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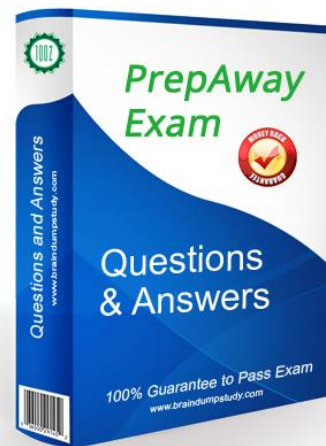


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Exam : **310-101**

Title : Facebook Advertising Core
Competencies

Vendor : Facebook

Version : DEMO

NO.1 What is Power Editor designed to do?

- A. To increase the reach of campaigns through better optimisation
- B. To allow multiple users to access ad accounts and record activity
- C. To identify audiences which are more likely to achieve campaign goals
- D. To create edit and publish multiple ads at once

Answer: D

Explanation: "Power Editor is a Facebook advertising tool designed for larger advertisers who want to create edit and publish multiple ads at once and have precise control of their campaigns"

NO.2 What does Facebook believe it's News Feed offers to marketers within the shift to mobile?

- A. Greater Reach
- B. Cheaper Ads
- C. Improved Ad Targeting
- D. Added Value

Answer: D

Explanation: Facebook believes News Feed adds value to marketers within the shift to mobile.

NO.3 What has Facebook's Atlas brought to marketers across the world?

- A. Cost-based measurement
- B. People-based measurement
- C. Cookie-based measurement
- D. Results-based measurement

Answer: B

Explanation: Facebook's Atlas has enabled people-based measurement. This is essentially a USP for Facebook, which they are keen to emphasize to marketers. It is important that this concept is fully understood as it is very likely to come up in the Core Competencies Exam.

NO.4 How can a Facebook Pixel be shared with an agency running ads on behalf of a company?

- A. The Pixel can be shared from Ads Manager
- B. Facebook Pixels cannot be shared; the agency will need to create a new Pixel
- C. The code for the pixel will need to be copied and emailed to the agency
- D. Existing Pixels can be shared from Business Manager

Answer: D

Explanation: You can share a Pixel using Business Manager.

NO.5 A company has just published a branded content post. What does this include?

- A. A green box surrounding the post
- B. A 'paid' label included in grey next to the timestamp
- C. A grey label which reads 'advertisement' next to the post
- D. A headline which is bold instead of the usual regular font

Answer: B

Explanation: "A branded content post appears as creator/publisher with business partner. There is a 'Paid label applied to the post in the meta-data (in grey next to the timestamp)."

NO.6 What is Facebook's constantly updating stream of status updates, photos, videos, links, app activity, and Likes known as?

- A. The News Feed
- B. Engagement Centre
- C. Facebook Centre
- D. Impressions Feed

Answer: A

Explanation: Facebook's constantly updating stream of status updates, photos, videos, links, app activity, and Likes is known as the News Feed.

NO.7 A promotional event has been scheduled for the next few days and you are required to maximise awareness to your target audience. Which combination of bid amount and delivery type would be most appropriate for your ad set?

- A. Manual Bid Amount & Accelerated Delivery
- B. Automatic Bid Amount & Accelerated Delivery
- C. Manual Bid Amount & Standard Delivery
- D. Automatic Bid Amount & Standard Delivery

Answer: A

Explanation: As the ad set is time-sensitive, using an accelerated delivery would be the most appropriate choice to quickly reach the target audience. Using this option requires manual bid pricing, automatic bid pricing is not possible with accelerated delivery.

NO.8 Which problem does Atlas solve?

- A. Cookie expiration
- B. Shopping cart abandonment
- C. Cross device fragmentation
- D. Low click-through rates

Answer: C

Explanation: Studies have shown that there are a growing number of adults who use at least two devices every day. Since cookies can't work across devices or link physical sales to digital marketing there is a problem that marketers face. By measuring across devices Facebook's Atlas can overcome this problem.

NO.9 An online retailer running Facebook Ads wants to identify the age group who are the most frequent viewers of their online Video Ads. What would be the correct way to find this information in Ads Manager?

- A. Performance > By Time
- B. Breakdown > By Delivery
- C. Breakdown > By Action
- D. Performance > By Engagement

Answer: B

Explanation: The correct way to view the age groupings of who is viewing the Video Ads campaign would be to navigate to Ads Manager, select Breakdown followed by 'By Delivery'.

NO.10 A property adviser business used Facebook Live to successfully showcase its range of properties. What is the most likely reason for this success?

- A.** Video is the ideal format for content and Facebook notifies followers when a page broadcasts
- B.** Facebook Live guarantees a minimum audience
- C.** Facebook Live reaches an audience that Facebook Ads cannot
- D.** All of these are likely reasons for the success

Answer: A

Explanation: Facebook Live is live streamed video, making it the ideal format for content, and followers are notified when a page broadcasts live. The use of Facebook Live is increasingly popular among businesses.