Facebook 310-101 Exam

Volume: 151 Questions

Question: 1
Approximately how many people are consistently using Facebook on Mobile every day?

A. 1 Million

B. 1 Billion

C. 10 Million

D. 100 Million

Answer: B

Explanation:
This shift has had massive implications for advertisers, presenting marketers with a huge opportunity to reach a wide audience.

Question: 2
Facebook's three key pillars of value for marketers include; Deep Engagement, Proven Results and which other?

A. Targeted Reach

B. Impression Generation

C. Online Sales

D. Across Platform Marketing

Answer: A

Explanation:
Facebook's ability to reach the right people at the right time is unparalleled.

Question: 3
The News Feed is the only place on a mobile device that an advertisement can appear. Is this statement true or false?

A. True

B. False

Answer: A

Explanation:
The News Feed is the only place on mobile where an advertisement can appear.

Question: 4
What is Facebook's constantly updating stream of status updates, photos, videos, links, app activity, and Likes known as?

A. Facebook Centre

B. Impressions Feed

C. The News Feed

D. Engagement Centre

Answer: C

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

Question: 5
What does Facebook believe it's News Feed offers to marketers within the shift to mobile?

A. Greater Reach

B. Added Value

C. Improved Ad Targeting

D. Cheaper Ads

Answer: B

Explanation:

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

Question: 6
How many impressions does an advert need to have to show a relevance score?

A. 1000

B. 100

C. 500

D. 5000

Answer: C

Explanation:
The relevance score for an ad is shown once it has had more than 500 impressions.

Question: 7
Which three factors are considered when Facebook decide which Ad wins the auction?

A. Advertiser bid, Estimated action rates, Ad quality and relevance

B. Ad quality and relevance, Quality score, Advertiser bid

C. Advertiser bid, Competitor bid, Quality score

D. Estimated action rates, Quality score, Advertiser bid

Answer: A

Explanation:
"The ad that wins an auction and gets shown is the one with the highest total value. Total value isn't how much an advertiser is willing to pay us to show their ad. It's combination of 3 major factors:"
. Advertiser bid
. Estimated action rates
. Ad quality and relevance

Question: 8

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The highest ad bid will always win the auction. Is this statement true or false?

A. False

B. True

Answer: A

Explanation:
The winning ad has the highest total value, based on three factors. The advertiser bid is just one factor, it is possible to have an ad shown at a lower bid by ranking higher in the other two areas.

Question: 9
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 & Standard Delivery

B. Automatic Bid Amount & Accelerated Delivery

C. Manual Bid Amount & Accelerated Delivery

D. Automatic Bid Amount & Standard Delivery

Answer: C

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.

Question: 10
At which level is the relevance score found for an advert?

A. Campaign level

B. Ad set level

C. Ad level

D. Relevance score can be found at all levels

Answer: C

Explanation:
The relevance score is only visible when looking at reporting for adverts and does not appear for advert sets and campaigns.

Question: 11
What are partner categories?

A. A method to show display ads on Facebook's trusted network of third party sites

B. A delivery method which enables ads to be delivered to both people in a relationship

C. A method of optimizing ads based on likely future clicks

D. A detailed targeting option, based on third party, offline data

Answer: D

Explanation:
Partner Categories provide a detailed targeting option which is based on information provided by Facebook Marketing Partners. These are trusted third parties who provide offline data. For example, it can identify homeowners, or people in the market for a car.

Question: 12
If you were looking to create an audience that targeted new customers who are likely to be unaware of your brand, what would be the best way to achieve this?

A. It is not currently possible to target in this way on Facebook

B. Target new demographics, which you have previously not used

C. Exclude people already connected to your page

D. Use Partner Categories for detailed targeting

Answer: C

Explanation:

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When creating a core audience, it is possible to exclude individuals who have already liked your page. By hitting only new potential customers you can minimise wastage for certain campaign objectives.

Question: 13
What is a lookalike audience?

A. An audience of individuals with similar demographics

B. An audience more likely to purchase from your company

C. An audience created from your own customer lists

D. An audience with strong similarity to your best existing customers

Answer: D

Explanation:
"A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers."

Question: 14
What is the size range percentage of the total population in the countries chosen for a lookalike audience?

