Advertising with Facebook Quiz

LATEST SUBMISSION GRADE

69.5%

1. What can public figures, businesses, brands, organizations and nonprofits create on Facebook to establish a presence and connect with an audience?   **1 / 1 point**

    ○ Group

    ○ Event

    ○ Profile

    ● Page

    ✓ **Correct**
       Correct! A Facebook page is a digital storefront and home for a brand or business.

2. What is the primary goal of a Facebook group?   **1 / 1 point**

    ● A space to communicate about shared interests with certain people on Facebook

    ○ A space where businesses can visualize Facebook Page performance

    ○ A space to organize and respond to public Facebook events

    ○ A space where businesses can display and sell products in Facebook shop

    Correct

✓

Correct! A Facebook group is an online community to connect with new people, share knowledge and get support from people of similar interests.

3.   What is the minimum criteria to receive the "very responsive to messages" badge?   **1 / 1 point**

   ○   A response rate of at least 80% and a response time of less than 20 minutes

   ○   A response rate of at least 70% and a response time of less than 30 minutes

   ◉   A response rate of at least 90% and a response time of less than 15 minutes

   ○   A response rate of at least 95% and a response time of less than 15 minutes

   ✓   **Correct**

        Correct! The "very responsive to messages" badge shows people which Pages respond quickly and consistently to private messages. To get the badge, your Page must have achieved both of the following: a response rate of 90% or more, and a response time of less than 15 minutes.

4.   What must you do first in order to establish a business presence on Instagram?   **1 / 1 point**

   ○   Post content using relevant hashtags

   ○   Add pertinent business information

   ○   Start following similar business accounts

   ◉   Switch a personal profile to a business profile

        Correct

✓

Correct! A personal profile needs to be converted to a business profile to access features not available on the personal profile such as business insights.

5. Which Facebook roles are able to manage an ad account? (Choose all that apply)   **1 / 1 point**

☐   Analyst

☑   Administrator

✓   **Correct**

Correct! The administrator has full access to the ad account.

☐   Viewer

☑   Advertiser

✓   **Correct**

Correct! Advertisers can view, access reports and create ads.

6. What is an advantage of using the slideshow format when designing an ad for mobile?   **0 / 1 point**

◉   It is the most interactive ad format

◯   It uses 3D animation

○ It always puts the brand first

○ It works well in areas with limited connectivity

! **Incorrect**

Not quite. Slideshow is a lightweight video ad created from a series of still images for areas with slow internet connectivity.

7. Which feature is available for an unpaid (organic) post on a Business Page?   **1 / 1 point**

○ Select a placement

○ Assign a budget

◉ Add a video

○ Select an objective

✓ **Correct**

Correct! Adding a video is available as a feature on an unpaid (organic) post, all other options are only available through the paid platform, Ads Manager.

8. What is the structure of a Facebook Ad Campaign, as set through Ads Manager?   **1 / 1 point**

○ Campaign --> ad set

◉ Campaign --> ad set --> ad

○ Ad set --> ad

○ Ad set --> ad --> campaign

✓ **Correct**

Correct! A campaign consists of at least one ad set. Ad sets contain the individual ads.

9. When you begin a new campaign on Ads Manager, what is the first step in the process?   **1 / 1 point**

○ Select where ads will be seen through placements

○ Create a Lookalike Audience based on website visitors

⦿ Align your marketing goal with a campaign objective

○ Produce the right creative for the campaign

✓ **Correct**

Correct! Your campaign objective is what you want people to do when they see your ads. It is important to choose the campaign objective that agrees with the goal you have set for your campaign.

10. If your goal is to generate sales on your website, which Facebook campaign objective should you select?   **1 / 1 point**

○ Brand Awareness

○ Reach

⦿ Conversions

○ Traffic

✓ **Correct**

Correct! The Conversions objective is designed to encourage people to take a specific action, such as making a purchase, on your website.

11. If you select Store Traffic as your campaign objective, what are you hoping your audience will do?   **1 / 1 point**

○ Install an app

◉ Visit your store in-person

○ View a video

○ Make a purchase

✓ **Correct**

Correct! The Store Traffic campaign objective is designed to promote your business locations to people that are nearby.

12. What are the benefits of Facebook Pixel? (Choose all that apply)   **0.75 / 1 point**

☐ Helps advertisers to create ad mock-ups

☑ Measures in-app activity

This should not be selected

! Not quite. Rewatch the video *Introduction to Facebook Pixel* to review.

☑ Measures the results of an ad across devices

✓ **Correct**

Correct! Since Facebook uses people-based-marketing, the pixel helps advertisers measure the results of advertising across devices.

