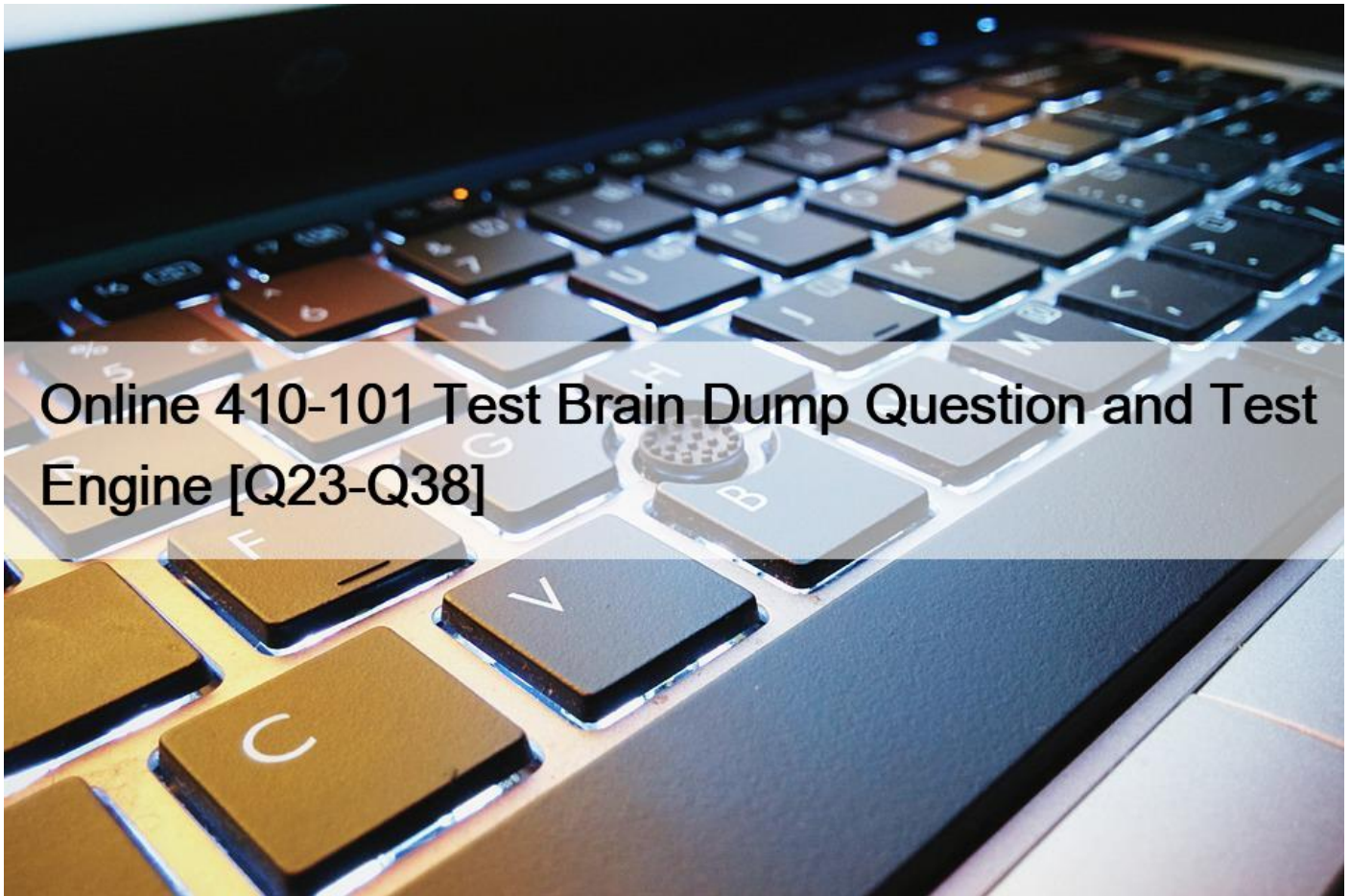


Online 410-101 Test Brain Dump Question and Test Engine [Q23-Q38]



Online 410-101 Test Brain Dump Question and Test Engine
Real Facebook 410-101 Exam Dumps with Correct 152 Questions and Answers

Q23. You talk with your client and realize you need to automate the integration of offline events to properly measure the conversions.

