GOOGLE-ANALYTICS^Q&As

Google Analytics Individual Qualification (IQ)

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QUESTION 1

Which of the following criteria could NOT be used for a Dynamic Remarketing audience?

A. Users who viewed your homepage

B. Users who viewed a search result page on your website

C. Users who returned an item they purchased

D. Users who viewed product detail pages

Correct Answer: C

QUESTION 2

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

QUESTION 3

Which filter would apply if you only wanted to include data from a campaign titled "Back to School" in Campaign reports?

A. Custom Search and Replace filter with field "Campaign Name", string "back to school", and pattern "include"

B. Custom Include filter with field "Page Title" and pattern "back to school"

C. Custom Include filter with field "Campaign Name" and pattern "back to school"

D. Predefined Include filter with "traffic to the hostname" "that are equal to" "back to school"

Correct Answer: C

QUESTION 4

Which reports show websites that send traffic to your pages?

A. Demographics

B. All Traffic

C. Behavior

D. Geo

Correct Answer: B

QUESTION 5

What is the set of rules that determines how sales and conversions get attributed based on touch-points in the conversion path?

A. Attribution modeling

B. Conversion tracking

C. Multi-Channel Funnels

D. Channel Groupings

Correct Answer: A

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