

Which marketing goal group focuses on encouraging customers to purchase or use your product or service?

1 / 1 point

Conversion

Awareness

Traffic

Consideration

Correct

Correct! Conversion is the final push in encouraging your customers to purchase or use your product or service.

2. Which specific ad campaign objective reaches people more likely to like, comment, and share your post?

1 / 1 point

Reach

Brand Awareness

Engagement

Conversion

Correct

Correct! You select this when you want to reach people who are more likely to engage with your post, Page, or event.

3. If you choose the Traffic objective on Ads Manager, Facebook will show your ad to people who are:

1 / 1 point

Likely to buy your product

Likely to visit your physical store

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