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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

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

- A. True
- B. False

Correct Answer: A

QUESTION 3

Custom Reports will NOT let you do what?

- A. Create report with Custom Metrics
- B. Use multiple dimensions together in the same report
- C. Pair metrics and dimensions of different scopes
- D. Use a Custom Dimension as a primary dimension

Correct Answer: C

QUESTION 4

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

QUESTION 5

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

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