



# 10 Facebook Certification Exam

Answers and Questions With Explanations

# Case #1: Ads Objectives For Product Launch (easy level)

You have a client who wants to launch a new product through its online store.

The client has two objectives in mind. He/She would like to market this new product to its existing customer base and also create branding to new niche markets.

Question #1 Which two types of ads should you use for this client?

1. Brand awareness and traffic
2. Brand awareness and conversion
3. Brand awareness and lead generation
4. Product catalog sales and reach
5. Reach and Product catalog sales

# Case #2: Fan Page Promotion (easy level)

Your client does not have a website or any other online presence other than a Facebook Fan Page.

Question #2 What are some ways he can promote his business in Facebook?

1. Post engagement
2. Page likes
3. Event responses
4. Offer claims
5. All of the above

Question #3 You would like to run an offer. Where can you run offers from?

- Ads Manager and Fan Page
- Only from the Fan Page
- Only in the Ads Manager
- Ads Manager, Fan Page and Power Editor

Question #4 Can you delete an offer once it has been created?

- Yes
- No

## Case #3: Video + Conversions (medium level)

You launched several ads for a client of yours. The first campaign was a 60-second video promoting your client's business. You then launched a second campaign with a conversion pixel to people who viewed +50% of the video to make a direct purchase on your website.

You also launched in parallel a third campaign with an offer claim to the same audience (people who viewed +50% of the video). The ads have been running for a week now and you run into the following situations:

Question #5 The client didn't like the video. You need to make some minor edits. You need to change the old video for the new one. What should you do?

1. Select the first campaign and re-upload the new video so that the campaign can continue.
2. You need to upload the new video and create a new ad under the same campaign.
3. You need to launch an entirely new campaign with the new video.
4. You need to create a new ad set under the old campaign and re-load the new video there.

Question #6: The conversion campaign isn't performing well since you didn't install the Facebook pixel properly. You are thinking of launching a traffic campaign instead. You can't fix the pixel since you don't have access the website. What should you do?

- You can't change the campaign objective to traffic. You will have to create an entirely new campaign.
- Select the conversion campaign and change its objective to traffic.
- You can deselect the Facebook pixel option at the ad level and re-launch the conversion campaign.

# Case #4: Complex Product Launch (hard level)

You are helping an online shop build brand awareness on a new product launch.

They've identified two niche markets for this particular campaign: They want to promote the new product to existing customers and also maximize reach to users who have visited similar products on their website.

They want to use video and have created two 45-second videos to promote. You have a budget of \$10,000 and want to maximize reach for their campaigns.

Question #7: What is the proper way to structure these advertising campaigns in order to reach your clients goals?

1. You will need one campaign, two ad sets and two ads.
2. You will need two campaigns, two ad sets and two ads.
3. You will need one campaign, three ad sets and four ads.
4. You will need two campaigns, two ad sets, and four ads.

Question #8: Which buying option should you use?

1. You should use only reach and frequency buying type.
2. You need to use both reach and frequency and auction buying type.
3. You should use only auction buying type.

Question #9: Which type of audiences do you need to utilize?

1. Since you are having two audiences, you will need to build a saved audience and a custom audience with your clients database.
2. You will first have to upload your customer database, create a custom audience on the database and then build a second custom audience with website traffic to specific URL's.
3. You should first go to Audience Insights and analyze your fan base. You can then upload a database, create a custom audience based on your database and then create a lookalike audience based on your Fan Page fans.
4. You will need three different audiences in order to reach your client's objective. You need to create a lookalike audience based on your fans in order to reach their current customer base. You will then have to create two additional custom audiences based on the client's database. One for current customers and the other for website traffic.

Question #10: Which type of ad campaigns do you use for your client?

1. You should use video views for all campaigns.
2. Since you only have one campaign, you need an engagement ad objective in order to maximize video views.
3. You need video views for one campaign and post interaction for the second one.
4. You should use brand awareness and video views for your campaigns.
5. You will need to have a combination of reach and brand awareness objectives on your campaigns.

Extra: I thought about it last-minute before publishing the post.

Question #11: What audience will you need to exclude in one of your campaigns?

1. Website traffic custom audience
2. Customer database custom audience
3. Fan Page audience
4. None

**Answers with Explanations**

I tried to simulate as much as I could all questions to a real Facebook Certification Exam with the right answers.

You will find all answers bellow as well as a detail explanation for each question. You will be surprised with some. It took me a while to understand them.

I tried to be a bit tricky with some questions as I've seen some confusion with the type of questions people ask in our [Facebook Group](#).

## Case #1 Ads Objectives For Product Launch – Answers (easy level)

You have a client who wants to launch a new product through its online store.

