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QUESTION 1

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 2

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

QUESTION 3

Which type of Custom Report shows a static sortable table with rows of data?

- A. Pivot Table
- B. Map Overlay
- C. Flat Table
- D. Explorer

Correct Answer: C

QUESTION 4



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

A. False

B. True

Correct Answer: B

QUESTION 5

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

A. True

B. False

Correct Answer: A

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