



# GOOGLE-ANALYTICS<sup>Q&As</sup>

Google Analytics Individual Qualification (IQ)

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#### QUESTION 1

Which of these CANNOT be collected by the default Analytics tracking code?

- A. Browser language setting
- B. User's favorite website
- C. Device and operating system
- D. Page visits

Correct Answer: B

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#### QUESTION 2

What is a "secondary dimension" in Google Analytics?

- A. A visualization that allows you to understand the impact of your data.
- B. An additional widget you can add to a dashboard for more specific analysis.
- C. An additional dimension you can add to a report for more specific analysis.
- D. An additional metric you can add to a report for more specific analysis.

Correct Answer: C

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#### QUESTION 3

Smart Goals are created automatically by Google's machine-learning algorithms.

- A. True
- B. False

Correct Answer: A

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#### QUESTION 4

If the Google Merchandise Store sets up a URL goal of "/ordercomplete" and a Match Type of "Begins with", which of the following pages on [www.googlemerchandisestore.com](http://www.googlemerchandisestore.com) will NOT count as a goal?



A. /ordercomplete/thank\_you.html

B. /ordercomplete.php

C. /order/complete.php

D. /ordercomplete/index.html

Correct Answer: C

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#### QUESTION 5

Which reports require you to activate Advertising Features?

A. Demographics and Interests reports

B. Cohort Analysis reports

C. Geo reports

D. Real-time reports

Correct Answer: A

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