

DUMPS ARENA

Interconnecting Cisco Networking Devices Part 2

Facebook 200-101

Version Demo

Total Demo Questions: 9

Total Premium Questions: 60

Buy Premium PDF

<https://dumpsarena.co>

sales@dumpsarena.co

sales@dumpsarena.co
dumpsarena.co

QUESTION NO: 1

A local retailer wants to measure the effectiveness of Facebook campaigns based on the number of in-store purchases after customers have been exposed to an ad within the platform.

Where should outcome data be sourced?

- A. Third-party data sources as an estimation of real customers
- B. First-party data such as email or phone number captured in-store
- C. Coordinates from each of its regional shops
- D. Data from the Facebook pixel in its site

ANSWER: D**QUESTION NO: 2**

A start-up ecommerce brand that sells pet products wants to test campaign structure. It would like to determine if it should have separate ad sets targeting different pet interest groups or consolidate all interest groups into one ad set.

The brand sets up a multi-cell Conversion Lift test for one month. At the end of the test, no results are available to review, due to insufficient statistical power.

Which two approaches should the analyst recommend? (Choose 2)

- A. Run a campaign-level A/B test instead
- B. Run a multi-cell Conversion Lift with fewer interest groups
- C. Run a multi-cell Conversion Lift test with an increased holdout percentage
- D. Review campaign results in Ads Manager instead

ANSWER: A C**QUESTION NO: 3**

An analyst working for a financial services company is reviewing Facebook campaign results to assess how many new credit card signups can be attributed to its Facebook campaign. The analyst is comparing attributed results in Facebook Ads Manager with those in Google Analytics and needs to explain why these are different.

What are two key differences between the platforms that can provide a reasonable explanation for this outcome? (Choose 2)

- A. Google data includes impressions, conversions and clicks
- B. Facebook data includes visits, conversions and clicks
- C. Different platforms tend to attribute more conversions to its own platforms
- D. Different platforms may be using different attribution models
- E. Different platforms have access to different data

ANSWER: C D

QUESTION NO: 4

A beverage brand plans to launch a World Cup campaign to generate awareness across digital, TV and print. It recently ran a marketing mix model to determine the performance of this campaign. The analysis proved that the campaign resulted in a lift in sales. Due to the high cost of World Cup ads, the ROI was \$0.15, which is below their historical norms for campaigns.

How should the analysis help contextualize the results?

- A. Advertised across too many channels
- B. Based on viewership of the World Cup, CPMs are particularly high
- C. Awareness campaigns are not designed to drive conversions
- D. The campaign was contaminated by TV advertising

ANSWER: A

QUESTION NO: 5

A marketing analyst wants to understand the relationship between campaign frequency and additional return on ad spend (ROAS) across 150 CPG Facebook campaigns. The analyst has the following information on these campaigns: reach, frequency, duration, budget, product category, buying strategies, and outcomes like additional sales and ROAS. The analyst suspects that campaign frequency is related to other campaign characteristics and is planning to run the following statistical model:

$$\text{ROAS Lift} = b_0 + b_1.\text{reach} + b_2.\text{frequency} + b_3.\text{duration} + b_4.\text{budget} + b_5.\text{product category} + b_6.\text{buying strategy}$$

What two additional statistical analysis are required to test the analyst's hypothesis?

(Choose 2)

- A. Correlation matrix of campaign frequency and other predictors of ROAS Lift
- B. Logistic regression including all relevant campaign characteristics

- C. Simple linear regression of frequency and ROAS Lift
- D. Multiple linear regression including non-linear and interaction terms

ANSWER: A D

QUESTION NO: 6

A small retailer wants to measure the impact of its Facebook campaigns on in-store sales.

The company operates a store in a local city with most customers within a 10-mile radius.

What measurement solution should it use?

- A. Multi-touch attribution
- B. Conversion Lift
- C. Matched Market Lift
- D. Marketing Mix Modeling

ANSWER: D

QUESTION NO: 7

A retail brand needs to increase purchases. The brand has video content that was designed for a cross-screen experience on TV and Facebook. The brand launches its campaign in 30-second and 60-second TV spots and then launches 6- and 15-second mobile-friendly videos with captions. The brand runs a Facebook multi-cell Conversion Lift test to compare the effectiveness of the two mobile videos:

- Cell A: 50% of campaign budget, optimized for purchase event, 6-second video
- Cell B: 50% of campaign budget, optimized for purchase event, 15-second video

At the end of the campaign, Cell A yields a 4-point lift with a p-value = 0.4. Cell B yields a 2.6-point lift with a p-value = 0.05

Which recommendation should be made to increase future purchases?

- A. Change the campaign objective to Catalog Sales
- B. Change the campaign objective to Video Views
- C. Allocate more campaign budget toward the 6-second video

D. Allocate more campaign budget toward the 15-second video

ANSWER: B

QUESTION NO: 8

A charity organization is in the process of allocating advertising budget to cross-publisher video campaigns. In order to assess which platform is generating the highest return or aci spend, it reviews results in Facebook Attribution, using an even-credit model for crosspublisher campaigns arc the data-driven attribution model for its Facebook campaigns.

In addition to this, the charity ran a multi-cell Brand Lift test to test different creative messaging with a custom audience based on website visitors who did NOT sign up to donate or receive regular emails.

Which two KPIs should be used to provide meaningful insights? (Choose 2)

- A. Value of donations attributed to each campaign
- B. Average video-view duration for each campaign
- C. Average reach per campaign
- D. Number of sign-ups attributed to each campaign
- E. Number of impressions attributed to each campaign

ANSWER: A E

QUESTION NO: 9

An analyst analyzes 1,000 Facebook video campaigns and calculates there is a correlation of $r = 0.6$ between view duration of a campaign and additional ad recall lift. What should the analyst tell the company about the relationship between view duration and ad recall lift?

- A. 60% of campaigns with longer view durations had also higher ad recall lift
- B. 36% of the variation in ad recall can be explained by campaign's view duration
- C. There is 60% probability that longer view durations in a campaign leads to higher ad recall
- D. 40% of the variation in ad recall can be explained by campaign's view duration

ANSWER: D