

Meta Certified Creative Strategy Professional Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. Which of the following is NOT an advanced shopping feature?**
 - A. Checkout on Instagram**
 - B. Ads with product tags**
 - C. Product launches**
 - D. Multi-advertiser ads**

- 2. Which two questions should you consider when creating your Messenger experience with a partner?**
 - A. Do you plan to automate your conversation, reply to people or do both? Do you have an in-house developer, or do you need a third-party partner?**
 - B. Do you have an in-house developer, or do you need a third-party partner?**
 - C. Do you plan to run ads? Do you plan to run posts?**
 - D. Do you want to collect emails? Do you want to require login?**

- 3. What is the purpose of using a seed audience to create a lookalike audience?**
 - A. To seed lookalikes optimized for reach to find people who could be interested but haven't connected**
 - B. To only target existing customers**
 - C. To limit to one location**
 - D. To exclude new users**

- 4. Which practice is most likely to reveal causal effects of creative changes on campaign outcomes?**
 - A. Relying on social sentiment**
 - B. Manual estimation without controls**
 - C. Using only impressions**
 - D. A/B Testing**

- 5. Which statement describes how Advantage lookalike expands reach?**
 - A. It targets only current customers**
 - B. It delivers to similar audiences but only within defined lookalike**
 - C. It serves ads to people outside the defined lookalike audience who may be interested**
 - D. It has no effect on reach**

- 6. What step immediately follows 'Ad review (automated and human review)' in the ad review steps?**
- A. Ad is approved or rejected**
 - B. Create an ad and place an order**
 - C. Ad is published**
 - D. Ad goes live**
- 7. Which statement is NOT listed as a way to spend marketing dollars efficiently?**
- A. Understand how people interact with their business.**
 - B. Increase ad frequency beyond needs.**
 - C. Reach people with the right product at the right time.**
 - D. Create seamless online transactions.**
- 8. Which placement is focused on increasing ThruPlay?**
- A. Feed**
 - B. Stories**
 - C. In-stream video**
 - D. Messages**
- 9. In a mobile video campaign aimed at brand awareness, what should be considered in the first frames?**
- A. Include a clear call to action from the first few frames onward**
 - B. Design video to be viewed with sound off instead of with sound on.**
 - C. Create a video that focuses on the brand in the first few frames**
 - D. Use text overlays instead of an action button**
- 10. Which option is not one of Meta's six ad objectives?**
- A. Brand loyalty**
 - B. Awareness**
 - C. Traffic**
 - D. Sales**

Answers

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1. D
2. A
3. A
4. D
5. C
6. A
7. B
8. C
9. C
10. A

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Explanations

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1. Which of the following is NOT an advanced shopping feature?

- A. Checkout on Instagram**
- B. Ads with product tags**
- C. Product launches**
- D. Multi-advertiser ads**

Advanced shopping features are tools that connect your product catalog directly with shoppers and streamline the buying experience inside Meta platforms. Checkout on Instagram is an in-app checkout option, making it possible for customers to complete a purchase without leaving the app. Ads with product tags pull product details from your catalog into ads, letting users see price and tap to view or buy. Product launches support promoting new items with shoppable formats, helping drive immediate interest and purchases around new releases. Multi-advertiser ads, on the other hand, aren't a catalog-driven shopping feature. They're a general ad format that can involve multiple brands in one unit, but they don't provide the built-in catalog tagging, checkout, or product-launch capabilities that define advanced shopping features. So the option that isn't an advanced shopping feature is multi-advertiser ads.

2. Which two questions should you consider when creating your Messenger experience with a partner?

- A. Do you plan to automate your conversation, reply to people or do both? Do you have an in-house developer, or do you need a third-party partner?**
- B. Do you have an in-house developer, or do you need a third-party partner?**
- C. Do you plan to run ads? Do you plan to run posts?**
- D. Do you want to collect emails? Do you want to require login?**

When you're building a Messenger experience with a partner, you need to decide how the interaction will be handled and who will build it. The best approach asks: will the conversations be automated, human-driven, or a mix of both? and do you have an in-house developer or will you rely on a third-party partner to implement and manage the integration? These two questions set the technical and collaboration framework: one determines the flow and capabilities (bot automation versus human responses and how they blend), and the other clarifies who will design, build, and maintain the solution. Together, they identify both the operating model for the Messenger experience and the practical resources needed to execute it, which is why this pairing is the most informative and actionable. The other options focus on promotion (ads or posts) or data collection/login concerns, which don't directly address how you'll construct and support the Messenger experience with a partner.

3. What is the purpose of using a seed audience to create a lookalike audience?

- A. To seed lookalikes optimized for reach to find people who could be interested but haven't connected**
- B. To only target existing customers**
- C. To limit to one location**
- D. To exclude new users**

Using a seed audience to create a lookalike audience relies on the idea that people who resemble your existing high-value group are more likely to behave similarly. The seed acts as the benchmark data; the platform analyzes attributes and signals from that group—such as demographics, interests, and past actions—and then finds others who share those patterns but haven't engaged yet. The goal is to scale reach by discovering new potential customers who are likely to be interested, based on the seed's profile. This is why the best answer is about seeding lookalikes optimized for reach to find people who could be interested but haven't connected. Targeting only existing customers doesn't use lookalikes to expand beyond the current audience; limiting to one location isn't inherent and excludes scale; excluding new users contradicts the purpose of discovering new potential customers.

