

This badge was issued to [Mateusz Szynalewski](#) on January 14, 2022  
Expires on January 14, 2023

Verify



**Type:** Certification

**Level:** Advanced

[Additional Details](#)

## Meta Certified Media Buying Professional

Issued by [Meta](#)

Meta Certification is a credentialing program for digital advertising professionals who demonstrate advanced proficiency in Meta marketing. The Meta Certified Media Buying Professional credential is awarded to digital advertising professionals who are proficient in the skills, tools, advertising policies and best practices required to buy ads on the Facebook app, Instagram and Messenger.

### Skills

Ad Campaign Optimization

Advertising Management

Advertising Objectives

Digital Advertising

Digital Media Buying

Direct Response Marketing

Facebook

Facebook Auction

Facebook Pixel


Instagram

Marketing Consultants

Media Buying

Social Media Marketing

### Earning Criteria

 [410-101: Meta Certified Media Buying Professional. This exam measures advanced-level competency in managing, creating and purchasing ads, ad buying types, improving performance and delivery via the ad auction, troubleshooting ad issues, mapping ad formats to advertising objectives, audience targeting, reporting, mapping KPIs to buying objectives, understanding and testing the Meta pixel, SDK, offline conversions and campaign measurement.](#)

- ∞ Maintain your credentials on an annual basis by completing activities that qualify for recertification, such as retaking the current version of the Meta Certified Media Buying Professional exam.