

**100%** Money Back  
**Guarantee**

**Vendor:**Facebook

**Exam Code:**410-101

**Exam Name:**Facebook Certified media buying  
professional

**Version:**Demo

## QUESTION 1

You talk with your client and understand that there are specific events that you need to register in PhotoSnap's app.

Here is a list of events you need to register:

1.

When users open the mobile app.

2.

When users add a credit card.

3.

When users send to print their images.

4.

When users watch the video explaining how the app works.

What events should you install on the mobile app in order to build re-marketing campaigns?

Choose only ONE best answer.

A. App Launched, Initiated Checkout, Purchased, Spend Credits

B. App Launched, Added Payment Info, Purchased, Completed Tutorial

C. Added To Cart, Purchased, Completed Tutorial, Added To Wishlist

D. Achieved Level, Purchased, Completed Registration, Viewed Content

E. Purchased, Initiated Checkout, Completed Registration, Rated

Correct Answer: B

There are 14 standard app events you can use on Facebook SDK mobile app.

For this particular mobile app, these are the four events you want to utilize in order to track your client's

requests:

1. App Launched: When users open the mobile app.2. Added Payment Info: When users add a credit card.3.

Purchased: When users send to print their images.4. Completed Tutorial: When users watch the video explaining how the app works. Below is a list of the 14 related app events: Achieved level App launched Added payment info Added to cart Added to wishlist Completed registration Completed tutorial Initiated checkout Purchased Rated Searched Spent credits Unlocked achievement

Viewed content All of these events allow you to understand better how people are interacting with your mobile app, measure the performance of your Facebook mobile ads, and reach certain people who use your app by creating custom audiences. Topic 4, Given a scenario, determine target audience

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## QUESTION 2

What is the biggest difference between doing a 1% versus a 6% similar audience?

Choose only ONE best answer.

- A. A 1% similar audience is optimized for similarity whereas a 6% is optimized for reach.
- B. A 6% similar audience is optimized for similarity whereas a 1% is optimized for reach.
- C. There is no difference. The 6% audience will only be a larger audience that excludes the 1% audiences.
- D. A 6% would include several countries whereas a 1% would only include one country.

Correct Answer: A

On a scale of 1-10, the smaller numbers are optimized for similarity whereas higher numbers are optimized for reach.

Regardless whether you use 1 or 10; you can select one or multiple countries.

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## QUESTION 3

After 6 weeks of running campaigns, you've spent exactly \$11,958 total. You go to your data and realize that you've sold 64 smartwatches.

The mobile app works on a freemium model, where you can pay \$0.99 a month for increased functionalities. From the 64 people that bought the smartwatch, 50% are paying the monthly fee.

On average people pay the monthly fee for 12 months.

What is the ROAS for this campaign so far?

Choose only ONE best answer.

- A. \$3,042
- B. \$3,500
- C. \$4,042
- D. \$4,422.16

Correct Answer: D

$ROAS = (\# \text{ of new customers acquired from Campaign} \times \text{Long-term Value of a New Customer}) - \text{Cost of Ad Campaign}$

# of new customers => 64 Long Term Value for new Customers => is comprised of two parts: #1 Sales of the consumer watch:  $64 \times 250 = \$16,000$  #2 Sales from subscriptions:  $64 \text{ customers} \times \$0.99 \text{ monthly fee} \times 12 \text{ months} \times 50\% = \$380.16$   
Total LTV =  $\$16,380.16$  Cost of Ad Campaign =  $\$11,958$  ROAS =  $\$16,380.16 - \$11,958 = \$4,422.16$  A luxury fashion brand, founded 20 years ago, is really well known for its handbags, ready-to-wear apparel, and watches. Today, they have close to 450 locations worldwide. The fashion brand wants to run a couple of tests in 2 retail stores in order to measure the impact of its Facebook ads on its offline sales.

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#### QUESTION 4

What pixel events should you install on the website so that you can run multiple conversion campaigns throughout the user funnel?

Choose ALL answers that apply.

- A. Purchase Event
- B. Lead
- C. View Content
- D. Add to Cart
- E. Add Payment Info
- F. Complete Registration

Correct Answer: ABCD

Here is the list of events you should install on the website:

Purchase Event

Lead

View Content

AddToCart

The website has a three-step checkout-process:

People adding smartwatch to cart => Facebook pixel event "AddToCart."

People go to checkout page => Facebook pixel event "Lead."

People finalize purchase => Facebook pixel event "Purchase." You also need to "ViewContent" event on the company's blog in order to better track interaction with specific blog content.

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#### QUESTION 5

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.

- A. You build a video engagement audience with a scale of 1.
- B. You build a video engagement audience with a scale of 10.

- C. You build a website pixel audience with a scale of 10.
- D. You build a fan page engagement audience with scale of 10.
- E. You build a video engagement audience with a scale of 4.

