

## Facebook

410-101

*Facebook Certified media buying professional*

**Questions And Answers PDF Format:**

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*Version = Product*



## Question: 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.

## Question: 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.

### Question: 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:

▼	<b>Feeds</b>	✓
	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	✓
▼	<b>Stories</b>	✓
	Tell a rich, visual story with immersive, fullscreen vertical ads	
	Facebook Stories	✓
	Instagram Stories	✓
	Messenger Stories	✓
▼	<b>In-Stream</b>	
	Quickly capture people's attention while they're watching videos	
	Facebook In-Stream Videos	
▼	<b>Messages</b>	
	Send offers or updates to people who are already connected to your business	
	Messenger Sponsored Messages	
▼	<b>In-Article</b>	✓
	Engage with people reading content from publishers	

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

### Question: 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.

### Question: 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**

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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.

### Question: 6

What are all the different aspects of a campaign you can change at the ad set level? (Select all that apply) Choose ALL answers that apply.

- A. Ad Type
- B. Audience
- C. Dynamic Creative
- D. Offer
- E. Placement
- F. Image

**Answer: B,C,D,E**

Explanation: The followings are all of the different aspects of a campaign you can change at the ad set level:

## Campaign

- Special Ad Category ✓
- Objective ✓

## Ad Set

- Traffic
- Dynamic Creative
- Offer
- Audience
- **Placements**
- Budget & Schedule

## Ad

- Identity
- Format
- Media
- Text & Links
- Multiple Languages
- Tracking

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This might be an easy one but a lot of people don't use Offers or Dynamic Creatives on their campaigns so might miss this type of question.

### Question: 7

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.

**Answer: B**

Explanation: 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: 8

You set a lifetime budget of \$10,000 for your campaign. How much is the maximum Facebook will spend? Choose only ONE best answer.

- A. \$12,500
- B. \$10,000
- C. \$11,500

**Answer: B**

Explanation: Your maximum ad spend will be \$10,000. Keep in mind that Facebook used to have a +25% over your budget limit; however, it now stops at your campaign or account limit.

Keep in mind that you HAVE to set up an account or campaign limit in order for Facebook NOT to go over your budget.



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**Topic 2, Align Facebook campaign to business goals**

**Question: 9**

You are running a reach campaign for your client, and they would like to compare costs with running marketing campaigns in traditional channels vs. running campaigns within Facebook ads.

What kind of bidding should you configure when launching the campaigns, and what should you look for Facebook to optimize your campaigns for?

Choose only ONE best answer.

- A. You should bid for CPM and measure conversions.
- B. You should bid for conversions and measure impressions.
- C. You should bid for clicks and measure impressions.
- D. You should bid for installs and measure impressions.
- E. You should bid for impressions and measure impressions.

**Answer: E**

Explanation: There are four bidding options you can pay for the delivery of your ads:

1. Cost per Impressions (CPM)
2. Cost per click (CPC)
3. Cost per conversion
4. Cost per Action (CPA)

Depending on the type of bid that you set up initially, you are configuring several aspects of your campaign:

	You value	You pay for	We optimize for
<b>Cost per 1000 impressions (CPM)</b> Use CPM if your objective is to drive impressions of your ad. If you care about clicks or conversions and you're targeting a very specific or highly targeted market, you can also bid CPM to gain greater reach for your ad.	Impressions	Impressions	Impressions
<b>Cost per click (CPC)</b> CPC is a good option for advertisers targeting a very specific audience. For example, if you want to target your highest LTV customers, you could use CPC bidding to serve ads to your entire audience rather than those likely to convert.	Clicks	Clicks For CPC with link ads, you pay for clicks on links, likes, comments and shares. For CPC with mobile app ads, you pay for clicks to the app store.	Clicks
<b>Optimize for conversions</b> oCPM enables you to specify the action that you care most about and set a target bid for that action. Facebook will then optimize delivery and bid aggressively to serve ads to users we believe are most likely to take that action.	Conversions	Impressions	Conversions
<b>Cost per action (CPA)</b> Designed for mobile app ads campaigns, CPA bidding will efficiently spend your budget by delivering ads to users who are most likely to install your mobile app. With CPA, you have full control over what you spend per action and our system will deliver the results you care about.	Installs	Installs	Installs

In this case, since you want to compare reach, your optimization should be for impressions (CPM) and also optimize for impressions.

## Question: 10

Which of the following is not a direct response type of ad?  
Choose only ONE best answer.

- A. Guaranteed Impressions
- B. Mobile App Engagement
- C. Website Clicks

- D. Video Views
- E. Website Conversions

**Answer: A**

Explanation: Keep in mind that direct response marketing campaigns are all efforts that require specific actions as the ultimate objective.

If you were to rank all ads from the least to the most direct response, it would rank as following:

Brand Awareness

- Guaranteed Impressions

- Reach and Frequency

- Brand Awareness

Direct Response

- Post Engagement

- Video Views

- Messages

- Website Clicks

- Website Conversions

- Mobile App Installs and Engagement

- In-Store with Offline Events Tracking

## 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.

**Answer: C**

Explanation: 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.

## Question: 12

Which are the two bidding options that will allow your customer to predict results of their campaigns?

Select two that apply.

Choose ALL answers that apply.

