NowExam

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Q&A

Exam : **410-101**

Title : Facebook Certified Media
Buying Professional

Version : DEMO

1.You have a new customer that owns a resort franchise with hotels in more than 6 countries in the Caribbean.

They have done some TV ads to market new segments in the US and Europe, but have not been able to get people who visit their website to book a week-long vacation.

Your client would like for you to encourage people who visited the website to complete a new transactions/purchase.

What type of ads would you launch in order to achieve this goal? Choose only ONE best answer.

A. Traffic and conversion ads.

B. Traffic and store visit ads.

C. Post Engagement and brand awareness ads.

D. Conversion and traffic ads.

E. Video Views, lead generation, and traffic ads.

F. Conversion and product catalog sales / dynamic ads.

Answer: F

Explanation:

Keep in mind that the client wants to encourage people to finalize booking on their site. So you are looking at conversion or bottom of the funnel ads.

In this case, you need to launch conversion and dynamic ads in order to get the most results and optimize campaigns based on specific results on the website.

Be careful in these type of questions, look for phrases like "people who've visited the website" and "complete a new transaction." Traffic ads would be valid for new traffic generation; however, this client wants to focus specifically on conversions. You also want to use dynamic ads since your client has multiple locations so that you can optimize ads by location with their audience.

2.You've launched two campaigns with five ad sets. Two ad sets are not spending their budget.

As a matter of fact, they've only spent $1 of the $50 you placed the budget for each ad set.

What are some of the reasons your ad sets are not running? Select all that apply. Choose ALL answers that apply.

A. Your ad set is not active.

B. Your ads within the ad set were not approved.

C. You've reached the limit of the campaign.

D. Your ad is scheduled for a future date.

E. The ad set audience is too large.

Answer: A,B,C

Explanation:

There are multiple reasons why an ad set has spent some of your budgets but is still getting too few impressions.

In this case, there are some things to keep in mind:

☞ Your ad did run for some time as it has spent $1 already.

☞ You have multiple ad sets. Two of which have only spent $1 each and the rest are correctly running. What are some common issues here?

☞ Answer #1 and #2 are somehow related. There are instances where ad sets start running for a couple of hours and are then rejected by Facebook's team. In that case, these ad sets could have spent $1 each before they were blocked/rejected by Facebook.

☞ If Facebook rejected your ads, then by default, they will be inactive.

☞ You could have inactivated the ad sets by mistake at some point. So this answer is still valid.

Answer #4 is not possible. If it the ad sets were set up for a future date, then it would not have spent any money at all.

Answer #5 is also wrong. If your ads are active but not getting impressions, your audience could be too small -NOT too large-. In this case, $50 would be too much budget for the audience you selected, but NOT too large.

3.What are the different placements you can select in a campaign? Select all that apply. Choose ALL answers that apply.

A. Instagram Feed

B. Audience Network Rewarded Videos

C. Facebook Messenger Sponsored Messages

D. Facebook Video Feeds

Answer: A,B,C,D

Explanation:

Below are all of the placement platforms and options you currently have on

Facebook:

▼ | **Feeds** ☑

Get high visibility for your business with ads in feeds

Facebook News Feed ☑

Instagram Feed ☑

Facebook Marketplace ☑

Facebook Video Feeds ☑

Facebook Right Column ☑

Messenger Inbox ☑

▼ | **Stories** ☑

Tell a rich, visual story with immersive, fullscreen vertical ads

Facebook Stories ☑

Instagram Stories ☑

Messenger Stories ☑

▼ | **In-Stream**

Quickly capture people's attention while they're watching videos

Facebook In-Stream Videos

▼ | **Messages**

Send offers or updates to people who are already connected to your business

Messenger Sponsored Messages

▼ | **In-Article** ☑

Engage with people reading content from publishers

Facebook Instant Articles ☑

▼ | **Apps and Sites** ☑

Expand your reach with ads in external apps and websites

Audience Network Native, Banner and Interstitial ☑

Audience Network Rewarded Videos ☑

Audience Network In-Stream Videos

You should learn all placement options as a lot of questions will ask you supporting placements for each platform.

4.What tools can you use to launch new campaigns on Facebook? Select all that apply. Choose ALL answers that apply.
A. Fan Page
B. Ads Manager
C. Power Editor
D. Facebook Marketing Partner
Answer: A,B,D
Explanation:
You can run campaigns in all of those tools:
☞ You can boost posts on the Fan Page.
☞ You can run ads in Ads Manager.
☞ You are also able to run campaigns through one of Facebook marketing partners.
The Power Editor has been archived by Facebook.

5.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 re-active 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.
Answer: D
Explanation:
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.