



# Facebook

**410-101**

**Facebook Certified media buying professional**

**QUESTION & ANSWERS**

### Exam Topic Breakdown

Exam Topic	Number of Questions
<u>Topic 1 : Explain fundamentals of Facebook buying</u>	8
<u>Topic 2 : Align Facebook campaign to business goals</u>	21
<u>Topic 3 : Given a scenario, determine when and how to use the Facebook pixel, SDK, and Offline Conversions</u>	15
<u>Topic 4 : Given a scenario, determine target audience</u>	19
<u>Topic 5 : Given a scenario, determine the appropriate measurement method and/or reporting platform based on the business goal</u>	4
<u>Topic 6 : Given a scenario, choose the appropriate campaign setup</u>	4
<u>Topic 7 : Given a scenario, determine appropriate ad format and if creative aligns with creative considerations</u>	7
<u>Topic 8 : Adhere to Facebook policies</u>	29
<u>Topic 9 : Given a scenario, analyze campaign performance to determine optimization opportunities</u>	7
<u>Topic 10 : Apply available options when building ad reports</u>	4
<u>Topic 11 : Given a scenario, analyze measurement study reports</u>	8
<u>Topic 12 : Facebook Measurement</u>	6
<u>Topic 13 : Return On Ad Spend - ROAS</u>	3
<u>Topic 14 : Case Study Consumer Tech Company</u>	6
<u>Topic 15 : Case Study Retail Fashion Brand</u>	6
<u>Topic 16 : In-Store and Online Retailer Audiences</u>	4
TOTAL	<b>151</b>

## Topic 1, Explain fundamentals of Facebook buying

### Question #:1 - ([Exam Topic 1](#))

What are the different placements you can select in a campaign?

Select all that apply.

Choose ALL answers that apply.

- A. Instagram Feed
- B. Audience Network Rewarded Videos
- C. Facebook Messenger Sponsored Messages
- D. Facebook Video Feeds

**Answer: A B C D**

### **Explanation**

Below are all of the placement platforms and options you currently have on Facebook:

- ▼ **Feeds** ✓
  - Get high visibility for your business with ads in feeds
  - Facebook News Feed ✓
  - Instagram Feed ✓
  - Facebook Marketplace ✓
  - Facebook Video Feeds ✓
  - Facebook Right Column ✓
  - Messenger Inbox ✓

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- ▼ **Stories** ✓
  - Tell a rich, visual story with immersive, fullscreen vertical ads
  - Facebook Stories ✓
  - Instagram Stories ✓
  - Messenger Stories ✓

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- ▼ **In-Stream**
  - Quickly capture people's attention while they're watching videos
  - Facebook In-Stream Videos

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- ▼ **Messages**
  - Send offers or updates to people who are already connected to your business
  - Messenger Sponsored Messages

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- ▼ **In-Article** ✓