



GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

By default, Google Analytics can only collect behavioral data from web-connected systems.

- A. True
- B. False

Correct Answer: A

QUESTION 2

Google Analytics filters are applied in the order in which they are set in your view.

- A. False
- B. True

Correct Answer: B

QUESTION 3

By default, which of these traffic source dimensions does Google Analytics capture for each user that visits your website?

- A. Source, Medium, Campaign, and Ad Content
- B. Campaign and Medium
- C. Campaign and Ad Content
- D. Source and Medium

Correct Answer: D

QUESTION 4

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

QUESTION 5

Metrics cannot be paired with dimensions of the same scope.

A. True

B. False

Correct Answer: B

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