☑ Helps advertisers reach the right people

✓ **Correct**

Correct! The Facebook Pixel helps advertisers reach the right people by allowing them to retarget people who have visited their website previously.

13. Which two ad placement options are available on Instagram? (Choose all that apply)   **0.5 / 1 point**

☑ Stories

✓ **Correct**

Correct! Stories is an option for ad placement on Instagram.
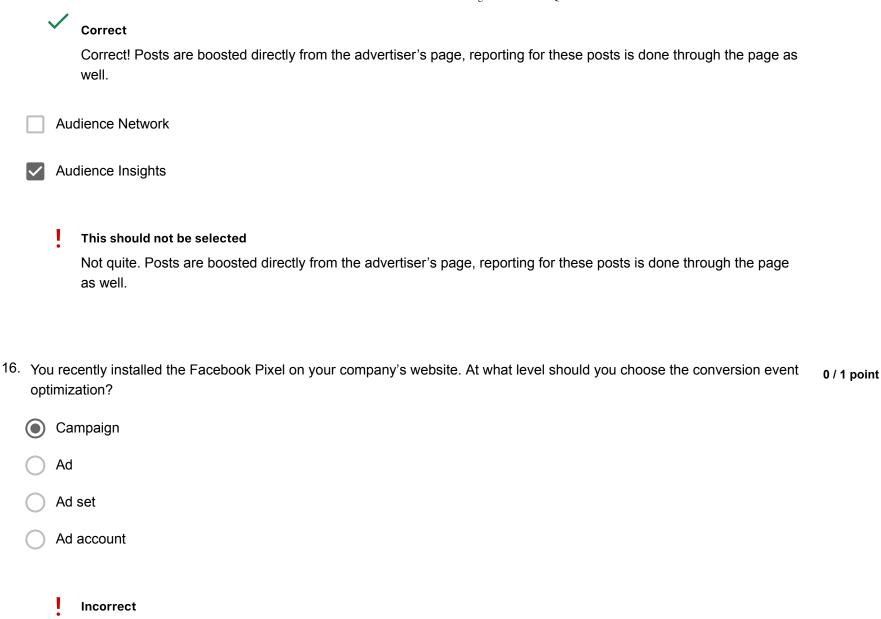
☐ Right column

☐ Feed

✔ Marketplace

! **This should not be selected**

Not quite. Rewatch the video *Ad Placements*.

14. What is a valid reason that an ad would be rejected by Facebook?　　　　　　　　　　**1 / 1 point**

○ Lead ads were used to receive email, first name and phone number

◉ An image within the ad focused on individual body parts

○ The link to the landing pages included content that was relevant to the ad

○ The ad used a video ad that was originally created for television

✔ **Correct**

Correct! Facebook Advertising Policy prohibits the use of ads focused on individual body parts.

15. On a Facebook business page, in which two places can a business see reporting for boosted posts? (Choose all that apply)　　**0.6 / 1 point**

☐ Page post

☐ Page settings

✔ Page Insights

✓   **Correct**

Correct! Posts are boosted directly from the advertiser's page, reporting for these posts is done through the page as well.

☐   Audience Network

☑   Audience Insights

!   **This should not be selected**

Not quite. Posts are boosted directly from the advertiser's page, reporting for these posts is done through the page as well.

16. You recently installed the Facebook Pixel on your company's website. At what level should you choose the conversion event optimization?   **0 / 1 point**

◉   Campaign

○   Ad

○   Ad set

○   Ad account

!   **Incorrect**

Not quite. Rewatch the video _Optimization & Spending Control_ to review.

17. You are conducting a Facebook ad campaign and recently created an Instagram business profile. In Ads Manager, where should you go in order to include your new Instagram business profile in the campaign?   **1 / 1 point**

○ Ad set level

○ Ad account level

◉ Ad level

○ Campaign level

✓ **Correct**

Correct! The ad's identity determines who the advertisement is being delivered from (Facebook Page or Instagram Page of a brand). The identity is selected at the ad level.

18. Which two settings can be changed at the ad set level? (Choose all that apply)   **1 / 1 point**

☐ Image

☐ Objective

☑ Placement

✓ **Correct**

Correct! Placement is selected at the ad set level.

☑ Bid amount

✓ **Correct**

Correct! Bid amount is selected at the ad set level.

☐ Headline

19. A retailer is opening a new store and wants to optimize towards generating more physical store visits to that location to claim   **1 / 1 point**
exclusive offers. Which objective should the retailer apply?

⦿ Store traffic

◯ Brand Awareness

◯ Video Views

◯ Lead Generation

✓ **Correct**

Correct! The store traffic marketing objective allows you to create ads to drive foot traffic to your physical stores and boost sales in your stores.

