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Response Details

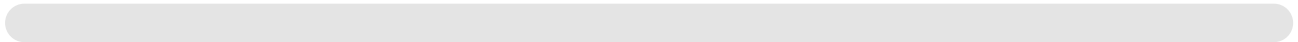## Section Results

1DEV2.04 - Diagnose and address advanced matching issue

1DEV1.07 - Make conceptual and procedural decisions required to implement Pixel events based on website activity

1DEV1.01 - Apply concepts and process required to create a Business Manager

1DEV1.10 - Apply the concepts and process required to associate a Pixel with a catalog

1DEV2.02 - Diagnose and address a product feed issue

1DEV2.03 - Diagnose and address a product match rate issue

1DEV1.03 - Apply concepts and process required to create a Pixel

1DEV1.02 - Apply concepts and process required for asset management

1DEV1.04 - Apply the concepts and process required to create a Product Catalog

1DEV1.08 - Make conceptual and procedural decisions required to implement advanced matching

1DEV1.05 - Make conceptual and procedural decisions required to create and upload product feed

1DEV2.01 - Analyze and address Pixel integration issues

Your Responses

Question 1 of 20

A business wants to advertise products from its inventory based on website activity.

At a minimum, which standard pixel events must be tracked? 9660230

- ○ `ECOMMERCE, SERVICES`
- ✓ ● `AddToCart, Purchase, ViewContent`
- ○ `Search, ViewContent, AddToCart, Purchase`
- ○ `Search, ViewContent, AddToCart, InitiateCheckout, Purchase`

Question 2 of 20

An ecommerce market has a pixel configured to update their catalog inventory each time an item is purchased from their website. However, out-of-stock items are still being shown in the ads.

Which action should be taken to diagnose this issue? 9660230

✓ ⦿ Use the microdata debugger tool to determine whether the pixel is configured correctly.

⦿ Ask the business which items are currently out of stock, then check running campaigns to see if those items appear. If they appear, inspect the pixel code for those items.

⦿ Use the data feed debugger tool to make sure the inventory column in the catalog is formatted properly.

✗ ⦿ Ask the business which items are currently out of stock, then use the data feed debugger to locate where appropriate updates are not occurring.

The correct answer was "Use the microdata debugger tool to determine whether the pixel is configured correctly.".

You can use Facebook pixel to automatically update the availability of items in your catalog. This inventory maintenance method requires adding microdata to your website, which are tags that contain information about the item for sale, such as price, brand and availability. If a client is experiencing a sync issue between their inventory and product catalog, this indicates that there is an issue with the microdata. To diagnose the issue, the developer should use the microdata debugger tool.

Meta for Developers: Microdata Tags
Business Help Center: About Microdata Tags for Catalogs
Microdata Debugger Tool

✓

A client uploads a data feed to their catalog and plans to update it with new descriptions. The new data feed is 250 MB and only contains the updated description field.

How should the client update their catalog using Catalog Manager?

✓ 🔵 1. Split the data feed into 3 files, each less than 100 MB.
   2. Select Settings under the original data feed file, and use a single upload to update the data feed.
   3. Repeat for all 3 files.

○ 1. Select Settings under the original data feed file, and use a single upload to update the data feed.
   2. Upload the new data feed.

○ 1. Select Settings under the original data feed file, and use a single upload to replace the data feed.
   2. Upload the new data feed.

○ 1. Split the data feed into 3 files, each less than 100 MB.
   2. Select Settings under the original data feed file, and use a single upload to replace the data feed.
   3. Repeat for all 3 files.

✓

A client tries to add products to their catalog, but experiences issues when uploading the following CSV file:

id	title	description	link	image_link
1	Dog bowl yellow	Yellow bowl	http://www.example.com/bowls/db-1.html	https://www.example.c id=1
2	Dog bowl blue	Blue bowl	http://www.example.com/bowls/db-2.html	https://www.example.c id=2

What is causing the product upload failure?

The `gtin` is not specified.

The `shipping` field has an incorrect value.

✓ ● The `availability` field has incorrect values.

The product group ID is not specified for product variants.

