Question: 1

An online retailer knows their incremental effect from Facebook ads from their previous Conversion Lift test. They want an always-on attribution solution that allows them to allocate its budget across publishers on an ongoing basis. The challenge is identifying a model that is as close to their true business value as possible.
Refer to the following results:

Which Attribution model should the retailer choose?

A. Positional 30%
B. Even credit
C. Positional 40%
D. Time decay

Answer: D

Question: 2

An ecommerce brand runs a multi-cell Conversion Lift test. The brand needs to determine if bidding in the Facebook auction based on user value calculated from its LTV model versus demographic targeting improves performance by 10%. The p-value for the test is calculated as p = 0.95.
How should the analyst interpret bidding based on user value?

A. It cannot be concluded that 95% of the performance increase is due to bidding based on user value.
B. It cannot be concluded that 10% of the performance increase is due to bidding based on user value.
C. Ten percent of the performance increase is due to bidding based on user value.
D. Bidding based on user value is responsible for 95% of the performance increase.

Answer: B

Question: 3

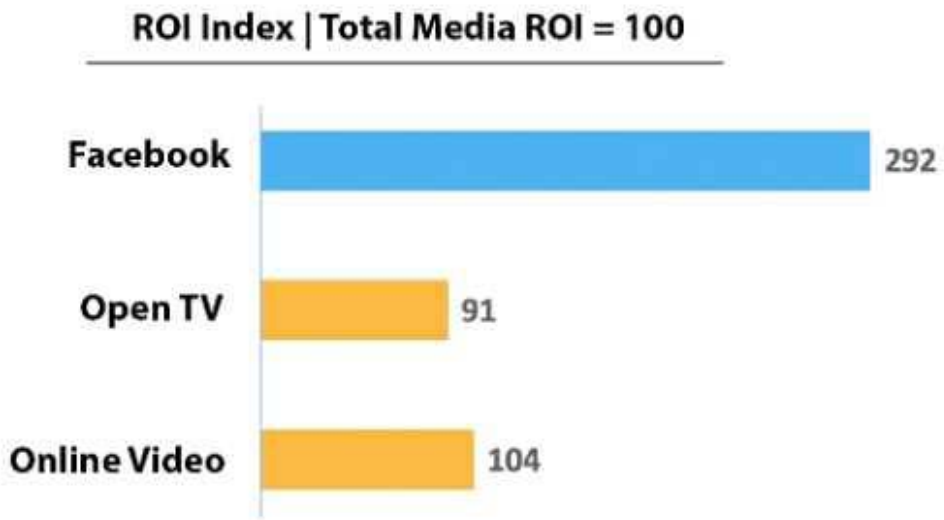
An advertiser recently ran a month-long campaign on a new media platform. This campaign targeted customers who had purchased from the advertiser in the past year. Of the 10 million customers targeted,
3 million were reached. The average frequency for the campaign was three impressions over the month. The advertiser spent $100,000 on this media buy.
After the campaign, an analyst from the media platform noticed that customers who received six or more impressions were twice as likely to purchase than those who received three or fewer impressions. To increase the number of users who receive six or more impressions, the analyst recommends that the advertiser double their spend. The goal is to increase the frequency from three to six in order to drive a significant increase in incremental return on ad spend.
What primary concern should the advertiser's in-house measurement team have about this conclusion?

A. The demographic makeup of the groups that received <=3 and >=6 impressions are different
B. This is an observational finding rather than an experimental finding
C. This is a new platform, so the results must be validated multiple times before changing strategy
D. The campaign was not long enough to capture adequate data