- A. Reach and frequency
- B. Auction optimized for video views
- C. Auction optimized for brand awareness
- D. TRP buying
- E. Auction optimized for reach

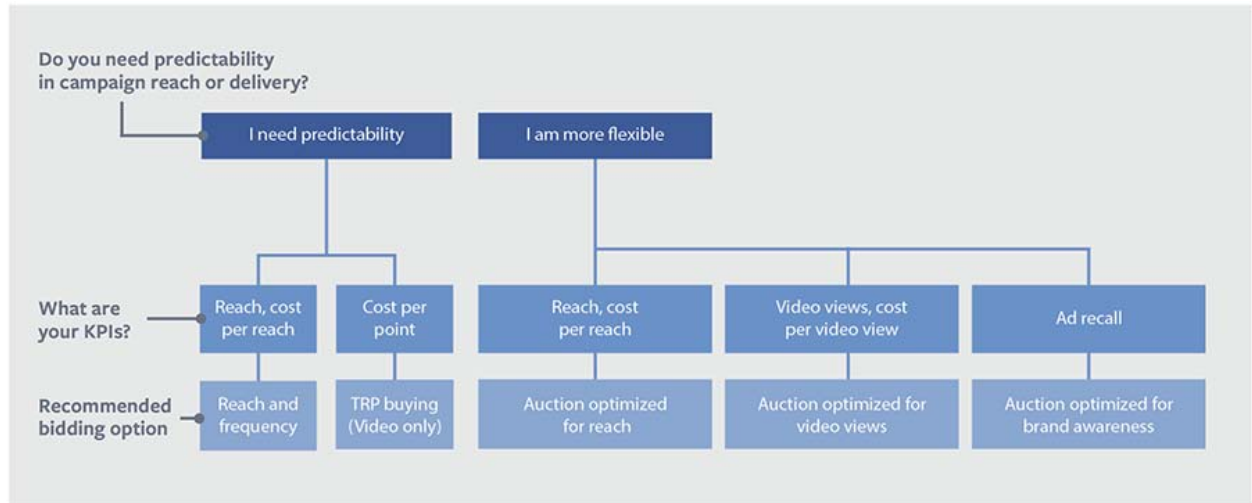
**Answer: A,D**

Explanation: The only two bidding options that allow you to truly predict impression, reach and frequency is the following:

1. Reach and frequency
2. TRP buying

With all of the other options, you cannot predict results. Even when optimizing a reach campaign through the auction, you won't necessarily get the results expected since you are entering the Facebook auction.

Here is a summary graphic to understand which options to use based on the predictability outcome expected:



## Question: 13

What is the main difference between brand marketing and direct response marketing within Facebook?

Select all that apply.

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Choose only ONE best answer.

- A. With brand marketing, Facebook tries to maximize conversions.
- B. With brand marketing, Facebook tries to maximize impressions, reach and frequency.
- C. With direct marketing, Facebook tries to minimize website conversions.
- D. With direct marketing, Facebook tries to maximize mobile app installs.
- E. Brand marketing is for top of the funnel marketing.
- F. Direct Response is for top of the funnel marketing.

<b>Answer: E</b>
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Explanation: Brand marketing is geared towards top of the funnel marketing. In other words, cold audiences or new markets that have not interacted with a brand or product. Marketers are looking to optimize scalability and reach. They are NOT optimizing for specific conversions; only reach, frequency and budget.

Direct Response marketing is geared towards the bottom of the funnel marketing. In other words, warm audiences or users who have interacted with your website, Fan Page or mobile app.

Marketers are looking to optimize for specific results: online sale, lead acquisition, and so on.

### Question: 14

What determines the "Total Value" of your ads?

Choose only ONE best answer.

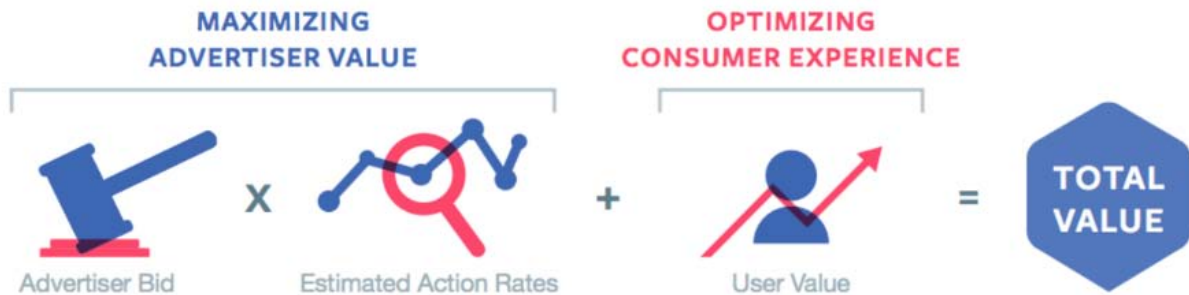
- A. Maximizing advertiser value and estimated action rates.
- B. Maximizing Consumer Experience and Advertiser Bid.
- C. Maximizing Advertiser Value and Optimizing Consumer Experience.
- D. Optimizing Consumer Experience and Maximizing User Value.

<b>Answer: C</b>
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Explanation: Facebook is always trying to find a balance between maximizing the advertiser value and optimizing the consumer experience.

Keep in mind that the Total Value will be the addition of two components:

Advertiser Bid x Estimated Action Rates (Maximizing Advertiser Value)  
User Value (Optimizing Consumer Experience)



Those two components will help determine your Total Value.

### Question: 15

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.

**Answer: A,B,C,D**

Explanation: 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.

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