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QUESTION 1

If you want to track users and sessions across multiple domains, what must you set up?

- A. Cross-domain tracking
- B. AdWords Linking
- C. Ad Exchange Linking
- D. Data Import

Correct Answer: A

QUESTION 2

If a user watches a video with event tracking three times in a single session, Analytics will count how many Unique Events?

- A. 2
- B. 0
- C. 1
- D. 3

Correct Answer: C

QUESTION 3

Which report indicates the last page users viewed before leaving your website?

- A. All Pages report
- B. Landing Pages report
- C. Exit Pages report
- D. Pages report

Correct Answer: C



QUESTION 4

Which reports can show you how website referrals, organic search, and ad campaigns assisted in the conversion process?

- A. Acquisition reports
- B. Goals reports
- C. Multi-Channel Funnel reports
- D. Ecommerce reports

Correct Answer: C

QUESTION 5

By default, which of these is NOT considered a "source" in Google Analytics?

- A. email
- B. (direct)
- C. googlemerchandisestore.com
- D. google

Correct Answer: A

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