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Exam : **410-101**

Title : Facebook Certified media
buying professional

Vendor : Facebook

Version : DEMO

NO.1 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?

Select all that apply.

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.

Answer: A C D

Explanation

Facebook converts all campaigns into an to enable comparison between ads with different optimization goals.

There are 3 different formulas for calculating the eCPM:

1. Optimization goal: impressions
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

NO.2 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

Answer: A B C

* 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.

NO.3 What will determine the results of your campaigns on the Facebook platform?

Select all that apply.

Choose ALL answers that apply.

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

Answer: B C D

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.

NO.4 Your client needs to get rid of inventory and wants to run a flash sale of several products.

What are some recommendations you would suggest when setting up the bidding for the offers?

Select all that apply.

Choose ALL answers that apply.

- A.** You should run an accelerated delivery.
- B.** You should run a standard delivery.
- C.** You should set up a minimum bidding price.
- D.** You should set up a maximum bidding price.

Answer: A D

Explanation

Accelerated delivery is a great choice for time-sensitive campaigns. In this case: offers have specific deadlines and need to run through your budget, but not overspend.

You will always need to set up a budget, and maximum bidding costs, as required by the configuration for accelerated delivery.

Keep in mind that accelerated delivery will spend your budget as quickly as possible.

NO.5 You have been running a campaign for a week with the following results:

Campaign Name	Impressions	Cost Per Result	Amount Spent	Frequency	Cost per landing page view	Cost per Website Purchase	Website Purchase Conversion	Website Conversion Value	Cost Per Website Conversion
Campaign #1	229	\$0.71	\$2.12	2.22	\$0.71	\$1.06	\$134	\$134	\$0.42
Campaign #2	25,021	\$0.81	\$38.94	9.27	\$1.69	\$38.94	\$67	\$73	\$1.18
Campaign #3	1,013	\$0.75	\$6.73	6.14	\$0.96	\$6.73	\$67	\$71	\$0.31

You would like to optimize your campaign for maximizing ROAS. Which campaign has the highest and which has the lowest ROAS? (Select two that apply)

Choose ALL answers that apply.

- A. Campaign #1 has the highest ROAS of 63.20
- B. Campaign #2 has the lowest ROAS of 1.87
- C. Campaign #3 has the lowest ROAS of 1.87
- D. Campaign #2 has the lowest ROAS of 1.72
- E. Campaign #3 has the lowest ROAS of 9.95
- F. Campaign #3 has the highest ROAS of 63.20

Answer: A D

NO.6 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

NO.7 What tools can you use to determine if Facebook Pixel is detecting your event conversions?
(Select all that apply)

Choose ALL answers that apply.

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

Answer: A C D

NO.8 What are some of the benefits of using "Reach and Frequency" buying option on Facebook?
Select all that apply.

Choose ALL answers that apply.

- A. Predictability and control over frequency.
- B. Predictability and control over reach and CPM.
- C. Include Instagram as placement.
- D. Define how much you want to spend each day.
- E. Launch marketing campaigns to customer databases.

Answer: A B C D

Explanation

Reach and frequency buying can give you more predictability and control over the following:

- * Reach and CPM
- * Frequency
- * Spend per day
- * Placement distribution (e.g., Instagram vs. Facebook)

Keep in mind that you need an audience of at least 200,000 people in order to use the reach and frequency option. Additionally, you can only use reach and frequency on saved audiences and in multiple placements, not just Facebook Feeds.

NO.9 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.

NO.10 Your client is interested in running a campaign for 1 month and then do a brand lift study. But, before proceeding with the study, he/she would like to understand more about it. Select all that apply.

Choose ALL answers that apply.

- A.** People within the control group that will view your ads become part of the exposed group.
- B.** People within the test group that will view your ads become part of the exposed group.
- C.** The difference between the test group and the control group are analyzed to see the results of a brand lift study.
- D.** The difference in response between the exposed group and the control group are analyzed for results of your brand lift study.
- E.** You can set up a brand lift study through your Business Manager.

Answer: B D

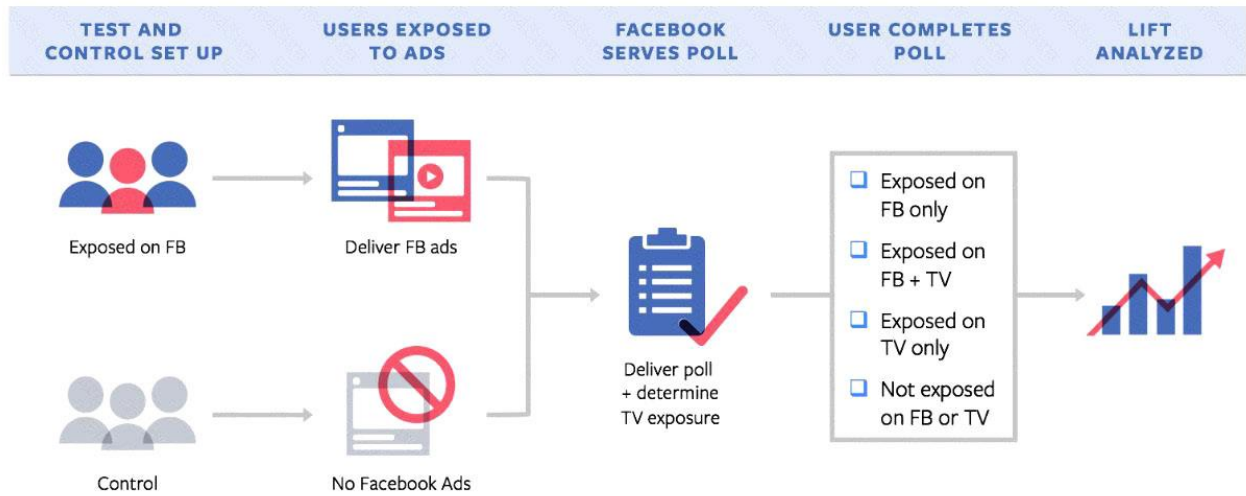
Explanation

You can ONLY set up a brand lift study through a Facebook Account Representative.

Once a study is created, the campaign's target audience is separated into a test group and a control group. The test group contains people eligible to see your ads, and the control group contains people

who won't see your ads.

The people within the test group that actually see your ads become part of the exposed group.



The exposed group and control group are then polled, and the difference in responses between the 2 groups is analyzed.