✓

An ecommerce business recently enabled automatic Advanced Matching for their pixel, but has not seen much improvement in the volume of web conversion events in Events Manager. The following pixel base code is directly on all pages of the business website:

```
<!-- Facebook Pixel Code -->
  <img height="1" width="1"
style="display:none"
src="https://www.facebook.com/tr?
id=123456&ev=PageView&noscript=1"/>
<!-- End Facebook Pixel Code -->
```

Based on the information above, what is causing this issue?

9660230

The `src` is using HTTPS instead of HTTP.

The pixel is implemented in an iframe.

✓ ● The pixel is implemented with an `<img>` tag.

The pixel is missing from pages where users submit forms.

A client creates a Business Manager for their Facebook Page. The client wants an agency that owns a separate Business Manager to also manage the Page.

How should the agency be granted access to manage this Page within Business Manager?

○ Claim the Page as part of the agency's own Business Manager.

● Share the Page as an asset with the agency Business Manager.

○ Add the admin of the agency Business Manager as an admin of the client Business Manager.

○ Share the ad account associated with the Page as an asset with the agency Business Manager.

The Catalog Manager sends a warning that Meta has not received any `Purchase` events for a catalog. The `ViewContent` and `AddToCart` events have a perfect match rate. The following code has been placed on the client's website:

```
<script>
   !function(f,b,e,v,n,t,s)
   {if(f.fbq)return;n=f.fbq=function()
{n.callMethod?
```

```
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=
[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window,
document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '123456');
  fbq('track', 'PageView');
  fbq('track', 'Purchase', {content_type:
'products', content_ids: [123,456]};
</script>
```

Which action should be taken so that Catalog Manager recognizes the `Purchase` events?

- ✅ 🔵 Correct the `content_type` parameter.
- ⚪ Correct the `content_ids` parameter.
- ⚪ Add `currency` and `value` parameters.
- ⚪ Add an `order_id` parameter.

✅

A client is implementing pixel-based catalogs.

Which limitation will the client experience for running dynamic ads?

The client will be unable to update products as "out-of-stock".

✓ ● Only products that have been visited by customers will appear in the dynamic ads.

○ Only products without product variants will appear in the dynamic ads.

○ The catalog will be unable to pick up on product variants for effective retargeting.

✓

A client creates a new pixel to use on their website to measure completed registrations. In the first week after implementing the pixel base code, the client records 200 complete registrations in their system. The client sees only 180 complete registration events in Events Manager.

What is a common potential cause of this discrepancy?

9660230

○ The pixel is firing multiple times for the same `CompleteRegistration` event.

✓ ● The pixel was not loaded before a page exit.

○ Web crawlers triggered a `CompleteRegistration` event each time they crawled the page.

○ Advanced Matching was not configured for this event.

✕

An advertiser implements Advanced Matching with its

JavaScript pixel, and sees no lift in its user match rate.

What is a possible causes of this issue? 9660230

- ✅ ⚪ The values are incorrectly normalized.
- ⚪ The advertiser has pre-hashed the values.
- ❌ 🔵 The advertiser has not pre-hashed the values.
- ⚪ The advertiser has not sent the complete list of user data fields listed in the documentation.

The correct answer was "The values are incorrectly normalized.".

Meta accepts both lowercase unhashed and normalized SHA-256 hashed data in your function calls. We also accept partial user data, though sending as many data fields as possible is optimal.

Meta for Developers: Advanced Matching, Implementation

✅

A developer is the admin for their client's Business Manager, which already contains the client's ad accounts. The client has a total of 3 Pages from where they want to run ads. The developer is not the admin of any of the Pages, and the Pages are not included in the Business Manager.

What is the most efficient way for the developer to begin running ads for these Pages?

9660230

✅ 🔵 Request access for the 3 Pages directly from the Business Manager, and then assign users to access the Page.

⬜ Ask the client to create a Business Manager for the 3 Pages, and then add that Business Manager as a child business to the existing Business Manager.

⬜ Request access to become the sole admin owner for the 3 Pages, and then import the Pages to the Business Manager.

⬜ Ask the client to create a Business Manager for each of the 3 Pages, and then add each Business Manager as a child business to the existing Business Manager.