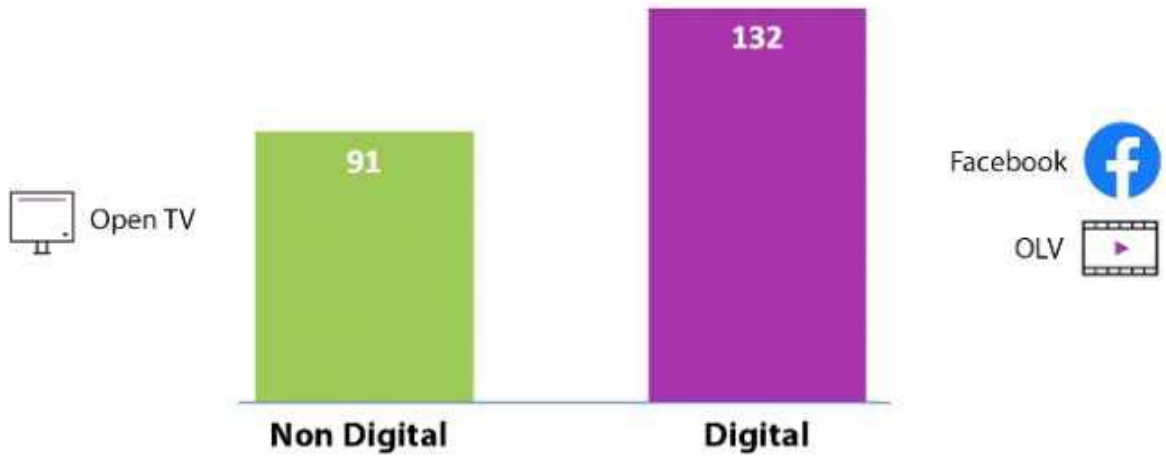
Answer: C

Question: 4

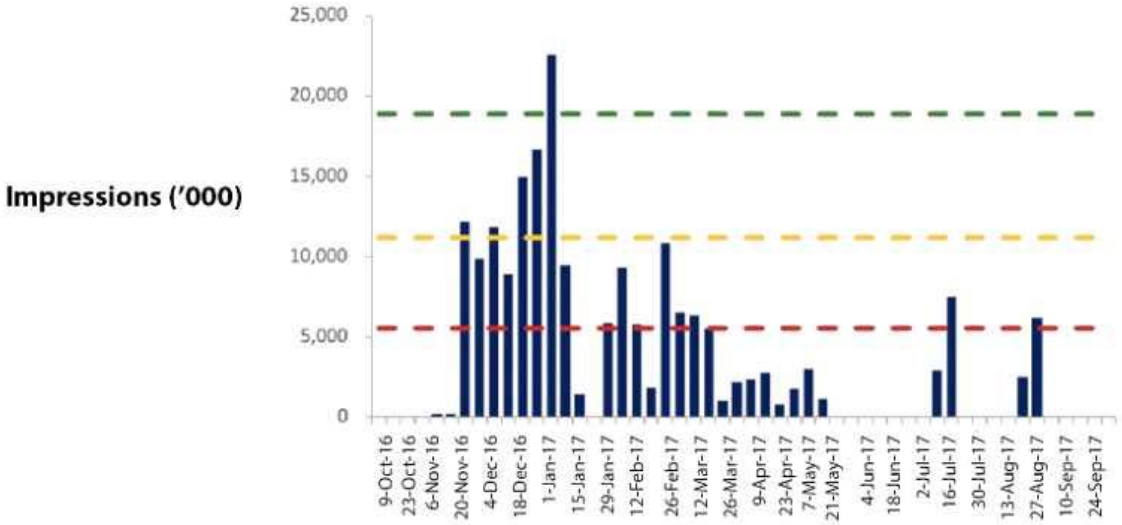
A CPG advertiser wants to determine how much ROI is provided by Facebook compared to other channels, like TV and online publishers. The advertiser runs a digita deep dive marketing mix modeling. Refer to information from the test:

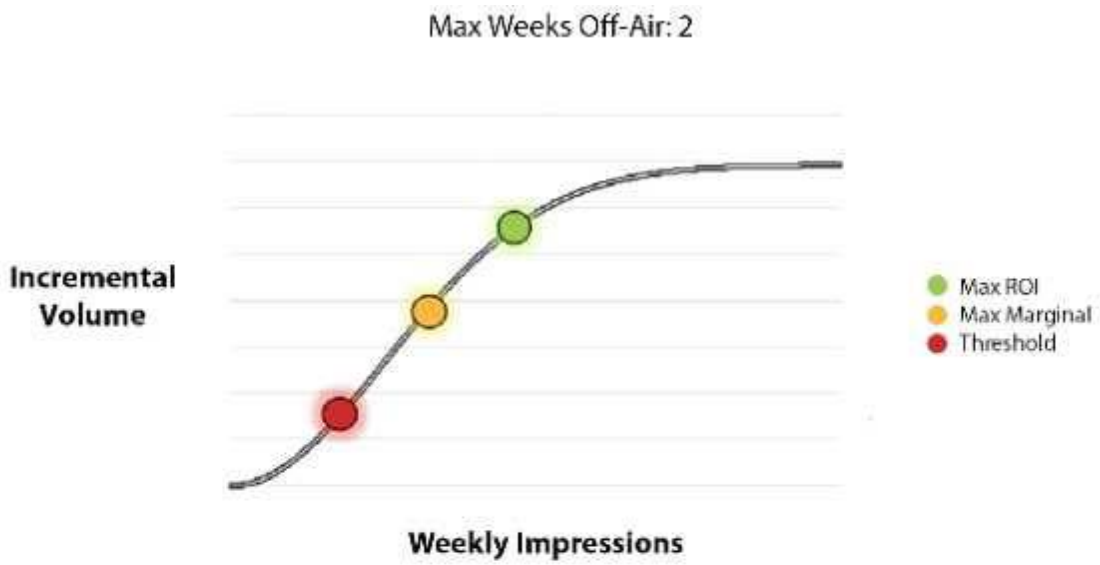


Digital vs Non-Digital ROI| Total Media ROI = 100



Total Facebook Average Weekly Impressions: 6,097,749





Points	Weekly Impressions
Max ROI	18,892,266
Max Marginal	11,163,611
Min Threshold	5,581,806

A. Using the charts, what should an analyst recommend regarding Facebook?
B. Keep media execution on Facebook between the minimum and max marginal threshold
C. Maintain media execution on Facebook as usual
D. Increase media execution on Facebook above the max ROI threshold

Answer: B

Question: 5

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: AC