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QUESTION NO: 1

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: 2

A clothing retailer recently streamlined its online ordering process in an effort to drive more sales. A four-week broadly targeted digital campaign was launched across Facebook, YouTube, display and programmatic video to promote the recent changes. The client is interested in determining high-performing conversion paths to develop a sequencing strategy moving forward.

What measurement approach should be used to determine the success of the campaign?

A. Pre and post survey

B. Randomized control trial

C. Attribution

D. A/B test

ANSWER: A

QUESTION NO: 3

An analyst is interested on comparing two audiences: men, ages 25-34 and men, ages 3544. The brand wants to know if the older male customers spend more money on average than the younger male customers. The analyst collected random

samples of 250 older customers and 220 younger customers and analyzed their shopping baskets. On average, younger men spend $102.23, and older men spend $86.46. Additional statistics are shown below.

Summary statistics for two samples		
	Sales (Men aged 25-34)	Sales (Men aged 35-44)
Sample sizes	250	220
Sample average	102.23	86.46
Sample STDEV	93.393	59.695
Test of difference=0		
Sample average difference		15.77
Pooled STDEV		79.466
SE of difference		23.23
t-test statistic		0.678863539
p-value		0.501

Which conclusion should the analyst make based on this data?

A. Using a 90% level of confidence, there is insufficient evidence for the analyst to conclude that there is any difference between younger and older customers.

B. Using a 10% level of confidence, there is sufficient evidence for the analyst to conclude that younger customers on average spend more than older male customers.

C. Using a 10% level of confidence, there is insufficient evidence for the analyst to conclude that there is any difference between younger and older customers.

D. Using a 90% level of confidence, there is sufficient evidence for the analyst to conclude that younger customers on average spend more than older male customers.

ANSWER: A

QUESTION NO: 4

A marketing analyst wants to understand the relationship between campaign frequency and additional return on ad spend (ROAS) across 150 CPG Facebook campaigns. The analyst has the following information on these campaigns: reach, frequency, duration, budget, product category, buying strategies, and outcomes like additional sales and ROAS. The analyst suspects that campaign frequency is related to other campaign characteristics and is planning to run the following statistical model:

ROAS Lift = bO + b1.reach + b2.frequency + b3.duration + b4.budget + b5.product category + b6.buying strategy

What two additional statistical analysis are required to test the analyst's hypothesis?

(Choose 2)

A. Correlation matrix of campaign frequency and other predictors of ROAS Lift

B. Logistic regression including all relevant campaign characteristics

C. Simple linear regression of frequency and ROAS Lift

D. Multiple linear regression including non-linear and interaction terms

ANSWER: A D

QUESTION NO: 5

An advertiser is running a campaign on a new advertising platform where they will spend $100,000 over the course of four weeks with the goal of driving incremental purchases. The campaign targets men, ages 18-34 and does not hold out any users from seeing the advertiser's ads. Typically, the advertising platform sees that campaigns at this spend level reach about 75% of the target audience. The analytics team at the advertising platform recommends measuring the effect of the campaign by measuring the conversions driven by all users who saw an ad versus all users who did not see an ad.

What is the primary limitation of this approach?

A. It can end up with different sample sizes, making the test and control group uncomparable

B. It can introduce a degree of imbalance across the test and control groups

C. It is not possible to calculate the statistical significance of this test

D. It does not control for unobservable effects impacting the test group

ANSWER: C

QUESTION NO: 6

A charity organization is in the process of allocating advertising budget to cross-publisher video campaigns. In order to assess which platform is generating the highest return or aci spend, it reviews results in Facebook Attribution, using an even-credit model for crosspublisher campaigns arc the data-driven attribution model for its Facebook campaigns.

In addition to this, the charity ran a multi-cell Brand Lift test to test different creative messaging with a custom audience based on website visitors who did NOT sign up to donate or receive regular emails.

Which two KPIs should be used to provide meaningful insights? (Choose 2)

A. Value of donations attributed to each campaign

B. Average video-view duration for each campaign

C. Average reach per campaign

D. Number of sign-ups attributed to each campaign

E. Number of impressions attributed to each campaign

ANSWER: A E

QUESTION NO: 7

An advertiser wants to know whether campaign strategy A had significantly different performance than campaign strategy B in terms of additional sales. The campaigns both ran at the same time against mutually exclusive portions of the advertiser's customer base.

What is the null hypothesis of the test design?

A. Sales Lift A = 0, Sales Lift B < 0

B. Sales Lift A = Sales Lift B

C. Sales Lift A >= Sales Lift B

D. Sales Lift A > 0, Sales Lift B = 0

ANSWER: C

QUESTION NO: 8

A food delivery company launches a campaign to attract new subscribers. An advertiser creates two types of video ads: educational and promotional.

The educational video ads focus on increasing people's awareness of the brand. The video ads reach an audience of people, ages 18-50. Previous purchasers and active subscribers are excluded. The ads are also delivered to a Lookalike Audience based on current customers.

The promotional video ads include promotional codes that encourage new subscriptions and are delivered to people who engaged with the earlier ads. The advertiser launches the ads a few weeks before operating in new markets so the company can develop a pool of customers who are ready to receive the product when operations start.

Which metric should be the primary KPI to determine the causal effectiveness of the Facebook ad campaign?

A. Brand awareness lift

B. Number of incremental subscriptions

C. Number of total subscriptions

D. Brand favorability lift

ANSWER: C

QUESTION NO: 9

A start-up ecommerce brand that sells pet products wants to test campaign structure. It would like to determine if it should have separate ad sets targeting different pet interest groups or consolidate all interest groups into one ad set.

The brand sets up a multi-cell Conversion Lift test for one month. At the end of the test, no results are available to review, due to insufficient statistical power.

Which two approaches should the analyst recommend? (Choose 2)

A. Run a campaign-level A/B test instead

B. Run a multi-cell Conversion Lift with fewer interest groups

C. Run a multi-cell Conversion Lift test with an increased holdout percentage

D. Review campaign results in Ads Manager instead

ANSWER: A C