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QUESTION 1

In Multi-Channel Funnel Reports, conversions and ecommerce transactions are attributed to the last campaign, search, or ad that referred the user.

- A. False
- B. True

Correct Answer: A

QUESTION 2

Which of these is NOT a benefit of using segments in your data analysis?

- A. You can analyze users by single or multi-session conditions
- B. You can isolate and analyze specific conversion paths using conversion segments
- C. You can compare behavior metrics for groups of users like Converters vs non Converters
- D. You can permanently modify the data in your view

Correct Answer: D

QUESTION 3

Which report can compare metrics based on user acquisition date over a series of weeks?

- A. User Explorer report
- B. Users Flow report
- C. Cohort Analysis report
- D. Active Users report

Correct Answer: C

QUESTION 4

When will the Analytics tracking code send an event hit to Google Analytics?



- A. Every time a user performs an action with event tracking implemented
- B. Every time a user makes a reservation
- C. Every time a user adds an event to their calendar
- D. Every time a user performs an action with pageview tracking implemented

Correct Answer: A

QUESTION 5

Custom Reports will NOT let you do what?

- A. Create report with Custom Metrics
- B. Use multiple dimensions together in the same report
- C. Pair metrics and dimensions of different scopes
- D. Use a Custom Dimension as a primary dimension

Correct Answer: C

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