

QUESTIONS & ANSWERS

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410-101

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Question: 78

You've recently installed the Facebook Pixel on a new website. You are not sure if the website is detecting your pixel events correctly.

What are some tools you can use to troubleshoot your pixel and make sure it's collecting your events properly?

(Select 3 that apply.) Choose ALL answers that apply.

- A . You should install the Facebook Pixel Helper chrome extension to verify your pixel event.
- B . You can test your events in the "Events Manager" under your Business Manager
- C . You should check your campaigns to see if they are showing events.
- D . You can track events and debug your pixel through Facebook's Analytics dashboard
- E . You should install a second pixel and make sure it works properly

Answer: A,B,D

Explanation:

There are three main ways in which you can debug your Facebook pixel:

Question: 79

You've realized that the pixel is not properly installed on your client's website. Some events within the buying process are not being tracked by the pixel.

Your customer has a checkout process split into two different pages:

- Customers have to first register
- Then enter their payment info on a second page.

Which pixel events do you need to install on your client's website? Select all that apply. Choose ALL answers that apply.

- A . Purchase
- B . Complete Registration
- C . Add To Cart
- D . Initiate Checkout
- E . View

Answer: A,B,C,D

Explanation:

These are all of the pixel events that should be installed on your client's checkout process:

Question: 80

You've recently installed the Facebook Pixel on a new website. You are not sure if the website is detecting your pixel events correctly.

What are some tools you can use to troubleshoot your pixel and make sure it's collecting your events properly?

(Select 3 that apply.) Choose ALL answers that apply.

- A . You should install the Facebook Pixel Helper chrome extension to verify your pixel event.
- B . You can test your events in the "Events Manager" under your Business Manager
- C . You should check your campaigns to see if they are showing events.
- D . You can track events and debug your pixel through Facebook's Analytics dashboard
- E . You should install a second pixel and make sure it works properly

Answer: A,B,D

Explanation:

There are three main ways in which you can debug your Facebook pixel:

Question: 81

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:

Question: 82

On which platforms does the Facebook SDK work on?

Select all that apply. Choose ALL answers that apply.

- A . iOS
- B . Android
- C . Javascript
- D . PHP
- E . Unity
- F . tvOS
- G . 3rd Party Tools

Answer: A,B,C,D,E,F,G

Explanation:

Question: 83

You've been running campaigns for the past couple of month to increase sales by at least 2x, but results are not reaching your objective.

Your client recommends giving a 30% discount to see if that is a good incentive for potential customers to buy a new membership and generate results faster.

What strategies should you follow? Select two that apply. Choose ALL answers that apply.

- A . You build a similar audience based on people who've checked out and run the 30% discount campaign.
- B . You build a custom audience based on people who registered, but haven't checked out, and run the 30% discount campaign.
- C . You build a custom audience based on people who've visited blog posts related to the product in the past 45 days, and run the 30% discount campaign.
- D . You build a new saved audience to reach new potential customers and run the 30% discount campaign.

Answer: B,C

Explanation:

Since you are trying to increase sales on a short period of time, you want to reach out to users who've interacted recently with your client's content and initiated a checkout process.

In this case, you want to launch campaigns for two specific audiences:

Question: 84

What are some advantages for Facebook Pixel? (Select all that apply) Choose ALL answers that apply.

- A . Track cross-device conversions.
- B . Show to the right people, at the right moment, on the right devices.
- C . Build Core Audiences based on website visitors.
- D . Build audiences based on users who have installed your app.
- E . Unlock additional advertising tools within Facebook.
- F . Evaluate your ROA

Answer: A,B,E,F

Explanation:

You can create a pixel, and connect it to your website, to:

Make sure your ads are shown to the right people, on the right devices, at the right moment: Knowing how people use your website can imply what they're likely to do next. This helps Facebook deliver ads to the people most likely to take the action you want them to take.

Build effective advertising audiences: With Custom Audiences, you can show your ads to people based on how they've already interacted with your website. Using Lookalike Audiences, you can target ads to brand-new people based on their similarity to established visitors and customers.

Measure cross-device conversions: See how customers move between devices while engaging with your content — and determine what devices they are most likely to convert on.

Unlock additional Facebook advertising tools: Web conversion campaigns, Custom Audiences from your website, dynamic ad delivery, and metrics such as cost per lead or cost per conversion are only available to advertisers who've installed pixel on their websites.

Better evaluate your return on ad spend by more precisely attributing online behaviors to your Facebook, Instagram, Messenger, and Audience Network ads.

Pixel can enable powerful, actionable, and cost-saving adjustments to ad delivery — such as only displaying brand awareness campaigns to people who've never visited your website, or offering limited-time discount codes to people who've abandoned online shopping carts.

Question: 85

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: 86

You are a digital marketing manager for a retail company and manage the Business Manager for the business. They've added you as an Admin on their Business Manager account.

You've recently hired a new agency to run your campaigns and would like for them to launch remarketing campaigns for people who've visited a landing page to claim a coupon.

What are some steps you need to take in order to allow the agency to access the Facebook pixel? Select 2 that apply. Choose ALL answers that apply.

- A . You need to go to the Ad Account and assign the agency as partner.
- B . Under your Business Manager' Pixels tab, you need add the agency as an "Assign Partner"
- C . Under your Business Manager' Pixels tab, you need add the agency ad account as an "Assigned Ad Account"
- D . Under your Business Manager' Pixels tab, you need add the agency's web master as a person with access to the pixel.
- E . The agency needs to create a new pixel and install it to the website.

Answer: B,C

Explanation:

There are several way in which you can give the agency access to your website's pixel:

Assign the agency as a "Partner" under your Business Manager

Assign the agency's employees as "people" with access to your pixel under the Business Manager

Keep in mind that the proper way to assign an agency is through the "Partnership" tab. Therefore, what you need to do is assign them as partners and assign the pixel to the proper ad account. You don't have to add the agency's employees as those will be added when you assign the agency as a partner to your business manager.

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