20. A car dealership wants to receive information on Facebook from potential customers to increase test drives. Which ad   **0 / 1 point**
objective is appropriate for this business?

◯ Lead Generation

◯ Brand Awareness

◯ Traffic

⦿ Engagement

❗ **Incorrect**

Not quite. Rewatch the video *Set a Campaign Objective Aligned with Your Marketing Goal* to review.

21. A quick service restaurant client is launching a new delivery service and wants to build awareness of the service to a large number of people. The client wants to launch a campaign that reaches people ages 18-34 who are interested in food and dining. The client has two creatives: a ThruPlay video and a 6-second video. Which objective and placements should the client use?

1 / 1 point

- ⦿ Reach objective on Instagram Stories, Instagram feed and Facebook feed

- ◯ Traffic objective on Instagram Stories, Instagram feed and Facebook feed

- ◯ App Installs objective on Facebook feed and Instagram feed

- ◯ Lead Generation objective on Facebook feed and Instagram Stories

✓ **Correct**

Correct! The reach objective is an awareness optimization that maximizes the number of people who see your ads and how often they see them. In addition, Instagram Stories, Instagram Feed and Facebook Feed all support 6 and 10 second length videos.

22. Where can an advertiser create a Custom Audience or Lookalike Audience?

0 / 1 point

- ⦿ Campaign Planner

- ◯ Page Insights

- ◯ Audiences

- ◯ Audience Insights

! **Incorrect**

Not quite. Rewatch the video *Introduction to Audiences in Ads Manager* to review.

23. If a business wants to retarget customers who previously purchased an item from its website, what audience type should it use?

1 / 1 point

○ Lookalike Audience

○ Page followers

○ Behaviors

◉ Custom Audience

✓ **Correct**

Correct! A Custom Audience is an ad targeting option that lets you find your existing audiences among people who are on Facebook. You can use sources like website or app traffic to create Custom Audiences of people who already know your business.

24. Which audience creation tool should be used to create an audience of people who have signed up for a business's newsletter?

0 / 1 point

○ Saved audience

◉ Core Audience

○ Custom Audience

○ Lookalike Audience

! **Incorrect**

Not quite. Rewatch the video *The 3 Types of Audience* to review.

25. A men's retail business is launching a new shoe line with eight different style/color combinations. All styles must be shown to   **0 / 1 point**
    the audience. However, the business doesn't know which new products will sell best. The business wants to link each style
    page directly to the product to receive Pixel information. Which ad format should the retailer use to meet these requirements?

⦿ Slideshow

◯ Video

◯ Single image

◯ Carousel

! **Incorrect**

Not quite. Rewatch the video *Ad Formats* to review.

26. A business wants to sell products online. What ad format clearly displays both a video and a product?   **1 / 1 point**

◯ Video

⦿ Collection

◯ Stories

◯ Slideshow

✓ **Correct**

Correct! The collection format features multiple products and opens as an Instant Experience when someone
interacts with it. Each collection ad features a primary video or image with four smaller accompanying images below
in a grid-like layout.

27. In order to access the ad scheduling feature in Ads Manager, you must select which setting?   **0 / 1 point**

○ Lifetime budget

◉ Automatic placements

○ Accelerated delivery

○ Daily budget

!   **Incorrect**

Not quite. Rewatch the video *Schedule Your Ad Set* to review.

28. A business wants to forecast the reach of their ad set. Which tool should an advertiser use to perform this task?   **0 / 1 point**

○ Audience Insights

◉ Analytics

○ Attribution

○ Estimated daily results

!   **Incorrect**

Not quite. Rewatch the video *Estimate Your Audience Reach* to review.

29. You have created a campaign with multiple ad sets and individual ads. You want to know the amount spent on a specific ad set. Where can this be found?   **1 / 1 point**

○ The Ad Set tab within Ads Manager in the Amount Spent column

○ The Campaigns tab within Ads Manager in the Budget column

○ The Campaigns tab within Ads Manager in the Amount Spent column

○ The Ad Set tab within Ads Manager in the Budget column

✓ **Correct**

Correct! Ads Manager shows you how your advertising is helping you achieve your business goals across Facebook, Instagram and Audience Network. you can also dive into results for each campaign, ad set or ad by selecting the Campaigns, Ad Sets or Ads tab.

30. A candy company creates a campaign to increase sales of its candies. Which metric should the company use to evaluate the success of the campaign?   **1 / 1 point**

○ Clicks

○ Impressions

◉ Conversions

○ Reach

✓ **Correct**

Correct! A conversion occurs when a customer completes a desired goal, such as making a purchase.