

# 200-101 Actual Questions Are Enough to Become Facebook Blueprint Certified

To be successful in the Facebook Blueprint 200-101 certification exam, one needs many necessities, hard work, and a lot of practice. The necessities to clear **Marketing Science Professional 200-101** certification exam include organized study material, strategic planning, proper guidance, time management skills, support, and necessary information regarding the nature and the content of the exam, syllabus, practicing material, and many others. All of these are required to prepare for **CertsFire Facebook Blueprint 200-101 Exam Questions** and clear it on the first attempt. Such are the requirements for passing the Facebook Certified Marketing Science Professional 200-101 certification exam on the first try.

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The image is a promotional banner for CertsFire. On the left, there is a white box with an orange top-right corner containing the text "BIG SALE" in large blue letters, "UPTO 25% OFF" in smaller blue letters, and "USE COUPON CODE SAVE25" in orange. Below this is a red "TRY NOW" button and the website "WWW.CERTSFIRE.COM". On the right, a circular graphic shows a stack of books and a PDF icon, with a red banner at the bottom that says "BUNDLE PACK". The books are labeled "WEB PR", "PRE SO", and "PDF QUESTIONS & ANSWERS". The CertsFire logo is visible at the top of the stack.

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### Question No. 1

An analyst calculates data averages (norms) of more than 2,500 brand lift tests in the industry, then compares it to recent campaign results:

- \* Campaign delivered Ad recall lift +8.3pt (the norm Ad Recall is 9.0pt with a standard deviation of 0.6pt)
- \* Campaign delivered Message Association +7.1pt (the norm for Message Association is 7.8pt with a standard deviation of 0.8pt)
- \* Campaign delivered Favorability +6.3pt (the norm for Favorability is 4.0pt with a standard deviation of 1.1pt)
- \* Campaign delivered Purchase Intent +5.9pt (the norm for Purchase Intent is 5.3pt with a standard deviation of 0.5pt)

Which conclusion should the analyst make based on this data?

- **A.** Campaign ad recall is significantly worse than the norm above 95% confidence
- **B.** Campaign purchase intent is significantly better than the norm above 95% confidence
- **C.** Campaign favorability is significantly better than the norm above 95% confidence
- **D.** Campaign message association is significantly worse than the norm above 95% confidence

**Answer: B**

### Question No. 2

A longitudinal data set is missing values.

Which approach should be used to minimize bias in a forecast considering it is a small sample?

- **A.** Linear interpolation
- **B.** Pairwise deletion
- **C.** Winsorization
- **D.** Dropping variables with missing values

**Answer: A**

### Question No. 3

An analyst working for a financial services company is reviewing Facebook campaign results to assess how many new credit card signups can be attributed to its Facebook campaign. The analyst is comparing attributed results in Facebook Ads Manager with those in Google Analytics and needs to explain why these are different.

What are two key differences between the platforms that can provide a reasonable explanation for this outcome? (Choose 2)

- **A.** Google data includes impressions, conversions and clicks
- **B.** Facebook data includes visits, conversions and clicks
- **C.** Different platforms tend to attribute more conversions to its own platforms
- **D.** Different platforms may be using different attribution models
- **E.** Different platforms have access to different data

**Answer:** C, D

**Question No. 4**

A beverage brand plans to launch a World Cup campaign to generate awareness across digital, TV and print. It recently ran a marketing mix model to determine the performance of this campaign. The analysis proved that the campaign resulted in a lift in sales. Due to the high cost of World Cup ads, the ROI was \$0.15, which is below their historical norms for campaigns.

How should the analysis help contextualize the results?

- **A.** Advertised across too many channels
- **B.** Based on viewership of the World Cup, CPMs are particularly high
- **C.** Awareness campaigns are not designed to drive conversions
- **D.** The campaign was contaminated by TV advertising

**Answer:** A

**Question No. 5**

A retail brand needs to increase purchases. The brand has video content that was designed for a cross-screen experience on TV and Facebook. The brand launches its campaign in 30-second and 60-second TV spots and then launches 6- and 15-second mobile-friendly videos with captions. The brand runs a Facebook multi-cell Conversion Lift test to compare the effectiveness of the two mobile videos:

\* Cell A: 50% of campaign budget, optimized for purchase event, 6-second video

\* Cell B: 50% of campaign budget, optimized for purchase event, 15-second video

At the end of the campaign, Cell A yields a 4-point lift with a p-value = 0.4. Cell B yields a 2.6-point lift with a p-value = 0.05

Which recommendation should be made to increase future purchases?

- **A.** Change the campaign objective to Catalog Sales
- **B.** Change the campaign objective to Video Views
- **C.** Allocate more campaign budget toward the 6-second video
- **D.** Allocate more campaign budget toward the 15-second video

**Answer:** B

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