

## Google Analytics.exam.36q

Number: Google Analytics

Passing Score: 800

Time Limit: 120 min



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**Google Analytics Individual Qualification Assessment Exam**

## Exam A

### QUESTION 1

Custom Dimensions can be used as which of the following?

- A. Primary dimensions in Custom Reports
- B. Secondary dimensions in Standard reports
- C. All of the above
- D. Secondary dimensions in Custom Reports

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### QUESTION 2

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



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- 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

**Section: (none)**

**Explanation**

**Explanation/Reference:**

### **QUESTION 3**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**



### **QUESTION 4**

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**

**Section: (none)**

**Explanation**

**Explanation/Reference:**

### **QUESTION 5**

You may apply a new Custom Channel Group retroactively to organize data that has been previously collected.

- A. False
- B. True

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 6**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**



#### **QUESTION 7**

Which report can compare metrics based on user acquisition date over a series of weeks?

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

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 8**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 9**

By default, Google Analytics can only collect behavioral data from web-connected systems.



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- A. True
- B. False

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 10**

To send data from a web-connected device like a point-of-sale system to Google Analytics, what would you use?

- A. Data Import
- B. The Measurement Protocol
- C. Browser cookies
- D. The Networking Protocol

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 11**

Filters let you include, exclude, or modify the data you collect in a view.

- A. False
- B. True



**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 12**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### **QUESTION 13**

Which of these can you NOT share using The Solutions Gallery?

- A. Segments
- B. Custom reports
- C. Custom Dimensions
- D. Goals

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**



### **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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

### **QUESTION 15**

Which reports show websites that send traffic to your pages?

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

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 16**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 17**

Segments are applied before sampling in reports.

- A. False
- B. True

**Correct Answer:** A

**Section:** (none)

**Explanation**



**Explanation/Reference:**

**QUESTION 18**

Which type of Custom Report shows a static sortable table with rows of data?

- A. Pivot Table
- B. Map Overlay
- C. Flat Table
- D. Explorer

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 19**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 20**

What is required for User ID to track users across different devices?

- A. A new Analytics account for reporting
- B. Google Tag Manager
- C. Sign-in that generates and sets unique IDs

D. All of the above

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 21

By default, which of these traffic source dimensions does Google Analytics capture for each user that visits your website?



A. Source, Medium, Campaign, and Ad Content

B. Campaign and Medium

C. Campaign and Ad Content

D. Source and Medium

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 22

Which data table display compares report metrics to the website average?

A. Percentage

- B. Performance
- C. Comparison
- D. Pivot

**Correct Answer:** C

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 23**

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

- A. True
- B. False

**Correct Answer:** A

**Section:** (none)

**Explanation**



**Explanation/Reference:**

#### **QUESTION 24**

Which of these represents the hierarchical structure of a Google Analytics account?

- A. Account > View > Property
- B. Account > Property > View
- C. Property > Account > ViewD. View > Account > Property

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 25**

In Multi-Channel Funnel Reports, conversions and ecommerce transactions are attributed to the last campaign, search, or ad that referred the user.

- A. False
- B. True

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 26**

Metrics cannot be paired with dimensions of the same scope.

- A. True
- B. False

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**



#### **QUESTION 27**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 28**

By default, when does an Analytics session expire?

- A. When a user opens another browser window
- B. When a user is inactive on your website for more than 30 minutes
- C. At noon every day
- D. After 30 minutes, regardless of user activity on your website

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 29

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### QUESTION 30

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 31**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 32**

Which of these can be imported to define a remarketing audience?

- A. Custom Segment
- B. Custom Report
- C. Custom Dimension
- D. Custom Metric

**Correct Answer:** A

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 33**

What type of data does Google Analytics prohibit you from collecting?

- A. Product SKU(s)
- B. Purchase amount
- C. Billing city
- D. Personally identifiable information

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**

#### **QUESTION 34**

Google Analytics filters are applied in the order in which they are set in your view.

- A. False
- B. True

**Correct Answer:** B

**Section:** (none)

**Explanation**

**Explanation/Reference:**



#### **QUESTION 35**

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

**Section:** (none)

**Explanation**

**Explanation/Reference:**

**QUESTION 36**

What URL tag does AdWords add to the destination URL using autotagging?

- A. urlid=
- B. adid=
- C. utm=
- D. gclid=

**Correct Answer:** D

**Section:** (none)

**Explanation**

**Explanation/Reference:**



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