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Facebook 100-101

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QUESTION NO: 1

What is an advantage of using the slideshow format when designing an ad for mobile?

- A. It uses 3D animation
- B. It works well in areas with limited connectivity
- C. It is the most interactive ad format
- D. It always puts the brand first

ANSWER: B

QUESTION NO: 2

What can public figures, businesses, brands, organizations and nonprofits create on Facebook to establish a presence and connect with an audience?

- A. Event
- B. Profile
- C. Page
- D. Group

ANSWER: C

QUESTION NO: 3

Which two ad placement options are available on Instagram? Choose all that apply.

- A. Stories
- B. Right column
- C. Marketplace
- D. Feed

ANSWER: A D

QUESTION NO: 4

In which two ways can a business broadly engage with its audience through a Facebook Page? (Choose 2)

- A. By creating an event
- B. By posting a job
- C. By using direct messaging
- D. By creating a group

ANSWER: A D

QUESTION NO: 5

Which two targeting features are available at the Ad Set level? (Choose 2)

- A. Placements
- B. Optimizations
- C. Bid Strategy
- D. Target Audience

ANSWER: A D

QUESTION NO: 6

What are two key features of WhatsApp? (Choose 2)

- A. End-to-end encryption
- B. Ad placements
- C. Business details
- D. Free messaging and video calls

ANSWER: C D

QUESTION NO: 7

A window washing company delivers a campaign to generate sign-ups for its email marketing

Which metric should the company use to evaluate the success of the campaign?

- A. Leads
- B. Conversions

- C. Traffic
- D. Clicks

ANSWER: A

QUESTION NO: 8

What should a brand use to ensure consistent delivery to the target audience?

- A. Reach and Frequency
- B. Brand Awareness
- C. Conversion
- D. Auction

ANSWER: B

QUESTION NO: 9

Which settings can be selected at the campaign level when creating ads for the Facebook App?

- A. Campaign objective A/B test campaign budget optimization
- B. A/B test, campaign budget optimization placement
- C. Creative, campaign objective, A/B test
- D. Targeting placement creative

ANSWER: A

QUESTION NO: 10

Which two options does an advertiser choose when creating a Lookalike Audience? (Choose 2)

- A. Source audience
- B. Demographics
- C. Audience size
- D. Interests

ANSWER: A C