

Response Details

Section Results

CS1.01 - Identify the different Products that make up the Facebook family of apps and services

CS1.02 - Communicate the value proposition of the Facebook family of apps and services for businesses

CS2.01 - Explain the process to set up an ad account

CS2.02 - Identify mobile creative best practices

CS2.03 - Identify the difference between an ad and a page post

CS3.01 - Identify the structure of a Facebook campaign

CS3.02 - Explain the importance of matching business goals to Facebook campaign objectives

CS3.03 - Communicate the value of the Facebook Pixel

CS3.04 - Explain the way Facebook charges for ads and where the ads are shown

CS3.05 - Identify how Facebook protects user data privacy and common ad policies

CS4.01 - Explain the differences between the tools available to create and manage ads

CS4.02 - Identify settings available at the campaign, ad set, and ad level

CS4.03 - Determine the Facebook campaign objective to achieve business goals

CS4.04 - Identify target audience capabilities

CS4.05 - Identify budget and scheduling options

CS4.07 - Determine the relationship between budget and estimated results

CS5.01 - Identify campaign results through ads reporting

Your Responses

Question 1 of 30

What has the highest text character limit?

7206602

Facebook Page post

Facebook ad

Instagram post

Instagram ad

The correct answer was "

Facebook Page post

".

A Facebook Page post has the highest character limit.

Question 2 of 30

You want to set a maximum bid amount for individual actions like link clicks and landing page views. What should you create?

7206602

Promoted post

Boosted Page post

Facebook ad

Advertising budget

Question 3 of 30

Which two ad placement platforms are available when you create an ad in Ads Manager? (Choose 2)

7206602

Audience Network

☐

Facebook Page

Audience Insights

☐

Instagram feed

Twitter

The correct answer was "

Audience Network,

Instagram feed

".

Audience Network and Instagram feed are both placement options when you create an ad in Ads Manager.

Question 4 of 30

How many levels exist in the Facebook campaign structure?

7206602

2

3

4

5

Question 5 of 30

A brand wants to send more people to the App Store to download its app.

Which campaign objective is most relevant?

7206602

App Conversions

App Lead Generation

App Installs

App Traffic

The correct answer was "

App Installs

".

If a brand wants people to download its app, the App Installs objective, in the Engagement category, is the most relevant objective.

Question 6 of 30

What's the difference between reach and impressions?

7206602

Impressions refers to how many times an ad appeared on a screen. Reach is an estimate of how many people saw an ad.

Impressions refers to how many people saw an ad. Reach refers to how many times an ad appeared on a screen.

Impressions and reach are different words for the same thing, which is how many people saw an ad.

Impressions and reach are different words for the same thing, which is how many times an ad appeared on a screen.

Question 7 of 30

When can you include a link to your website?

7206602

When you promote a post

When you boost a Page post

When you create an ad

When you create a post

The correct answer was "

When you create an ad

".

When you create a Facebook or Instagram ad, you can include a link to your website.

Question 8 of 30

What should be the first step in planning a marketing campaign on Facebook?

7206602

Choose the creative ad format

Align the business goal with a campaign objective

Select placements, targeting and budget

Create a boosted post from the most recent post

Question 9 of 30

A business only has high-quality photos as creative assets. It's interested in testing video ads but doesn't have resources to create them.

What solution should the business try?

7206602

Instant Experience

Slideshow

Stories

Single image

Question 10 of 30

Which two variables are available for split tests? (Choose 2)

7206602

Audience

Objective

☐

Placement

☐

Bid type

The correct answer was "

Audience

,

Placement

".

Audience and placement are variables available for split tests.

Question 11 of 30

What is a pixel custom conversion?

7206602

A preset list of events on Facebook for common actions people take on its website

An event that a business can define to collect information about actions taken on its website

A piece of code written by a business to track actions taken on its website

A cookie that lives on every page of the website to capture data

The correct answer was "

An event that a business can define to collect information about actions taken on its website

".

A pixel custom conversion is an event that a business can define to capture information about actions taken on its website.

Question 12 of 30

Which of the following is a benefit of reviewing conversion events with a Facebook pixel?

