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QUESTION 1

Which report shows users who initiated sessions over 1-day, 7-day, 14-day, and 30-day periods?

- A. Active Users report
- B. Users Flow report
- C. User Explorer report
- D. Cohort Analysis report

Correct Answer: A

QUESTION 2

Sharing a Custom Report will share the data in that report.

- A. False
- B. True

Correct Answer: A

QUESTION 3

Which report demonstrates how well specific parts of your website performed?

- A. Content Drilldown report
- B. Frequency and Recency report
- C. Location report
- D. Top Events report

Correct Answer: A

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

Which of these are required for Multi-Channel Funnels?

- A. In-page Analytics
- B. Advertising Features
- C. Custom Dimensions
- D. Goals or Ecommerce

Correct Answer: D

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