



Exam Preparation

Meta Certified Digital Marketing

Associate

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Which feature is only available to business profiles on Instagram?

- a. Access to the music library in stories
 - b. Tagging other accounts in posts
 - c. Insights about followers and post-performance
 - d. The ability to make your profile private.
2. What Information is needed to create a lookalike audience?
- a. Source audience.
 - b. Interests
 - c. Demographics
 - d. Core audience.
3. A brand IS launching a campaign to promote its end of year sale. The goal is to maximize website purchases at the lowest possible cost. Which metric should be used to measure success?
- a. Cost per lead
 - b. Cost per landing page view
 - c. Cost per conversion
 - d. Cost per link click.
4. What is defined as the number of people who saw ads at least once?
- a. Reach
 - b. Impressions
 - c. Clicks
 - d. Frequency
5. An advertiser wants to run a campaign to sell more goods online. Which metric should the advertiser use to measure success?
- a. App Installs
 - b. Website purchases
 - c. Leads
 - d. Clicks
6. Which two budget options can be selected in Ads Manager? (Choose 2)
- a. Lifetime budget
 - b. Monthly budget
 - c. Weekly budget
 - d. Daily budget
7. What are two possible outcomes of violating ad policies on Facebook? (Choose 2)
- a. Disable associated Pages.
 - b. Disable existing ads.
 - c. Restrict the ability to run old ads.
 - d. Restrict the ability to run old Pages.
8. Which two ad placements are available on Audience Network? (Choose two)
- a. Reels

- b. Stories
 - c. Rewarded videos
 - d. Interstitials
9. At which level in Ads Manager can an advertiser create a target audience?
- a. Ad
 - b. Campaign
 - c. Ad Set
 - d. Product Set
10. How many currencies are allowed in an ad account?
- a. 1
 - b. 3
 - c. 5
 - d. 10
11. A company wants to notify women ages 18 to 35 of an upcoming sale using Facebook, What should the company do?
- a. Promote an ad.
 - b. Write a Page Post
 - c. Send a message.
 - d. Create a group.
12. What is the most accurate description of the Meta Conversion API?
- a. A piece of code for a website that allows measuring, optimizing, and building audiences for ad campaigns.
 - b. A direct connection to an advertiser's server to optimize ad targeting, decrease CPA and measure results.
 - c. A series of standard and custom events tracked through a base code installed on an advertiser's website.
 - d. A way to track app login and events by integrating SDK to the mobile app.
13. Which platform allows connection with family and friends while discovering new connections using features like Groups, Watch and Marketplace?
- a. Instagram
 - b. WhatsApp
 - c. Messenger
 - d. Facebook app
14. An advertiser initially creates an Engagement objective campaign and optimizes for landing page views. The advertiser then decides to increase the budget. Which change might the advertiser observe when using the estimated daily results tool?
- a. Estimated reach increases.
 - b. Estimated impressions increase.
 - c. Estimated conversions decrease.
 - d. Estimated clicks decrease.

15. Which feature IS available only for an Instagram business account to help businesses understand performance?

- a. Stories
- b. Direct messages
- c. Insights
- d. Comments

16. What IS the most effective way to make a brand recognizable when creating video content for mobile devices?

- a. Convey the brand message by optimizing for sound on
- b. Introduce the brand and message into the story within the first three seconds.
- c. Convey brand messaging by optimizing for sound off.
- d. Introduce the brand and message into the story within the final three seconds.

17. Refer to the exhibit.

CAMPAIGN NAME	REACH	IMPRESSIONS	COST PER CONVERSION	CONVERSION RATE
Campaign 1	10,000	9,000	\$5.00	10
Campaign 2	20,000	19,000	\$5.25	20
Campaign 3	30,000	29,000	\$5.50	30
Campaign 4	40,000	23,000	\$5.75	40

Which campaign was seen by the most people?

- a. Campaign 1
- b. Campaign 2
- c. Campaign 3
- d. Campaign 4

18. What is an advantage of creating videos from your images using the templates available in Ads Manager'?

- a. Moving content can be more eye catching and may Increase conversion.
- b. The templates provide AR functionality.
- c. The stickers available drive reach
- d. Moving content always increases impressions and reach.

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

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

- a. Advantage+ lookalike audience.
- b. Custom audience
- c. Interest-based targeting
- d. Targeting the past 30 days of website visitors

