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QUESTION 1

Which tags does Google Analytics recommend to accurately track campaigns?

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

Correct Answer: C

QUESTION 2

What would you set up to collect how many comments users posted to a webpage on your site?

- A. Custom Channel Groupings
- B. Custom Metric
- C. Calculated Metric
- D. Custom Dimension

Correct Answer: B

QUESTION 3

If a filter excludes data from a view, that data can never be recovered for that view.

- A. True
- B. False

Correct Answer: A

QUESTION 4

If you wanted to track what search terms customers used to find products on your website, what would you set up?

- A. Search filters



B. Enhanced Ecommerce

C. Data Import

D. Site Search

Correct Answer: D

QUESTION 5

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

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