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**Exam : 100-101**

**Title : Meta Certified Digital  
Marketing Associate**

**Version : DEMO**

1.What is a valid reason that an ad would be rejected by Facebook?

- A. An image within the ad was relevant to its message
- B. Lead ads were used to receive email, first name and phone number
- C. The ad contained sexually suggestive images.
- D. The link to the landing pages included content that was relevant to the ad

**Answer: C**

2.A business recently delivered an ad campaign with the Brand Awareness objective on the Facebook App

Which metric within Ads Manager will help the business determine the success of the campaign?

- A. Amount spent
- B. Cost per click
- C. Reach
- D. Estimated Ad Recall Lift Rate

**Answer: C**

3.A business selects Engagement as its campaign objective.

Which action would the business want its customers to take?

- A. Like a post
- B. Visit its website
- C. Remember an ad
- D. Make a purchase

**Answer: A**

4.An ad on the Facebook App is initially approved startsto be delivered, and then gets.As approved.

What could be a reason for this disapproval?

- A. High negative feedback
- B. Low bid amount
- C. The payment method expires
- D. Narrow targeting settings

**Answer: A**

5.What are the benefits of Facebook pixel? (Choose all that apply)

- A. Helps advertisers reach the right people
- B. Measures the results of an ad across devices
- C. Measures in-app activity
- D. Helps advertisers to create ad mock-ups

**Answer: A,B**