What options do you have to automate the sales at the store with Facebook campaigns?

Select all that apply.

Choose ALL answers that apply.

- * Use a Point Of Sale provider to integrate offline conversions.
- * Use digital receipts instead of printed receipts to enable offline conversions.
- * Use website conversions to integrate with offline conversions.
- * Integrate your CRM system with your offline conversions.
- * Collaborate with another Facebook Marketing Partner in order to measure offline conversions.

Explanation

There are some ways you can automate the influx of data coming from offline sales.

The following options are currently available on Facebook's platform:

- * Use a Point Of Sale provider to integrate offline conversions.
- * Use digital receipts instead of printed receipts to enable offline conversions.
- * Integrate your CRM system with your offline conversions.
- * Collaborate with another Facebook Marketing Partner to measure offline conversions.

Q24. 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?

(Select all that apply)

Choose ALL answers that apply.

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

Explanation

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.

Q25. You need to build a new lookalike audience to increase market share for a GCP brand. They would like to increase their budget by 3x and maximize reach to expand their current video campaign as +30,000 people have seen the video promotion.

How do you build this audience?

Choose only ONE best answer.

- * You build a video engagement audience with a scale of 1.
- * You build a video engagement audience with a scale of 10.
- * You build a website pixel audience with a scale of 10.
- * You build a fan page engagement audience with scale of 10.
- * You build a video engagement audience with a scale of 4.

Explanation

- * Choose an audience size close to one to optimize for similarity.
- * Since this is around 1-5% of the total population of the country you are targeting, your Lookalike Audience is likely to be small, with a high resemblance to your seed.
- * If you are optimizing for reach, you'll want to choose a number near 10
- * This Lookalike Audience will be larger, but less similar to your seed, since you're targeting up to 10% of the total population.

This example would create 3 Lookalike Audiences:

- * 0%-1% of the population, which will be the most similar audience to your seed.
- * 1%-2% of the population, which is second most similar, but a bit wider reach.
- * 2%-5% of the population, which is the least similar but the largest reach

Q26. What is not an action measured through Facebook attribution system?

Choose only ONE best answer.

- * Link Clicks
- * Outbound links
- * Phone call sales conversion
- * Mobile app installs
- * POS purchase conversion
- * Third party (Google) link click

Explanation

About Actions You Can Measure in Facebook Ads Reporting

An action is activity that happens on your ad (for example, someone watches your video ad) or as a result of your ad (for example, someone views your ad and then downloads an app).

Actions that occur on your ad include link clicks, outbound clicks, post engagement, video views, and more.

Actions that happen as a result of your ad include website conversions, website leads, mobile app installs, mobile app purchases and offline conversions. We attribute these actions to your ad if someone viewed or clicked on your ad within a certain period of time, as defined by your attribution window.

Q27. What will determine the results of your campaigns on the Facebook platform?

Select all that apply.

Choose ALL answers that apply.

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

Explanation

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.

Q28. You are planning the launch of the new mobile app for PhotoSnap.

Your client would like to move current website users to the mobile app and also reach new users.

Which audiences should you use for the mobile app launch?

Select the three that best apply.

Choose ALL answers that apply.

- * You should build custom audiences based on the customer database of people who have purchased in the past 365 days.
- * You should build a similar audience based the client's current customer base.
- * You should do interest demographics and launch the campaign.
- * You should build an audience based on your client's Fan Page; fans that have engaged with content in the past 90 days.

Explanation

The client has two objectives:

1. Move website users to the mobile app.
2. Create new mobile app downloads from new users.

For the first objective, you want to create a custom audience based on your client's customer base in order to move website users to install the mobile app.

For the second objective, you want to reach out to people who have interacted with the brand before and new potential users. In this case, your best option is to market to fans who have interacted in the past 90 days and also a new audience based on the current customer base.

Q29. You want to run an app install campaign for one of your clients.

They would like to reach out to new audiences, but don't want to pay more than \$9 per app install registered through the campaign. They have a specific budget, so the cost per install can't pass a maximum price.

Which bidding strategy should you optimize for?

Choose only ONE best answer.