A. 1-5%

B. 1-20%

C. 1-25%

D. 1-10%

Answer: D

Explanation:
Audience size ranges from 1% to 10% of the total population in the countries chosen to create a lookalike audience. The lowest 1% are those that closely match your source audience.

Question: 15

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What is the minimum size of a source customer group necessary to create a lookalike audience?

A. 500

B. 2000

C. 1000

D. 100

Answer: D

Explanation:
The minimum size is 100. A smaller audience will have more similarities with the source customer group. A larger audience will be less precise, but will offer more reach.

Question: 16
What is a core audience created from?

A. Customers with similar demographics to those who have already purchased from your business

B. Data related to demographics

C. Offline customer lists

D. Users who best match the objective of your ad campaign

Answer: B

Explanation:
Core Audiences are created based on Facebook users' demographics. These can include: geographic demographics, lifestyle/lifestage demographics, purchase-based demographics, etc.

Question: 17
When using a custom audience what does an "identifier" refer to?

A. The unique hash which keeps all customers personal data anonymous

B. The data used to match customers to people on Facebook

C. The Facebook unique ID given to any individuals who are part of an audience group

D. The name given to your custom audience

Answer: B

Explanation:
An identifier refers to one of the variables that identifies your customers with Facebook users. These can include; email address, phone numbers, names, date of birth, gender, locations.

Question: 18
Which of the following can Facebook do to create a custom audience?

A. Create a list of people who have clicked on a certain one of your Facebook posts

B. Create a list of people who have visiting a certain page on a website

C. Facebook can create a custom audience in all of these ways

D. Use a customer file to match your customers with people on Facebook

Answer: C

Explanation:
Facebook can reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms. This can be from: A customer file, website traffic, app activity, or engagement on Facebook.

Question: 19
What is a custom audience on Facebook?

A. A type of audience you can create made up of your existing customers, on or off Facebook

B. A type of audience you can use to target customers in a geographic region

C. A type of audience Facebook automatically creates to target users more likely to make a purchase

D. A type of audience where you can determine all demographics of your target users

Answer: A

Explanation:
Custom audiences allow advertisers to target their ads to a specific set of people with whom they have already established a relationship on/off Facebook. Audiences can be defined by either email address, Facebook UIDs, phone numbers, names, date of birth, gender, locations, and more.

Question: 20
What method enables an advertiser to buy ads outside of the ad auction?

A. Facebook partners

B. Accelerated Delivery

C. Premium Ads

D. An insertion order

Answer: D

Explanation:
Insertion Orders (IOs) are a way to buy ads on Facebook outside of the ad auction and are for when you need guaranteed audience delivery.

Question: 21
When would it be appropriate to use an insertion order?

A. Insertion orders can be used for any Facebook Ad

B. If you need guaranteed audience delivery

C. If you want to ensure adverts are optimised correctly

D. If you need to maximise the ROI of your budget

Answer: B

Explanation:
"Insertion Orders (IOs) are a way to buy ads on Facebook outside of the ad auction and are for when you need guaranteed audience delivery."

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Question: 22
What is the advantage of using Facebook Marketing Partners to create and manage an advertising campaign?

A. They guarantee a higher ROI

B. They have unique platforms which can tap into a wider reach of the Facebook network

C. They have access to stock images

D. They offer innovative ways to create and manage advertising campaigns on Facebook

Answer: D

Explanation:
"Facebook Marketing Partners (formerly called PMDs) are Facebook's trusted partners in developing innovative ways to create and manage advertising campaigns on Facebook. They offer self-service tools for do-it-yourself advertisers to maximize their campaigns through timesaving applications, and managed services where Facebook Marketing Partners create custom solutions to meet the specific needs of your businesses or clients."

Question: 23
A new coffee shop has launched in the local area and wants to increase brand awareness across the Facebook family of apps using a video they have already created. What strategy should be adopted?

A. Run video ads on Instagram to target people who have visited the website within the last six months

B. Use Facebook custom audiences to target customers with video ads on Instagram

C. Use Dynamic Ads to retarget people who did not complete a purchase

D. Run video ads on both Facebook and Instagram using location targeting, with the brand awareness objective

Answer: D

Explanation:
Since the coffee shop's primary market will be the local area, it is important that location targeting reflects this and focuses on the local market. Running the Ads across Facebook and Instagram will maximise the potential reach of the campaign. Instagram has the same geo