The client has two objectives in mind. He/She would like to market this new product to its existing customer base and also create branding to new niche markets.

Question #1 Which two types of ads should you use for this client?

1. Brand awareness and traffic
2. **Brand awareness and conversion**
3. Brand awareness and lead generation
4. Product catalog sales and reach
5. Reach and Product catalog sales

### Explanation/Answer

The client has two specific objectives in mind:

- Create branding for new niche markets
- Create sales on existing customer base

In this case you would need to set up two campaigns:

### Campaign #1: brand awareness to new markets

- Campaign #1: Objective is branding
- Campaign Level: Brand awareness
- Ad Set Level: Audience will be saved ones

## Campaign #2: existing customer base

- Campaign #2: Objective is conversions in online store
- Campaign Level: Conversions
- Ad Set Level: Audience will be customized based on database

## Case #2: Fan Page Promotion – Answers (easy level)

Your client does not have a website or any other online presence other than a Facebook Fan Page.

Question #2 What are some ways he can promote his business in Facebook?

- Post engagement
- Page likes
- Event responses
- Offer claims
- **All of the above**

### Explanation/Answer

This was a tricky one. You can actually use all of the above in order to promote the business. With the engagement objective, you will be able to boost a post, get likes, have people respond to an event and launch offers.

If you want to learn more about engagement objective go to [this article](#).

Question #3 You would like to run an offer. Where can you run offers from?

- Ads Manager and Fan Page
- Only from the Fan Page
- Only in the Ads Manager
- **Ads Manager, Fan Page and Power Editor**

Question #4 Can you delete an offer once it has been created?

- Yes
- **No**

You are not able to change, edit or delete an offer once it has been launch. This might be a silly question but I get this asked a lot by our clients and have seen some questions on the exam about troubleshooting ads. So I figured it was good knowledge to know.

## Case #3: Video + Conversions – Answers (medium level)

You launched several ads for a client of yours. The first campaign was a 60-second video promoting your business. You then launched a second campaign with a conversion pixel to people who viewed +50% of the video to make a direct purchase on your website.

You also launched in parallel a third campaign with an offer claim to the same audience (people who viewed +50% of the video). The ads have been running for a week now and you have these situations:

Question #5 The client didn't like the video. You need to make some minor edits. You need to change the old video for the new one. What should you do?

1. Select the first campaign and re-upload the new video so that the campaign can continue.
2. **You need to upload the new video and create a new ad under the same campaign and ad set.**
3. You need to launch an entirely new campaign with the new video.
4. You need to create a new ad set under the old campaign and re-load the new video there.

### Explanation/Answer

Again, this question has more to do with troubleshooting ads at the campaign level. You will get a lot of questions on this on the first certification exam.

You can't change a video or edit a video that has been promoted in Facebook. You will need to upload a new video and create a new ad under the same ad set. You will then stop the old video ad from running.

Question #6: The conversion campaign isn't performing well since you didn't install the Facebook pixel properly. You are thinking of launching a traffic campaign instead. You can't fix the pixel since you don't have access the website. What should you do?

1. **You can't change the campaign objective to traffic. You will have to create an entirely new campaign.**
2. Select the conversion campaign and change its objective to traffic.
3. You can deselect the Facebook pixel option at the ad level and re-launch the conversion campaign.



## Explanation/Answer

You can't change campaign objectives once you've launched them. If you are running a campaign with a conversion objective you can't change the campaign to a traffic objective. This question was also more about troubleshooting campaigns than anything else.

You will get questions like these ones on the exam.

## Case #4: Complex Product Launch (with answers)

You are helping an online shop build brand awareness on a new product launch.

They've identified to two niches markets for this particular campaign: They want to promote the new product to existing customers and also maximize reach to users who have visited similar products on their website.

They want to use video and have created two 45-second videos to promote. You have a budget of \$10,000 and want to maximize reach for their campaigns.

Question #7: What is the proper way to structure these advertising campaigns in order to reach your clients goals?

1. You will need one campaign, two ad sets and two ads.
2. You will need two campaigns, two ad sets and two ads.
3. You will need one campaign, three ad sets and four ads.
4. **You will need two campaigns, two ad sets, and four ads.**

It took me some time to think about these questions and how to build this particular case study. I wanted the questions to really make you think and combine all of the content you should know on launching new campaigns in Facebook.

## Explanation/Answer

Tricky one!!!

In order to accomplish your customer's goals, you need two separate campaigns, two ad sets and four ads.

## Why?

Stay aware of questions like these one on the exam and look for words like *awareness, reach, frequency and target audiences*.

For this case, you have two audiences: *custom audience with a database* and *custom audience with website traffic*. Easy right! You were probably thinking you could do one campaign with two ad sets with each audience.

