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Exam ： **100-101**

Title ： Meta Certified Digital
Marketing Associate

Version ： DEMO

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

2.A business recently delivered an ad campaign with the Brand Awareness objective on the Facebook App

Which metric within Ads Manager will help the business determine the success of the campaign?

A. Amount spent

B. Cost per click

C. Reach

D. Estimated Ad Recall Lift Rate

Answer: C

3.A business selects Engagement as its campaign objective.

Which action would the business want its customers to take?

A. Like a post

B. Visit its website

C. Remember an ad

D. Make a purchase

Answer: A

4.An ad on the Facebook App is initially approved startsto be delivered, and then gets.As approved.

What could be a reason for this disapproval?

A. High negative feedback

B. Low bid amount

C. The payment method expires

D. Narrow targeting settings

Answer: A

5.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