❌

A client wants to capture the event of users sharing a promotion code with their friends. The advertiser suggests using a custom event. The following pixel code is added:

```
<!DOCTYPE html>
<html>
<head>

<script>
    !function(f,b,e,v,n,t,s)
    {if(f.fbq)return;n=f.fbq=function()
{n.callMethod?

n.callMethod.apply(n,arguments):n.queue.push(arguments)};

if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
```

```
    n.queue=

[];t=b.createElement(e);t.async=!0;

    t.src=v;s=b.getElementsByTagName(e)[0];

    s.parentNode.insertBefore(t,s)}(window,

document,'script',


'https://connect.facebook.net/en_US/fbevents.js');

    fbq('init', '1391954354806557');

    fbq('track', 'PageView');

    fbq('track', 'CustomShareEvent', {

      promotion: 'share_discount_10%',

      custom_param1: 'ABC',

      value: 10.00,

      currency: 'USD'

    });
</script>


fbq('track', 'CustomShareEvent', {

    promotion: 'share_discount_10%',

    custom_param1: 'ABC',

    value: 10.00,

    currency: 'USD'

  });


</head>
</html>
```

Which problem is presented in this code?

○ `custom_param1` is an invalid property.

○ `value` and `currency` are invalid for the events.

❌ 🔵 Custom events are used incorrectly.

✅ ⚪ The pixel code is not placed correctly.

The correct answer was "The pixel code is not placed correctly.".

The pixel code for tracking a custom event should go anywhere between your webpage's opening and closing <body> tags, either when your page loads, or when a visitor performs an action like clicking a button to share a promotion code like this instance. The `fbq('trackCustom')` function is incorrectly placed here in the header tags, which is only where the pixel base code should go.

Meta for Developers: Conversion Tracking, Custom Events

❌

An ecommerce client has the following pixel implementation on their website:

```
<head>
        <script>
            !function(f,b,e,v,n,t,s)
            {if(f.fbq)return;n=f.fbq=function()
{n.callMethod?
                n.callMethod.apply(n,arguments):n.queue.push(arg
                if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.versi
                n.queue=
```

```
[];t=b.createElement(e);t.async=!0;
            t.src=v;s=b.getElementsByTagName(e)
[0];
            s.parentNode.insertBefore(t,s)}
(window, document,'script',
            'https://connect.facebook.net/en_US/fbevents.js'

            fbq('init', 'PIXEL_ID');
            fbq('track', 'InitiateCheckout');

            function placeOrder(){
                if(validateOrder()){

 submitPurchaseOnBackend(); // Assume valid
implementation

 products.forEach(product => {
                            fbq('track',
'Purchase', {content_type: 'product',
content_ids: [product.id], currency: "USD",
value: product.price});
                    });
                }
            }
        </script>
</head>

<h2>You're almost done! Confirm order
```

```
details</h2>
<div id="cart">

    ...
</div>
<form>

    <input type="text" name="name"/>

    <input type="text" name="email"/>

    <input type="text" name="address"/>

    <input type="submit" value="Place
order" onclick="placeOrder()"/>
</form>
```

What is a result of this pixel setup?

- ✅ The client will overreport purchases to Meta.
- ❌ 🔵 The client will be unable to retarget users who failed to click Place Order.
- ⚪ The client will be able to accurately gauge the number of purchases on Meta.
- ⚪ The client will underreport purchases to Meta.

The correct answer was "The client will overreport purchases to Meta.".

A purchase can have multiple products, but in the code, `Purchase` events are being sent for each individual products in the purchase. Therefore, purchases are being over-reported to Meta in comparison to the client's system. To fix this, only fire one `Purchase` event for the whole order.

Meta for Developers: Conversion Events

An online retailer is running a limited-time 75% off sale on select items. The retailer creates a single page on their website to display these items and installs a pixel to track `PageView` events directly on the page. However, no pixel events appear in Events Manager. The Pixel Helper does not show any pixels firing.