## Wrong!

Your client wants to **maximize reach**. In order to maximize reach for a saved audience you need one type of buying option and in order to maximize reach for a custom audience (website traffic) you need another type of buying option.

Therefore, you will have two campaigns with two ad sets and four ads.

### Campaign #1:

1. Campaign Level (1): Reach and frequency buying with video view ads
2. Ad Set Level (1): New audiences or saved audiences
3. Ad Set Level (2): Two ads for the two 45-seconds videos.

### Campaign #2:

1. Campaign Level (1): Auction buying with video view ads
2. Ad Set Level (1): Custom audience (website traffic)
3. Ad Set Level (2): Two ads for the two 45-seconds videos.

The second question will now be easy to answer.

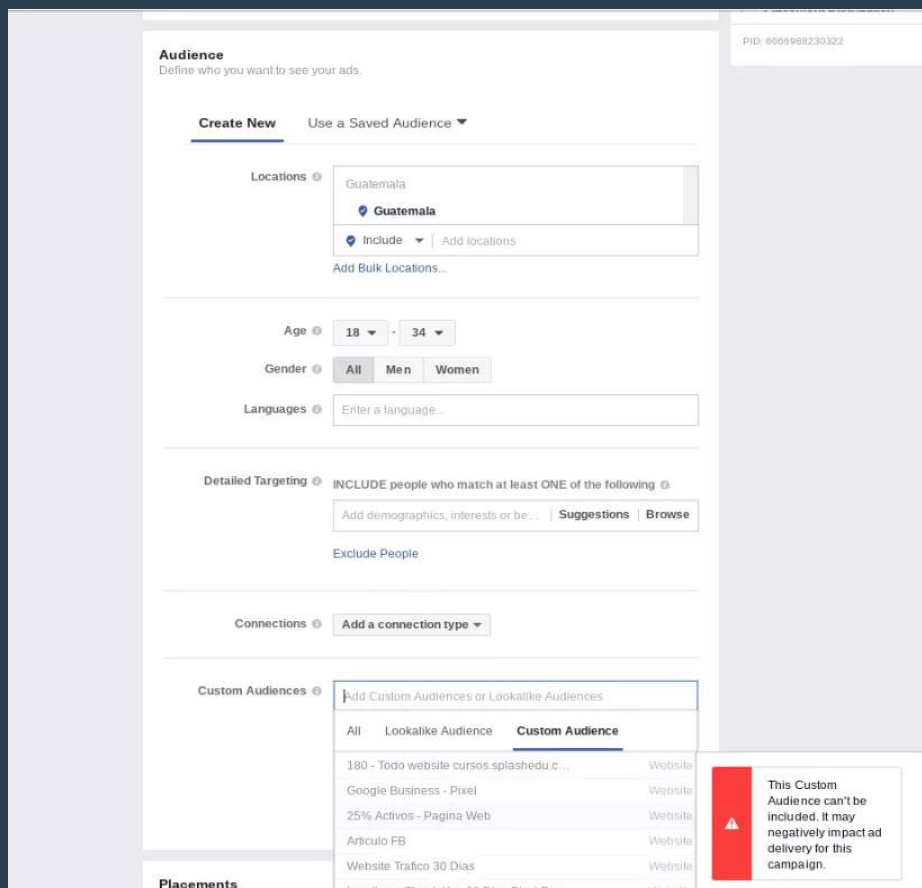
### Question #8: Which buying option should you use?

1. You should use only reach and frequency buying type.
2. **You need to use both reach and frequency and auction buying type.**
3. You should use only auction buying type.

## Explanation/Answer

### Why?

Simple. You can't use website traffic audiences for reach and frequency buying on Facebook.



### Question #9: Which type of audiences do you need to utilize?

If you want to maximize the reach for your website traffic, you will need to use auction option.

1. Since you are having two audiences, you will need to build a saved audience and a custom audience with your clients database.
2. **You will first have to upload your customer database, create a custom audience on the database and then build a second custom audience with website traffic to specific URL's.**
3. You should first go to Audience Insights and analyze your fan base. You can then upload a database, create a custom audience based on your database and then create a lookalike audience based on your Fan Page fans.
4. You will need three different audiences in order to reach your client's objective. You need to create a lookalike audience based on your fans in order to reach their current customer base. You will then have to create two additional custom audiences based on the client's database. One for current customers and the other for website traffic.

## Explanation/Answer

In order to reach your current customers, you will need to upload a customer database and create a custom audience based on their emails or phone numbers.

Yes, I know! Since it's an online company, you could use a pixel for people who went through the checkout process; however, that is not an option in the answers but a correct answer as well.

You will then need to select specific URL's to create your second audience from people who visited specific pages on your website.

