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Facebook

410-101 Exam

Media Buying Professional

Questions & Answers

(Demo Version - Limited Content)

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Version: 6.0

Question: 1

You need to increase traffic to a fashion magazine with your current campaigns. You are trying to decidewhether to use landing page view or custom conversion.

How is a landing page view different from a custom

conversion?(Select all that apply)

Choose ALL answers that apply.

- A. Can occur only 1 time per link click (unlike a custom conversion which can occur multiple times perlink click / view)
- B. Uses the ContentView event, so it's available as part of the Facebook pixel base code
- C. Uses the PageView event, so it's available as part of the Facebook pixel base code
- D. Can occur multiple times per link click / view
- E. Has a fixed long 45 days attribution window

Answer: A, C

Explanation:

Question: 2

What is the benefit of setting bid caps for your campaigns?

Choose only ONE best answer.

- A. Get as many results for your full budget as possible
- B. Keep your cost per result below a certain amount
- C. Optimize campaign for best cost per result
- D. Allow Facebook auction to evenly distribute campaign budget
- E. Get a specific target price for your campaigns

Answer: B

Explanation:

Question: 3

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.

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

Answer: A, B, D, E

Explanation:

Question: 4

What are some of the benefits of using offline conversion events to track store purchases? Select all that apply.

Choose ALL answers that apply.

- A. Measure cross-channel conversions.
- B. Create custom audiences from offline events.
- C. Deliver ads to people based on users who generate the most revenue.
- D. Integrate your offline events with website conversions.

Answer: A, B, C

Explanation:

Question: 5

What are the three main aspects Facebook tries to impact when launching campaigns through their auction?

Select all that apply.

Choose ALL answers that apply.

- A. Audience Outcomes
- B. Brand Outcomes
- C. Sales Outcomes
- D. Impact Outcomes
- E. Reach Outcomes

Answer: A, B, C

Explanation:

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