7206602

Businesses can connect specific customers with their purchases

Businesses can determine optimal advertising strategies

Businesses can see where to reduce spending

Businesses can identify the most popular products

Question 13 of 30

What are the first two campaign objective categories in the ads creation flow? (Choose 2)

7206602

- ☐ Awareness
 - ☐ Optimization
 - ☐ Conversion
 - ☐ Attribution
 - ☐ Consideration
-

Question 14 of 30

Which two types of posts can be boosted on Facebook? (Choose 2)

7206602

- ☐ Special offers

Profile posts

Location posts

Events posted on a personal account

☐

Events organized by the business

Question 15 of 30

Which two payment methods are acceptable in the billing section in Ads Manager? (Choose 2)

7206602

☐

Credit card

Money order

Business check

☐

Debit card

Electronic funds transfer (EFT)

Question 16 of 30

What action does a business want its customers to take if it selects Engagement as its campaign objective?

7206602

Like a post

Make a purchase

Remember an ad

Visit its website

Question 17 of 30

Which interface can be used to set up a Facebook ad campaign?

7206602

Facebook IQ ads

Ads Manager

Mobile Studio Advertising

Creative Hub ads

Question 18 of 30

A new ecommerce company wants more people to start conversations through Messenger or WhatsApp for customer service.

Which campaign objective should be used to meet this business goal?

7206602

Messages

Lead Generation

Engagement

Reach

The correct answer was "

Messages

".

If a company wants more people to start conversations through Messenger or Whats App, it should use the Messages campaign objective, which is part of the Consideration category.

Question 19 of 30

A business set up a campaign. During the process, it tested different placements and observed a higher estimated total reach when it selected automatic placements.

What caused this result?

7206602

Automatic placements more efficiently allocated the ad set budget.

Automatic placements more efficiently distributed the ad bids.

Automatic placements more efficiently set up a bid cap.

Automatic placements more efficiently adjusted the cost control.

The correct answer was "

Automatic placements more efficiently allocated the ad set budget.

".

If a business notices a higher estimated reach when it selects automatic placements, it's because automatic placements more efficiently allocate the ad set budget.

Question 20 of 30

What can a boosted post help an advertiser achieve?

7206602

Increase engagement on Page content

Review actions on the business website

Measure the number of purchases on the business website

Obtain in-depth reporting that includes cost per purchase

Question 21 of 30

Which two Facebook solutions enable businesses to communicate privately and instantly with customers? (Choose 2)

7206602

Audience Network

☐

WhatsApp

Oculus

Facebook

☐

Messenger

Question 22 of 30

To maximize audience attention to still images in an ad campaign, which strategy should you use?

7206602

Create a stop-motion video

Create a slideshow of the images

Run the campaign based on the best image

Tell a story through text overlay over images

Question 23 of 30

Which Facebook solution can help to create a sense of community with an audience?

7206602

Stories

Insights

Shops

Groups

Question 24 of 30

A business wants to set up a split test.

At which level should the business choose this option?

7206602

Campaign level

Test Level

Ad set level

Ad level

Question 25 of 30

How can a business increase the reach of an organic post on its Page without creating a campaign in Ads Manager?

7206602

Edit the post

Boost the post

Create a new ad set

Sponsor the Page

Question 26 of 30

What are three primary uses of a Facebook business Page? (Choose 3)

7206602

☐

Connect with customers

Sell products for less cost

Connect with potential employees

☐

Have an online storefront for the business

☐

Share videos

The correct answer was "

Connect with customers

,

Connect with potential employees

,

Have an online storefront for the business

".

Businesses can use their Facebook business Page as an online storefront, and to connect with customers and potential employees.

Question 27 of 30

What is the first step required to establish a business presence on Facebook?

7206602

Create a Page

Create an event

Create a post

Create an ad

Question 28 of 30

An online store wants a database of customer information but it does not have the Facebook pixel installed.

Which campaign objective meets this business goal?

7206602

Lead Generation

Conversions

Traffic

Brand Awareness

Question 29 of 30

Which three parameters can be used to reach potential customers and determine a Core Audience? (Choose 3)

7206602

☐ Location

☐ Age

☐ Gender

Ethnicity

App Activity

Question 30 of 30

A bank releases a mobile banking app and wants to increase app downloads with its new customers.

Which campaign objective should the bank use?

7206602

App Engagement

App Lead Generation

App Installs

App Store Traffic

The correct answer was "

App Installs

".

The bank should use the App Installs objective, in the Consideration category, if it wants to increase app downloads.