The complete `<head>` tags on the retailer's page that contain the pixel base code are shown:

```
<head>
<!-- Facebook Pixel Code -->

!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function()
{n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window,
document,'script',
'https://connect.facebook.net/en_US/fbevents.js');

fbq('init', '177958950102194');
fbq('track', 'PageView');
```

```
<noscript><img height="1" width="1"
style="display:none"
src="https://www.facebook.com/tr?
id=144758922917214&ev=PageView&noscript=1"
/></noscript>


<!-- End Facebook Pixel Code -->
</head>
```

The pixel ID is correct.

What is causing the base code to malfunction?

9660230

- ✓ ⬤ There are missing tags in the base code.

- ⬤ There was a `PageView` event instead of a `ViewContent`.

- ⬤ The base code was not placed in the `<body>` tag.

- ✗ ⬤ The parameters set in the `<img>` tag are incorrect.

The correct answer was "There are missing tags in the base code.".

There's a basic coding error here. The source of the issue is that pixel code is written in Javascript, not HTML. Script tags that indicate that this change from HTML to Javascript are required for the pixel to initialize and fire.

✓

An online vendor sells socks that come in many colors and sizes. Currently, each brand of sock has one row in

their data feed file.

How should the data feed file be reconfigured?

- ✅ 🔵 List all variants of the each brand of sock, and use the `item_group_id` column to group them together.

- ⚪ Combine all sock brands into a single product, and use 3 custom columns that list all of the brands, colors and sizes.

- ⚪ List all variants of each brand of sock, and prefix the `id` in the `id` column with a unique set identification number.

- ⚪ Keep the data feed file formatted with each brand with its own row, and add custom columns for size and color.

✅

A non-technical advertiser wants to set up Advanced Matching for an existing pixel on their website to increase the conversion rate. The phone numbers of this advertiser's clients should not be used as part of the matching criteria.

How should the advertiser set up Advanced Matching?

- ✅ 🔵 Enable automatic Advanced Matching in Events Manager and turn off the toggle for the phone number.

- ⚪ Enable automatic Advanced Matching in Events Manager and create a rule in Traffic Permissions to block inbound phone numbers.

- ⚪ Update the pixel code for manual Advanced Matching and mask the first 5 digits of the phone number.

○ Update the pixel code for manual Advanced Matching and perform an MD5 hash on the phone number to encrypt the field.

⊗

An ecommerce advertiser wants to start firing a pixel event when the user clicks **Add To Cart**. The advertiser has already initialized the pixel code in this page and has been sending the `PageView` event. It also uses the JQuery library on the webpage. The **Add To Cart** button HTML code is below:

```
<body>
  ...
  <button id="addToCartButton">Add To
Cart</button>
  ...
</body>
```

How should the developer amend the code to start sending the `AddToCart` pixel event?

○
```
<button id="addToCartButton">Add To Cart</button>
<script>
  fbq('track', 'AddToCart');
</script>
```

```
○   <button id="addToCartButton">Add To Cart</button>
    <script type="text/javascript">
      fbq('init', '292287931437005');
      $('#addToCartButton').click(function() {
        fbq('track', 'AddToCart', {currency: "USD", value: 30});
      });
    </script>
```

✓ ○
```
    <button id="addToCartButton" onClick="fbq('track',
    'AddToCart', {currency: "USD", value: 30})">Add To
    Cart</button>
```

✕ ●
```
    <button id="addToCartButton">Add To Cart</button>
    <script>
      fbq('init', '292287931437005');
      fbq('track', 'AddToCart', {currency: "USD", value: 30});
    </script>
```

The correct answer was "<button id="addToCartButton" onClick="fbq('track', 'AddToCart', {currency: "USD", value: 30})">Add To Cart</button>".

There needs to be an action to define the response to the button click, which is missing in two of the answers here. Plus, since the advertiser has already initialized the pixel code on this page, there is no reason to reinitialize it.

Meta for Developers: Advanced, Tracking Clicks on Buttons

✕

A client is utilizing Shopify for their ecommerce business. The client wants to integrate Meta tracking to better leverage dynamic ads. The client has enabled the Shopify Marketing extension and provided them with

the pixel ID. In the settings of their Shopify Checkout, the client includes the following code:

```
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function()
{n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window,
document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '2151228495181312');
fbq('track', 'Purchase', {value: '{{
subtotal_price | money_without_currency }}',
currency: 'USD'});
</script>
<noscript><img height="1" width="1"
style="display:none"
src="https://www.facebook.com/tr?
id=2151228495181312&ev=PageView&noscript=1"
/></noscript>
```

What is the expected outcome of this implementation?

