

Facebook Blueprint

100-101 Exam

Meta Certified Digital Marketing Associate

**Questions & Answers
Demo**

Version: 5.2

Question: 1

At what level in Ads Manager would a business choose their ad placements?

- A. Campaign
- B. Ad
- C. Ad set
- D. Account

Answer: C

Explanation:

You choose your placements at the ad set level of your campaign. Your campaign objective will dictate which ad placements you can use.

Ad placements are grouped based on how users experience them. Here are the different placement categories:

Feeds

Stories

In-Stream

Search

Messages

In-Article

Apps

<https://adespresso.com/blog/facebook-ad-placement-improve-conversions/#:~:text=You%20choose%20your%20placements%20at,on%20how%20users%20experience%20them.>

Question: 2

Which metric indicates how efficiently a campaign achieved its ad objectives?

- A. Cost
- B. Spend
- C. Cost Per Result
- D. Results

Answer: C

Explanation:

Question: 3

An advertiser is launching a new brand and wants to increase brand recognition
How should the advertiser design their ads?

- A. Use ads that require sound on
- B. Introduce brand in the first 3s
- C. Use only static images for easier recall
- D. Introduce brand in the last 3s

Answer: A

Explanation:

Question: 4

Where can an advertiser create a campaign?

- A. Facebook profile
- B. Messenger
- C. Business manager
- D. Ads Manager

Answer: D

Explanation:

Question: 5

Where can people see a boosted post?

- A. Audience Network
- B. WhatsApp
- C. Messenger
- D. Instagram

Answer: A

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