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Exam : **200-101**

Title : Facebook Certified Marketing Science Professional

Version : DEMO

1.An online retailer knows their incremental effect from Facebook ads from their previous Conversion Lift test. They want an always-on attribution solution that allows them to allocate its budget across publishers on an ongoing basis. The challenge is identifying a model that is as close to their true business value as possible.

Which Attribution model should the retailer choose?
A. Positional 30%
B. Even credit
C. Positional 40%
D. Time decay
Answer: D

2.An ecommerce brand runs a multi-cell Conversion Lift test. The brand needs to determine if bidding in the Facebook auction based on user value calculated from its LTV model versus demographic targeting improves performance by 10%. The p-value for the test is calculated as p = 0.95.
How should the analyst interpret bidding based on user value?
A. It cannot be concluded that 95% of the performance increase is due to bidding based on user value.
B. It cannot be concluded that 10% of the performance increase is due to bidding based on user value.
C. Ten percent of the performance increase is due to bidding based on user value.
D. Bidding based on user value is responsible for 95% of the performance increase.
Answer: B

3.An advertiser recently ran a month-long campaign on a new media platform. This campaign targeted customers who had purchased from the advertiser in the past year. Of the 10 million customers targeted, 3 million were reached. The average frequency for the campaign was three impressions over the month. The advertiser spent $100,000 on this media buy.
After the campaign, an analyst from the media platform noticed that customers who received six or more impressions were twice as likely to purchase than those who received three or fewer impressions. To increase the number of users who receive six or more impressions, the analyst recommends that the advertiser double their spend. The goal is to increase the frequency from three to six in order to drive a significant increase in incremental return on ad spend.

What primary concern should the advertiser's in-house measurement team have about this conclusion?
A. The demographic makeup of the groups that received <=3 and >=6 impressions are different
B. This is an observational finding rather than an experimental finding
C. This is a new platform, so the results must be validated multiple times before changing strategy
D. The campaign was not long enough to capture adequate data
Answer: C

4.A startup ecommerce company is beginning to run media campaigns to increase sales. It is having trouble taking action from its media campaigns because of the high number of KPIs it is considering when analyzing results.
The startup company has been in the growth phase, so the focus has been on increasing the number of people who see ads for their products on Facebook. As the company grows, the focus is shifting towards generating sales. For its Facebook campaigns, the business is considering incremental purchases, incremental reach, CPMs, website visits, clicks and impressions.
Which metric should be prioritized to support the company's new Facebook marketing strategy?
A. Website visits
B. Incremental purchases
C. Incremental reach
D. Click-through rate
Answer: D

5.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: AC