❌ 🔵 The pixel fails to capture `Purchase` events because the `value` parameter is incorrectly set.

⚪ The pixel over reports on `Purchase` events and fires regardless of whether the purchase is completed.

✅ ⚪ The pixel counts all `Purchase` events twice.

⚪ The pixel accurately captures all `Purchase` events.

The correct answer was "The pixel counts all `Purchase` events twice.".

Shopify has a native integration with Meta pixel. The developer needs to only input the pixel ID into Business Manager when connecting their/the client's Shopify account to Meta. If the pixel is also also coded into theme files or to the Additional Scripts section of Shopify, the pixel will fire twice almost every time a confirmation page is loaded.

Business Help Center: Connect Your Shopify Account to Facebook

---

❌

A developer discovers that a client has 2 pixels on their website.

Refer to the following code:

```
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function()
{n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
```

```
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window,
document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '1234');
fbq('track', 'PageView');
fbq('init', '5678');
fbq('track', 'Purchase');
</script>
```

What behavior is a result of this code?

9660230

✓ ⬤ Pixel `1234` receives a `PageView` event. Both pixels receive a `Purchase` event.

✗ 🔵 Both pixels receive `PageView` and `Purchase` events.

⬤ Pixel `1234` receives a `PageView` event. Pixel `5678` receives a `Purchase` event.

⬤ This code causes an error.

The correct answer was "Pixel `1234` receives a `PageView` event. Both pixels receive a `Purchase` event.".

When the `init` function is called against a pixel ID, it stores it in a global queue structure where any subsequent call to `track` or `trackCustom` is fired for any pixel that was previously initialized. Therefore, we will see pixel 1234 receive a `Purchase` event, even though `Purchase` event call is inserted after the initialization call for pixel 5678. If unaware of this behavior, you may be firing extra events that may inadvertently affect reporting. If you have multiple pixels on the same page and would like to selectively fire events on each unique pixel, the `trackSingle` and `trackSingleCustom` capabilities should be used.

Accurate Event Tracking With Multiple Facebook Pixels

A Meta advertiser's website is hosted on
`http://www.example.com`. The advertiser sees
discrepancies between Events Manager and its own
analytics tool. The pixel code is as shown:

```
<script>
   !function(f,b,e,v,n,t,s)
   {if(f.fbq)return;n=f.fbq=function()
{n.callMethod?

n.callMethod.apply(n,arguments):n.queue.push(arguments)};

if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
   n.queue=
[];t=b.createElement(e);t.async=!0;
   t.src=v;s=b.getElementsByTagName(e)[0];
   s.parentNode.insertBefore(t,s)}(window,
document,'script',

'https://connect.facebook.net/en_US/fbevents.js');
   fbq('init', '292287931437005', {ea:
'johnsmith@example.com', fn: 'john', ct:
'menlopark', st: 'ca'});
   fbq('track', 'PageView');
</script>
```

```
<noscript><img height="1" width="1"
style="display:none"
  src="https://www.facebook.com/tr?
id=292287931437005&ev=ViewContent&noscript=1"
/></noscript>
```

What are the reasons for this discrepancy? (Choose 2) 9660230

- ✅ ☑ There is an issue with the Advanced Matching parameters.
- ☐ There is a critical error with the JavaScript syntax.
- ❌ ☑ The client's website is not hosted on a secure `https` domain.
- ✅ ☐ There is a mismatch in pixel event types.

The correct answer was "There is an issue with the Advanced Matching parameters., There is a mismatch in pixel event types.".

Hard coding information, which is what we see here with `{ea: 'johnsmith@example.com', fn: 'john', ct: 'menlopark', st: 'ca'}`, without pulling it from the site would cause issues in Advanced Matching. Additionally, there is a mismatch between initiate `TrackPageview` and referencing the event type as `ViewContent`. These two must be consistent.

Meta for Developers: Advanced Matching