20. 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
21. A small clothing boutique recently launched their first e-commerce website. The marketing team needs to create a campaign to increase website visits among new audiences.
- Which campaign objective should they select?
- a. Awareness
 - b. Sales
 - c. Traffic
 - d. Leads
22. What causes campaign delivery Issues?
- a. Low-cost cap
 - b. Automatic placements
 - c. Large budget
 - d. Large audience
23. A brand plans to sell items on its website.
- Which two objectives could be used to accomplish this goal? (Choose 2)
- a. Traffic
 - b. App promotion
 - c. Leads
 - d. Sales
24. A new brand wants to run a campaign to find people who are most likely to remember their ad,
- Which ad objective should be used?
- a. Traffic
 - b. Engagement
 - c. Sales
 - d. Awareness
25. In the Engagement objective, which conversion location is available only after implementing the Meta Pixel?
- a. Website
 - b. App
 - c. On your ad
 - d. Facebook Page
26. Which two of the following do Page posts and ads have in common?) (Choose 2)
- a. Both are visible In the Facebook Feed
 - b. Both can be created With Messenger
 - c. Both can only be created on desktop.
 - d. Both can Include photos or videos.
27. Which two platforms should an advertiser use to create an online storefront where people can browse, explore, and buy products directly? (Choose two)

- a. Facebook
- b. WhatsApp
- c. Instagram
- d. Messenger

28. A new bakery is opening in the city and wants to let people know about the grand opening.

Which campaign Objective should the advertiser use?

- a. Leads
- b. Sales
- c. Awareness
- d. Engagement

29. Which two placement options are available in Messenger? (Choose two)

- a. Native banner
- b. Stones
- c. Sponsored messages
- d. Instant Articles

30. An advertiser wants their ads to cover the full mobile screen because they believe this will be engaging.

Which placement should they use?

- a. Instagram Explore
- b. Feed
- c. Facebook Marketplace
- d. Messenger Stones

31. Which is used to create an audience that has similar characteristics to their customers?

- a. New
- b. Lookalike
- c. Interest
- d. Custom

32. In which during ad creation can an advertiser select a Custom Audience?

- a. Campaign
- b. Ad set
- c. Ad
- d. Account overview.

33. Where can an Adman apply a spending limit for an ad account?

- a. Commerce Manager
- b. Meta Business Suite
- c. Ads Manager
- d. Events Manager

34. An advertiser wants to run their ads alongside other relevant product to reach people who are actively shopping.

Which placement should they use?

- a. Facebook Reels
 - b. Instagram Explore
 - c. Messenger Stories
 - d. Facebook Marketplace
35. Which placement IS available when an advertiser wants to boost a Page post?
- a. Facebook Feed
 - b. Messenger
 - c. Facebook Stories
 - d. Audience Network
36. At which level can placement delivery be selected within a campaign?
- a. Campaign Level
 - b. Ad Set Level
 - c. Ad Level
 - d. Ad Account Level
37. Which service allows a brand to place ads on thousands of mobile apps?
- a. Audience Network
 - b. Stories Ads
 - c. Facebook
 - d. Feed Ads
38. A small pet store wants to Increase online purchases during the holiday season.
Which campaign Objective should the advertiser choose to achieve their business goal?
- a. Awareness
 - b. Sales
 - c. Traffic
 - d. Engagement
39. Which two features are available at the Ad Set level? (Choose 2)
- a. Objective
 - b. Target Audience
 - c. Placements
 - d. Creative
40. What IS the mobile creative best practice for videos using sound?
- a. Don't use subtitles.
 - b. Design for sound off.
 - c. Use audio to convey key message.
 - d. Remove the audio completely.
41. Which tactic would increase the number of people reached per day by a campaign on Meta Platforms?
- a. Adjusting the campaign objective from Awareness to Sales
 - b. Adding additional audience targeting constraints
 - c. Changing placements from Automatic to Feed only.
 - d. Raising daily budgets by 10% at the ad set level.

42. A home Improvement store has been successfully using a carousel ad on Facebook and wants to adapt it to a Fullscreen format that captures complete attention of their audience. The ad should showcase a Video to allowing customers to swipe through carousels and explore lifestyle Images With tagged products.
Which solution should this business select?
- a. Video
 - b. Slideshow
 - c. Instant Experience
 - d. Single image
43. A fashion retailer wants to increase their customer database but does not have the Meta Pixel implemented on their website.
Which objective should an advertiser use?
- a. Engagement Objective optimized on the lead event.
 - b. Leads Objective optimized for Instant Forms
 - c. Leads objective optimized for conversion.
 - d. Awareness objective optimized on reach.
44. Which two practices lead to ad disapproval? (Choose two)
- a. Using a "Shop Now" call to action button
 - b. Adding a video play button on a still ad image
 - c. Using a landing page that reflects the ad content.
 - d. Placing popup ads on the landing page
45. Where can people see a boosted post?
- a. Instagram
 - b. WhatsApp
 - c. Messenger
 - d. Audience Network
46. How many Facebook Pages can be connected to an Instagram business profile?
- a. 4
 - b. 3
 - c. 2
 - d. 1
47. Which two options does an advertiser choose when creating a lookalike audience in a chosen location? (Choose 2)
- a. Interests
 - b. Source audience.
 - c. Demographics
 - d. Audience size
48. What can an advertiser achieve with daily budgets?
- a. Create at the ad level.
 - b. Set an average daily spend over the course of a week.
 - c. Guarantee daily spend at the set budget.

d. Schedule specific budgets by day of week