Question #10: Which type of ad campaigns do you use for your client?

1. **You should use video views for all campaigns.**
2. Since you only have one campaign, you need an engagement ad objective in order to maximize video views.
3. You need video views for one campaign and post interaction for the second one.
4. You should use brand awareness and video views for your campaigns.
5. You will need to have a combination of reach and brand awareness objectives on your campaigns.

This was also a tricky question and to be completely honest there are a couple of right answers for the auction campaign on branding with a video creative.

For the first campaign, in which you are launching a new product to a saved audience with a video; you definitely want to go for reach/frequency buying and video view ad. **This will allow your campaign to maximize reach and at the same time optimize for 10-seconds views on your video ads.**

For the second campaign, its more complicated as there are several ways in which you can do this. You could select brand awareness, reach and/or video views objective within the auction buying option.

There is really no right or wrong answer.

Since your ad creative is a video, your best choice is to select video views. By selecting video views, you are optimizing for a 10-second views but not necessarily maximizing reach. However, if you are taking an exam, this is probably the right answer. (THIS MIGHT CHANGE AND THERE IS SOME MIX-UP EVEN WITH HOW FACEBOOK USES TERMINOLOGY WITH VIDEOS)

**In real life.... however....**

Since your audience is users who have visited specific products on your website (far along your sales funnel), *you could do video views and optimize for daily unique reach*. With a daily unique optimization you will maximize reach on a daily basis with a user base that is already far along your sales funnel. You definitely want to reach those people with a higher frequency and not necessarily optimize for video views.

*What about selecting the brand awareness or reach ad type for this video?*

You could also try one of those options. We've run experiments with all three options and it a bit tricky since results vary by industry, ad creative and audience size. They are not *wrong* answers but will be wrong for your exam.

Question #11: What audience will you need to exclude in one of your campaigns?

1. Website traffic custom audience
2. **Customer database custom audience**
3. Fan Page audience

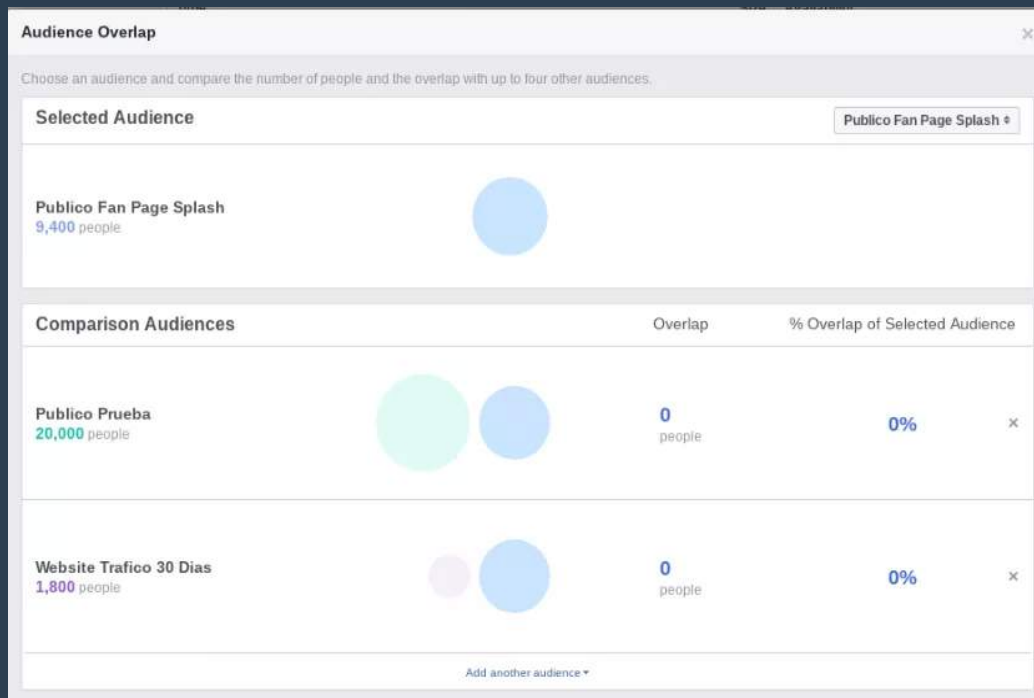
Campaign #2 will need to exclude your customer database – custom audience.

**Why?**

Because since they are already customers. Since you are an online business, they will have visited your website. If you don't exclude them from the website audience campaign, you might have an issue with optimization since both campaigns will be competing for the same audience.

Think about it.

The likelihood of a large overlap between your database and website traffic audience is high. If you are not sure, just select both audiences and go to “Audience Overlap” in order to determine how both audiences compare.



Overlap will not happen on all cases, but its probably a best practice.