- * The campaign should run under the **Lowest Cost** bidding option with a Maximum-Cost ceiling of \$9 in order to maintain the clients per app install costs.
- * There is no way in setting a \$9 average cost within Facebook for app installs. You can only use it with product catalog sales campaigns.
- * The campaign should run with a Target Cost bidding strategy since you want to maximize the efficiency of your budget.
- * The campaign should run under the **Target Cost** bidding strategy since you want to stabilize the cost per install at \$9.

Explanation

Bidding strategies help you control the overall spent with budget constraints.

There are basically two bidding options: Lowest Cost or Target Cost

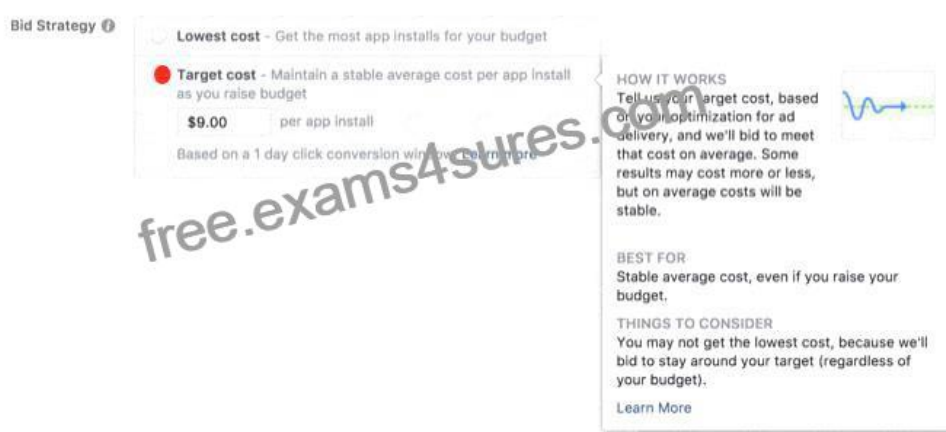
1. Lowest Cost

The lowest cost bidding strategy tells Facebook to get the lowest possible cost per result, while also spending your entire budget.

The image shows a screenshot of the Facebook Ads interface. On the left, under 'Bid Strategy', there are two options: 'Lowest cost - Get the most app installs for your budget' (selected with a red dot) and 'Target cost - Maintain a stable average cost per app install as you raise budget'. A tooltip for 'Lowest cost' is open, containing the following text: 'HOW IT WORKS: We'll get you the lowest cost results based on your optimization for ad delivery, and bid more as needed to spend your budget. You can set a bid cap if you want to make sure we don't bid more than a certain amount for any result.' Below this, it says 'BEST FOR: Spending your budget efficiently.' and 'THINGS TO CONSIDER: Cost may rise as you spend.' There is a 'Learn More' link at the bottom of the tooltip. A watermark 'free.exams4sures.com' is visible across the center of the image.

2. Target Cost

The target cost bidding strategy tells Facebook to get as close as possible to your cost target. This option is only available for app installs, conversions, and catalog sales marketing objectives.



In this case you need to have a 'Lowest Cost' strategy as you want to achieve the following:

Limit the app install at \$9.00

You know you can't afford a higher cost of \$9.00 as it won't be profitable for your client. Keep in mind that lowest cost budget will achieve your cost results but might not get you results as you might be bidding lower than the auction requires for your ad to be competitive.

You should start with lowest costs and then could potentially move to target cost once you've achieved at least

50-75 app installs and you have a better understanding of real costs for your client.

You should also move to target costs if you are not getting enough app install results with your first campaign.

Q30. You have a total of \$28,000 for several promotions that your client would like to launch in the next 4 weeks.

They would like to promote a different products each week and ensure that you spend your budget for each of the 4 weeks.

How would you set up your budget for these campaigns?

Choose only ONE best answer.

- * \$28,000 lifetime budget with standard delivery.
- * \$28,000 lifetime budget with accelerated delivery.
- * \$4,000 lifetime budget with standard delivery.
- * \$7,000 lifetime budget with accelerated delivery.

Q31. Select all marketing strategies that you would suggest for the smartwatch launch.

Choose ALL answers that apply.

- * Use conversion ads to the checkout page for new audiences.
- * Use attention-grabbing video ads on Instagram to new audiences.
- * Create colorful, high-energy outdoor lifestyle footage of videos to perform in News Feed without sound, and highlight the visual appeal and functionality of the smartwatch.
- * Retarget series of Facebook ads to custom audiences who have viewed the videos for conversions.
- * Create app install campaigns for people who have visited the website.
- * Create app install campaigns for people who have finalized a purchase for the following 15 days.

