websites that do not align with the organization's mission. You've also received complaints that your domain is being misrepresented.

What are some actions you can take in order to protect your organization's brand?

Select 3 that apply.

- A. You can upload an HTML file to verify your domain.
- B. You can use DNS TXT record set up to verify your domain.
- C. You can add a .csv file with a list of all the websites you want to block.
- D. You can't block lists of websites for your campaigns.
- E. You should add your domain URL as a list of verified domains.

Correct Answer: ABC

In the Brand Safety section of your business settings, you can manage:

**Domain Verification:** Domain verification supports the protection and integrity of your content to ensure it isn't being misrepresented. By verifying your domains, you claim and maintain control of editing privileges to your content and links. Verifying your domains is free to do and for your content security. Businesses can verify their online domains so they can edit links to their domain. Domain verification has 2 verification methods: HTML file upload and DNS TXT record. **Block Lists:** Block lists prevent your ads from running on specific websites or apps within the Audience Network, the Instant Articles of specific publishers and videos of Pages included in the Facebook in-stream placement.

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#### QUESTION 15

What can you expect from an MTA Partner Program within Facebook Measurement Partners?

Choose ALL answers that apply.

- A. Measure lift in sales using partner-based ROI measurement solutions.
- B. Measure and compare the effectiveness of advertisers\' marketing channels in terms of contribution to sales, efficiency, and ROI.
- C. Aggregated reporting across multiple mobile ad networks, powered by Facebook attribution data.
- D. People-based multi-touch attribution reporting across all publishers, including Facebook.

Correct Answer: ABCD

Here is a list of how Facebook Measurement Partners can help:

Partner Lift: Facebook\'s Partner Lift integrations leverage best-in-class vendors to measure lift in sales using partner-based ROI measurement solutions.

MTA Partner Program: Facebook offers an MTA Partner Program that enables multi-touch attribution (MTA) partners to provide people-based MTA reporting across all publishers, including Facebook.

Marketing Mix Modeling (MMM) Partners: Enable partners to better measure and compare the effectiveness of advertisers\' marketing channels in terms of contribution to sales, efficiency, and ROI.

Mobile Measurement Partners (MMPs): Work with one of our Mobile Measurement Partners to see aggregated reporting across multiple ad networks, powered by Facebook attribution data.

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