

Latest Version: 6.0

Question: 1

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: 2

What can a boosted post help an advertiser achieve?

- A. Review actions on the business website
- B. Measure the number of purchases on the business website
- C. Have their message appear on the top of people's news feeds
- D. Increase engagement on Page content
- E. Obtain in-depth reporting that includes cost per purchase

Answer: D

Question: 3

What is the first step required to establish a business presence on Facebook?

- A. Create an ad
- B. Create a page
- C. Create an event
- D. Create a post
- E. Pay to set up your business account

Answer: B

Question: 4

Which Facebook roles are able to manage an ad account? (Choose all that apply)

- A. Administrator
- B. Analyst
- C. Viewer
- D. Advertiser

Answer: A, D

Question: 5

Which type of budget in Ads Manager lets you control how much money you spend on each ad set?

- A. Campaign Budget Optimization
- B. Ad Set budget
- C. Lifetime Budget
- D. Campaign budget

Answer: B