



# GOOGLE-ANALYTICS<sup>Q&As</sup>

Google Analytics Individual Qualification (IQ)

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#### QUESTION 1

By default, which of these are NOT Remarketing audiences that you can define?

- A. Users who played a video on your website
- B. Users who visited a specific page on your website
- C. Users who visited your physical store
- D. Users who speak a particular language

Correct Answer: C

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#### QUESTION 2

Which report helps you understand which kinds of mobile devices were used to visit your website?

- A. Mobile > Devices report
- B. All Traffic > Source/Medium report
- C. Site Content > Landing Page report
- D. Technology > Network report

Correct Answer: A

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#### QUESTION 3

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

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#### QUESTION 4



Which of these is NOT a benefit of using segments in your data analysis?

- A. You can analyze users by single or multi-session conditions
- B. You can isolate and analyze specific conversion paths using conversion segments
- C. You can compare behavior metrics for groups of users like Converters vs non Converters
- D. You can permanently modify the data in your view

Correct Answer: D

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#### QUESTION 5

Which reports show websites that send traffic to your pages?

- A. Demographics
- B. All Traffic
- C. Behavior
- D. Geo

Correct Answer: B

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#### QUESTION 6

To collect how many times users downloaded a product catalog, what would you set up?

- A. Event Tracking
- B. Custom Report
- C. Calculated Metrics
- D. Custom Dimension

Correct Answer: A

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#### QUESTION 7

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

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#### QUESTION 8

Which campaigns require you to add manual tags to destination URLs for tracking?

- A. AdWords and email campaigns
- B. Email campaigns
- C. AdWords campaigns
- D. None of the above

Correct Answer: B

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#### QUESTION 9

Auto-tagging is used to collect data from which kinds of traffic?

- A. Website referral traffic
- B. Search engine traffic other than Google
- C. Social media traffic
- D. AdWords Campaign traffic

Correct Answer: D

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#### QUESTION 10

If the Google Merchandise Store sets up a URL goal of "/ordercomplete" and a Match Type of "Begins with", which of the following pages on [www.googlemerchandisestore.com](http://www.googlemerchandisestore.com) will NOT count as a goal?

- A. /ordercomplete/thank\_you.html
- B. /ordercomplete.php



C. /order/complete.php

D. /ordercomplete/index.html

Correct Answer: C

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#### QUESTION 11

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

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#### QUESTION 12

Which of these could NOT be tracked using Goals in Google Analytics?

A. Customer's lifetime value

B. Signing up for a newsletter

C. Making a purchase

D. Watching a video

Correct Answer: A

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#### QUESTION 13

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

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#### QUESTION 14

If a user visits the home page of a website with a video embedded and leaves without clicking on anything, Google Analytics will count this session as a bounce.

A. True

B. False

Correct Answer: A

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#### QUESTION 15

What will happen if a user clears the Analytics cookie from their browser?

A. Analytics will set a new unique ID the next time a browser loads a tracked page

B. All of the above

C. Analytics will set a new browser cookie the next time a browser loads a tracked page

D. Analytics will not be able to associate user behavior data with past data collected

Correct Answer: B

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