Explanation

The client has three specific objectives:

- * Build brand and product awareness to new audiences.
- * Spur online sales of new watch.
- * Get people who've bought the smartwatch to download and use their new mobile app.

In order to achieve these objectives, you should prioritize the following strategies for the product launch:

- * Use videos on Facebook Feed to increase awareness, and use re-marketing strategies to people who have viewed a specific % of the videos (Objective #1 and #2).
- * Use attention-grabbing video ads on Instagram to new audiences, this will allow you to re-market campaigns to website on people who have seen more than a specific % of a video (Objective #1 and #2).
- * Create app install campaigns so that people will download their mobile app (Objective #3).

Q32. What are the different type of forms you can currently purchase ads on Facebook?

Choose only ONE best answer.

- * Power Editor, Ad Auction, and Marketing Partners.
- * Facebook Marketing Partners and Ad Auction.
- * Ad Auction, Insertion Orders, and Facebook Marketing Partners.
- * Facebook Marketing Partners and Insertion Orders.
- * Facebook Auction and Facebook Marketing Partners.

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.

Q33. What are some best practices for videos in Facebook News Feed that will drive the most positively impacted Ad Recall?

(Select all that apply)

Choose ALL answers that apply.

- * Make long videos
- * Make sure message is easy to understand with sound off
- * The product being featured should be featured for the majority of 30 seconds of ad
- * The video needs to have a lot of text to convey the right message
- * Be open to experiment, test and make changes to your videos
- * Capture attention quickly in the first 3 seconds of video

Explanation

In light of new test results-in combination with new research from Facebook IQ on designing effective video ads for the mobile feed- Facebook has made some updates to its mobile video creative considerations.

Facebook has added a new tip on framing and revised their suggestion on experimentation to encourage advertisers to play more as they explore storytelling through video in mobile feed.

Here are other updated video creative considerations:

- * Capture attention quickly. Using colors, themes and imagery that evoke your brand at the start of your video can help people connect the ad to your brand quickly. Consider starting your video with lifestyle and product shots, recognizable spokespeople, action scenes or a vivid background to spark interest.
- * Design for sound off. Since most video ads in mobile feed are viewed without sound, it's important to convey your message visually. Showing captions, logos and products can help communicate your message, even in silence.
- * Frame your visual story. Producing video for a small screen requires consideration of dimension and scale. Play with zoom, crop and overall visual composition to make sure your story is told well on a small screen.
- * Play more. There's no universal solution to building brands or driving actions with mobile video, so keep experimenting, testing and iterating to learn what works for your brand and audience.

Video ads need to be adapted for News Feed to drive results



Facebook IQ Source: Video ad rating conducted internally by Facebook in Q4 2015: 2,183 video ad ratings corresponding to 965 video ads in market in the US and EMEA between Q4 2014 and Q4 2015. Video ad metadata obtained from Facebook internal data. Brand performance data based on Nielsen Brand Effect norms database.

* Was tested with question: This is an informative video about the brand or product/service. (Agree, Disagree, Neither)

Q34. You are measuring the campaign effects for: the Store campaigns and offline events metrics.

What metrics should you measure for the Store Visit campaigns?

Select all that apply.

Choose ALL answers that apply.

- * Reach
- * Impression
- * CPM
- * CPC
- * Revenue per user
- * Avg. Order Per User

Explanation

Since you are doing in-store campaigns, you want to measure the effectiveness of your Facebook ads through two means:

* Actual performances on the ads themselves based on reach, impressions, and CPM. Keep in mind that you don't want to measure CPC, as you will be measuring performance through offline events.

* Performance on ads through offline events: revenue per user and average order value per user.

For these types of campaigns, you want to make sure you measure your campaigns in two stages. The first will allow you to understand better how much you have to spend to reach a specific audience. The second will allow you to better understand the direct response performance on the ads based on actual sales data.

Q35. A customer has requested you to target high-end market for his new apparel store. He is opening in two months and would like to build awareness to teens.