Correct Answer: B

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

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## QUESTION 6

You have a campaign with two ad sets with a budget of \$100 each. After a week, the first ad set performs well and spends the entire budget; however, the second ad set only spent \$18 of the budget.

Your client is upset as they would like for you to spend the entire \$200 total budget each week.

What changes do you make to the campaign in order to spend the entire budget?

Choose only ONE best answer.

- A. You should change the set up to campaign budget optimization
- B. You should change the set up to daily budget
- C. You should increase the number of ads within each ad set
- D. You should change the campaign objective

Correct Answer: A

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## QUESTION 7

An online boutique jewelry is trying to maximize their investment in their Facebook campaigns; however, they see that conversions have been low. These are the initial set up of the campaign you are running:

Campaign is optimized for conversion objective  
The attribution window is set to 1 days  
You've set up lifetime budget  
Average purchase value has been higher than expected

You are running remarketing campaigns to people who've visited the website

What changes do you make in order to increase conversions?

Choose only ONE best answer.

- A. You should increase attribution window to 7 days.
- B. Change optimization from custom conversions to value optimization.
- C. Run retargeting campaigns to people who have made purchased in the past 10 days.
- D. Delete all remarketing campaigns

Correct Answer: A

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#### **QUESTION 8**

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.

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

Correct Answer: ABD

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.

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### QUESTION 9

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

Choose ALL answers that apply.

- A. Use conversion ads to the checkout page for new audiences.
- B. Use attention-grabbing video ads on Instagram to new audiences.
- C. 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.
- D. Retarget series of Facebook ads to custom audiences who have viewed the videos for conversions.
- E. Create app install campaigns for people who have visited the website.
- F. Create app install campaigns for people who have finalized a purchase for the following 15 days.

Correct Answer: BCDF

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).

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### QUESTION 10

What are all of the mobile advertiser ID's you can utilize to build a custom audience?

Choose ALL answers that apply.

- A. Apple's Advertising Identifier (IDFA)
- B. Android's Advertising ID
- C. Facebook User ID
- D. Google User ID

Correct Answer: ABC

You can create ads targeting people by customer lists. One of the data sources you can use is mobile advertiser IDs.

Apple's Advertising Identifier (IDFA): An advertising ID that Apple provides as part of iOS in its ads framework.

Android's Advertising ID: An advertising ID that Google provides as part of Google Play services.

Facebook User ID: If people are logged in to your app via Facebook, you can use their Facebook User ID for targeting.

You can't run Google IDs currently on Facebook to identify users.

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## QUESTION 11

What other insights from your client's customer base should you be looking for, before you create a core/ saved audience from this dataset?

Choose ALL answers that apply.

- A. You should look at top categories and see what other pages people follow and interact the most so that you can use those same categories with your new core audience.
- B. You should see who from that customer base is also connected to your client's fan page.
- C. You should go into location and see where current customers are really from.
- D. You should understand what spending methods (in-store or online) your current customer base has in order to define whether you launch conversion ads or store visit ads.

Correct Answer: ACD

The main insights you should be looking from a database of customers you've uploaded should be several things:





**Demographics:** Information regarding the customer database, age, gender, age-groups, lifestyle, relationship status, education level, and job title.

**Page Likes:** Information regarding top categories or other fan pages that people interact with.

**Location:** Region, country or city for your customer database. Language that they speak.

**Activity:** Device that they use to access Facebook and activity levels they have interacting with Facebook content.

**Household:** Income, household price/size/market value, spending methods, and habits.

**Purchase:** Purchase behavior on several fronts.

For this case study, you want to look at top categories, location, and spending methods that they have in order to better segment your next core audience.

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## QUESTION 12

You have just gotten the results from a conversion campaign you ran for a membership site for 2 weeks:

There were 9 new customers acquired through the campaign.

Customers usually pay 6 months on average.

The monthly membership fee is \$15.

The total amount you spent on the campaign was \$400.

What is the ROAS for this campaign?

Choose only ONE best answer.

A. \$102.50

B. \$265

C. -\$265

D. \$410

Correct Answer: D

Return on Ad Spend (ROAS) measures gross revenue generated directly for every dollar spent on the advertising campaign:  $ROAS = \text{Revenue From Ad Campaign} / \text{Cost Of The Ad Campaign}$  A more accurate way to calculate ROAS when you have recurring revenue is with the following formula:  $ROAS = (\# \text{ of new customers acquired from Campaign} \times \text{LTV of a New Customer}) / \text{Cost of Ad Campaign}$  In this case, you would need the following info: # of new customer  $\Rightarrow 9$   
LTV of new customers  $\Rightarrow 6 * \$15 = \$90$  Cost of Ad Campaign  $\Rightarrow \$400$   $ROAS = 9 * \$90 - \$400 = \$410$