4. Which practice is most likely to reveal causal effects of creative changes on campaign outcomes?

- A. Relying on social sentiment**
- B. Manual estimation without controls**
- C. Using only impressions**
- D. A/B Testing**

To determine whether a change in creative causes a difference in campaign outcomes, use A/B testing because it isolates the effect of that change. By randomly assigning audiences to two variants—one with the original creative and one with the new creative—you create comparable groups so differences in outcomes (like clicks, conversions, or revenue) are attributable to the creative itself, not to who saw the ad or other shifting factors. Statistical analysis then shows whether the observed difference is likely due to chance, giving a clear causal estimate and a confidence interval. This approach also provides a counterfactual: what would have happened if the new creative hadn't run. Relying on social sentiment yields correlations with many confounders, manual estimation without controls is biased, and using only impressions measures exposure without linking it to outcomes, so none can reliably reveal causal effects of the creative change.

5. Which statement describes how Advantage lookalike expands reach?
- A. It targets only current customers
 - B. It delivers to similar audiences but only within defined lookalike
 - C. It serves ads to people outside the defined lookalike audience who may be interested**
 - D. It has no effect on reach

Advantage lookalike grows reach by letting ads be shown to people who aren't in your defined lookalike audience but are still likely to be interested because they resemble your best customers. The system uses signals from your source audience to find additional users with similar behaviors and intent, extending beyond the exact lookalike group to scale reach while staying relevant. This is why it's the best choice: it actively expands who can see the ads, rather than limiting delivery to a fixed subset.

6. What step immediately follows 'Ad review (automated and human review)' in the ad review steps?
- A. Ad is approved or rejected**
 - B. Create an ad and place an order
 - C. Ad is published
 - D. Ad goes live

The step after ad review ends with a clear approval decision. Once automated and human checks are done, the system determines whether the ad meets policies and quality standards. The immediate outcome is that the ad is approved or rejected. If it's approved, the ad can be published and start running (go live). If it's rejected, you'll need to adjust the ad to address the issues and resubmit for another review.

7. Which statement is NOT listed as a way to spend marketing dollars efficiently?
- A. Understand how people interact with their business.
 - B. Increase ad frequency beyond needs.**
 - C. Reach people with the right product at the right time.
 - D. Create seamless online transactions.

Spending marketing dollars efficiently hinges on relevance, timing, and reducing friction in the customer journey. When you understand how people interact with your business, you can tailor messages, choose the right channels, and allocate budget where it moves the needle. Reaching the right people with the right product at the right time ensures your ads align with intent and context, boosting the likelihood of conversion and delivering better ROI. Creating seamless online transactions removes barriers in the buying process, so more of the spend translates into completed purchases rather than abandoned carts. The statement about increasing ad frequency beyond what's needed doesn't fit with efficient spending. Simply cranking up frequency often leads to ad fatigue, wasted impressions, and diminishing returns, without improving relevance or outcomes.

8. Which placement is focused on increasing ThruPlay?

- A. Feed
- B. Stories
- C. In-stream video**
- D. Messages

ThruPlay is about how much of a video ad viewers actually watch—the measure rewards longer, more complete views (watching to the end or at least 15 seconds, depending on the video length). To boost this metric, you want placements where the ad is treated as a video experience that can be watched in full within another video, rather than as a quick, standalone social post. In-stream video placements fit that scenario best because the ad is inserted inside video content, encouraging viewers to watch more of the ad and reach the 15-second threshold or completion. Feed and Stories are more focused on short-form engagement and other objectives, and Messages isn't a video placement at all, so they're not optimized for increasing ThruPlay.

9. In a mobile video campaign aimed at brand awareness, what should be considered in the first frames?

- A. Include a clear call to action from the first few frames onward
- B. Design video to be viewed with sound off instead of with sound on.
- C. Create a video that focuses on the brand in the first few frames**
- D. Use text overlays instead of an action button

For brand awareness campaigns on mobile video, the opening frames should establish the brand immediately. When viewers scroll through feeds on small screens, you have only a moment to grab attention and convey who you are. Focusing on the brand in the first few frames—showing the logo, brand colors, typography, and a quick cue to what the brand stands for—helps viewers recognize and remember the brand from the very start. This early brand reveal sets the stage for recall as the video unfolds, which is the primary goal of awareness campaigns. Delaying brand identity in favor of a call to action or heavy text overlays can dilute the immediate recognition you're trying to build. Even though sound and on-screen text have their roles, the core objective here is clarity of who the brand is right away, so the audience can attach the message to the recognizable identity from frames one onward.

10. Which option is not one of Meta's six ad objectives?

A. Brand loyalty

B. Awareness

C. Traffic

D. Sales

Meta's ad objectives are framed around specific actions you want people to take, tied to stages of the customer journey (awareness, consideration, conversion). Brand loyalty isn't a distinct campaign objective you optimize for; it's a long-term outcome or relationship metric that results from many interactions over time, not a single optimizable event in an ad campaign. The choices that are real objectives align with measurable actions: building recognition (awareness), driving people to a site (traffic), or prompting a purchase or other conversion (sales). So, brand loyalty isn't one of the standard objective options, making it the best choice for what isn't an objective.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://metacreativestratprofessional.examzify.com>

We wish you the very best on your exam journey. You've got this!

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