You've done your research and came up with two core/saved audiences:

Audience #1

• Age below 20 years

• Interest: fashion and 3 specific high-end fashion brands

• Education: Master Degree Completion and College Completion

Audience #2

• Age below 20 years

• Interest: fashion and 2 specific high-end fashion brands

• Education: College Completion

However, when you go to the audience overlap tool, you realize that there is an overlap of 99% with both audiences.

What are some actions you can do to fix the audience overlap?

Select two options that apply.

Choose ALL answers that apply.

- * Delete Audience #2 and run ads on Audience #1.
- * Change Audience #1 interests to something different that still appeals to apparel.
- * Merge both audiences and run the campaign only on one audience.

Explanation

Whenever you run into audiences that have a high overlap, you should always merge both of them into one. If you run both audiences under the same campaign, you will have multiple ad sets competing against each other.

If you have never used Facebook's audience overlap tool, you can find it on Facebook's Ads Manager and follow the next steps:

- * Click on the Tools drop-down menu and choose Audience.



* Once there, select the audiences you want to compare, click on the Actions tab, and choose Show Audience Overlap.

* You can select multiple audiences, but you will only be able to compare one against the other at a time. In the tool, you will be able to see the number and percentage of overlapping members between them.

A second option is to completely change one of the audiences so that there is less than 25% overlap between both audiences.

In this case, you could change audience #1 interests to something different but still related to your target market to have two potential audiences to use.

Q36. You need to share a customer database to your agency but your lawyer is concerned with privacy and sharing your customer data. You've built a custom audience and will share this audience with your agency.

What different type of access is NOT allowed within Facebook platform when sharing audiences with third parties?

Choose only ONE best answer.

- * Targeting only
- * Insights only
- * Targeting and Insights

Q37. What are some benefits of MTA?

Choose ALL answers that apply.

- * Helps you understand cross-device path to conversion.
- * Can analyze and compare publishers and campaign performance
- * Shows that the last touch model has no limits
- * Shows that attribution window is always tied to a last touch model
- * Gives credit to multiple impressions and clicks on the path to conversion.

Explanation

Benefits of people-based multi-touch attribution (MTA)

- * Helps you understand the cross-device, people-based path to conversion
- * Provides actionable data for more efficient allocation of media spend
- * Can analyze and compare publishers, campaigns, and cross-device performance
- * Demonstrates the limits of only using a last touch model
- * Shows what's working and what isn't among marketing channels

Attribution is the assigning of credit to a marketing touchpoint. Most digital advertisers today measure with a last click attribution model, in which the last click gets full credit for driving a conversion. In this model, even if there were five impressions and one click in the path to conversion, all credit is given to the click. In contrast, multi-touch attribution (MTA) gives credit to multiple impressions and clicks on the path to conversion.

Q38. You are running conversion campaigns for a client who runs an e-commerce site. The campaigns have been providing good

results (about 20 sales per week) but your client would like to optimize the campaigns to maximize ROAS.

What are prerequisites your clients needs to meet in order to switch the campaigns to maximize ROAS?

(Select three that apply)

Choose ALL answers that apply.

- * You ad campaigns need to be making at least 50 conversions per month.
- * You ad campaigns need to be making at least 50 conversions per week.
- * You need to have Facebook pixel implemented
- * An Add To Cart Standard Event needs to be sending the value and currency parameters to Facebook.
- * A Purchase Standard Event needs to be sending the value and currency parameters to Facebook.

Explanation

If you meet each of the following prerequisites, you can:

- * The ads sets you want to optimize for value are part of a Conversions campaign
- * You have a Facebook pixel implemented
- * Your pixel has the Purchase Standard Event and it's sending us the value and currency parameters (learn how to set this up, or learn more about standard events)
- * Your ad sets are able to deliver consistently (a good benchmark for this is getting about 50 purchase conversions per week per purchase-conversion-optimized ad set)
- * Your ad sets send us several different values over the course of the day (ex: someone may buy \$10 worth of product while someone else may buy \$50). This helps us determine who to show your ads to to generate the most value.

Preparing for the 410-101 exam requires a deep understanding of Facebook advertising best practices and a thorough understanding of the Facebook Ads Manager platform. Facebook offers a range of study resources, including study guides, practice tests, and online courses, to help individuals prepare for the exam. With the right preparation and study materials, individuals can feel confident in their ability to pass the 410-101 exam and earn the Facebook Certified media buying professional certification.

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