

Quiz 410-101 - Facebook Certified media buying professional Pass-Sure Exam Questions



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Facebook is one of the most popular social media platforms in the world, with over 2.6 billion monthly active users. It has become a crucial tool for businesses looking to expand their reach and connect with their target audience. With this in mind, Facebook has created a certification program for media buying professionals to ensure that they have the skills and knowledge necessary to create effective advertising campaigns on the platform. The Facebook 410-101 Certification Exam is an integral part of this program.

>> Exam 410-101 Questions <<

Valid 410-101 Test Duration - Valid 410-101 Exam Duration

Individuals who pass the Facebook Certified media buying professional certification exam demonstrate to their employers and clients that they have the knowledge and skills necessary to succeed in the industry. LatestCram is aware that preparing with outdated 410-101 Study Material results in a loss of time and money.

Facebook Certified media buying professional Sample Questions (Q132-Q137):

NEW QUESTION # 132

You just hired a new social media manager. You need to run a campaign on Instagram based on people who've downloaded a tripwire on your company's website.

The new person needs to be able to create audiences and conversion ads for the campaigns you are about to launch. What roles should you give the new person?

Choose only ONE best answer.

- A. Pixel Moderator
- B. Pixel Editor
- C. Pixel Standard Access
- D. Pixel Ad Manager
- E. Pixel Event Manager

Answer: B

Explanation:

Explanation

Once you create a Facebook pixel, you can share it with other people in your business. You can give other people access to a Facebook pixel by adding them to either a specific ad account or by granting pixel access to individual people.

If someone is a part of your business, but doesn't have access to an ad account that's in your business, they'll no longer be able to access pixels associated with that ad account. You'll need to either add this person to your pixel, or add them to the ad account associated with the pixel you'd like them to be assigned to. If you want to view or edit a pixel, you'll need to be added to a pixel or a specific ad account by a Business Manager Admin.

You can also request access to the ad account associated with a pixel.

There are currently only two roles within the pixel:

* Pixel Editor: Pixel Editors can view information about a pixel and make changes to the pixel. Pixel Editors can also create audiences and conversion ads with the pixel.

* Pixel Analyst: Pixel Analysts can only view information about a pixel. Pixel Analysts can't edit the pixel, create audiences or conversion ads with the pixel.

IMPORTANT: Even though Facebook uses "Pixel Editor" as a role in its website, within the tool you have two options to choose from:

* Standard Access

* Admin Access

NEW QUESTION # 133

Which metrics should a brand awareness campaign use in order to measure the effectiveness of their campaign?

Select all that apply.

Choose ALL answers that apply.

- A. Reach
- B. Frequency
- C. Brand Lift
- D. CPC
- E. CPM

Answer: A,B,C,E

Explanation:

Explanation

Whenever you are doing brand awareness campaigns, you want to make sure you focus on metrics that allow you to maximize your budget for the target audience.

In this case, you want to measure CPM, frequency, impressions, and brand lift.

You don't want to use direct response metrics such as CPC as you are trying to maximize reach and frequency for your brand awareness campaigns.

NEW QUESTION # 134

What is the main difference between brand marketing and direct response marketing within Facebook?

Select all that apply.

Choose only ONE best answer.

- A. With direct marketing, Facebook tries to maximize mobile app installs.
- B. With brand marketing, Facebook tries to maximize conversions.
- C. Direct Response is for top of the funnel marketing.
- D. With brand marketing, Facebook tries to maximize impressions, reach and frequency.
- E. Brand marketing is for top of the funnel marketing.
- F. With direct marketing, Facebook tries to minimize website conversions.

Answer: E

Explanation:

Explanation

Brand marketing is geared towards top of the funnel marketing. In other words, cold audiences or new markets that have not interacted with a brand or product.

Marketers are looking to optimize scalability and reach. They are NOT optimizing for specific conversions; only reach, frequency and budget.

Direct Response marketing is geared towards the bottom of the funnel marketing. In other words, warm audiences or users who have interacted with your website, Fan Page or mobile app. Marketers are looking to optimize for specific results: online sale, lead acquisition, and so on.

NEW QUESTION # 135

You are researching the launch of a new product and want to cross-sell to your current customer base to see if there is an audience that could be a good fit for the new product.

You need to better understand the behaviors, demographics, and investigate several audiences for your client.

Which audiences do you analyze in Audience Insights?

Select all that apply.

Choose ALL answers that apply.

- A. You should upload a customer database and analyze their behaviors.
- B. You should research all users on Facebook with certain characteristics that match your target market.
- C. You should research people connected to your Fan Page.
- D. People who have viewed a view post on your Fan Page.

Answer: B,C

Explanation:

Explanation

Audience Insights allows you to analyze and learn more about potential new markets and your current followers.

You can learn about their geography, demographics, lifestyle, purchase behavior, and much more.

As of 2018, you can NO LONGER analyze customer databases on Audience Insights.

Here is a list of audiences you can analyze in Audience Insights:

Here is an example of how insights report the information:

NEW QUESTION # 136

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 10.
- B. You build a video engagement audience with a scale of 4.
- C. You build a website pixel audience with a scale of 10.
- D. You build a video engagement audience with a scale of 1.
- E. You build a fan page engagement audience with scale of 10.

Answer: A

Explanation:

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

NEW QUESTION # 137

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