

DUMPS ARENA

Facebook Certified Digital Marketing Associate

Facebook 100-101

Version Demo

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QUESTION NO: 1

What is a valid reason that an ad would be rejected by Facebook?

- A. An image within the ad was relevant to its message
- B. Lead ads were used to receive email, first name and phone number
- C. The ad contained sexually suggestive images.
- D. The link to the landing pages included content that was relevant to the ad

ANSWER: C

QUESTION NO: 2

What are the benefits of Facebook pixel? (Choose all that apply)

- A. Helps advertisers reach the right people
- B. Measures the results of an ad across devices
- C. Measures in-app activity
- D. Helps advertisers to create ad mock-ups

ANSWER: A B

QUESTION NO: 3

What is an advantage of using the slideshow format when designing an ad for mobile?

- A. It uses 3D animation
- B. It works well in areas with limited connectivity
- C. It is the most interactive ad format
- D. It always puts the brand first

ANSWER: B

QUESTION NO: 4

Where can the total number of people who have seen a specific advertising campaign at least once be found?

- A. Within the Account Overview tab in the Reach column
- B. Within the Campaigns tab in the Impressions column
- C. Within the Campaigns tab in the Clicks column
- D. Within the Campaigns tab in the Reach column

ANSWER: A

QUESTION NO: 5

Which two ad placement options are available on Instagram? Choose all that apply.

- A. Stories
- B. Right column
- C. Marketplace
- D. Feed

ANSWER: A D

QUESTION NO: 6

An ecommerce advertiser wants to target similar customers based on a current customer CRM seed list

When type of audience targeting should be used to accomplish this?

- A. Interest-Based Targeting
- B. Targeting the Past 30 days of Website Visitors
- C. Lookalike Audience
- D. Custom Audience

ANSWER: C

QUESTION NO: 7

What are two benefits of the interconnectivity of the Meta products? (Choose 2)

- A. Divide budget by platform
- B. Manage ad campaigns across platforms from one interface
- C. Optimize ad campaigns by placement type

D. Apply reach and frequency across Messenger

ANSWER: C D

QUESTION NO: 8

A brand wants to enhance their company's Instagram profile to help potential customers remember their products or services. Which two best practices should the social media manager use to create engaging content for Instagram? (Choose 2)

- A. Use a horizontal aspect ratio
- B. Keep videos short and attract attention early
- C. Use consistent visuals
- D. Use at least 50 hashtags

ANSWER: B C

QUESTION NO: 9

An advertiser who is a wedding photographer wants new leads to fill its calendar over the next year. The goal is to use a single ad to show examples of its work from its past clients, including many pictures and headlines.

Which ad format can the advertiser use to meet these requirements?

- A. Carousel
- B. Video
- C. Single image
- D. Slideshow

ANSWER: A

QUESTION NO: 10

What are two key features of WhatsApp? (Choose 2)

- A. End-to-end encryption
- B. Ad placements
- C. Business details
- D. Free messaging and video calls

ANSWER: C D