GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

Which report helps identify which browsers may have had problems with your website?

A. The Active Users report

B. The New vs Returning report

C. The Source/Medium report

D. The Browser and OS report

Correct Answer: D

QUESTION 2

Which campaigns require you to add manual tags to destination URLs for tracking?

A. AdWords and email campaigns

B. Email campaigns

C. AdWords campaigns

D. None of the above

Correct Answer: B

QUESTION 3

By default, when does an Analytics session expire?

A. When a user opens another browser window

B. When a user is inactive on your website for more than 30 minutes

C. At noon every day

D. After 30 minutes, regardless of user activity on your website

Correct Answer: B

QUESTION 4

You may apply a new Custom Channel Group retroactively to organize data that has been previously collected.

A. False

B. True

Correct Answer: B

QUESTION 5

Which of these represents the hierarchical structure of a Google Analytics account?

A. Account > View > Property

B. Account > Property > View

C. Property > Account > View

D. View > Account > Property

Correct Answer: B

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