



# 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
<b>TOTAL</b>	<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:

▼	<b>Feeds</b>	✓
	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	✓
▼	<b>Stories</b>	✓
	Tell a rich, visual story with immersive, fullscreen vertical ads	
	Facebook Stories	✓
	Instagram Stories	✓
	Messenger Stories	✓
▼	<b>In-Stream</b>	
	Quickly capture people's attention while they're watching videos	
	Facebook In-Stream Videos	
▼	<b>Messages</b>	
	Send offers or updates to people who are already connected to your business	
	Messenger Sponsored Messages	
▼	<b>In-Article</b>	✓