GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

To recognize users across different devices, what feature must you enable?

A. Audience Definitions

B. Attribution Models

C. User ID

D. AdWords Linking

Correct Answer: C

QUESTION 2

Which report indicates the pages of your website where users first arrived?

A. Location report

B. Pages report

C. All Pages report

D. Landing Pages report

Correct Answer: D

QUESTION 3

Which report shows a visual representation of user interactions on your website?

A. Landing Pages report

B. Behavior Flow report

C. Content Drilldown report

D. Treemaps report

Correct Answer: B

QUESTION 4

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

A. organic

B. cpc

C. referral

D. google

Correct Answer: D

QUESTION 5

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

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