

Google Analytics.exam.33q

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 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

Section: (none)

Explanation

Explanation/Reference:



QUESTION 7

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



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- A. Event Tracking

- B. Custom Report
- C. Calculated Metrics
- D. Custom Dimension

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
QUESTION 8

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

- A. True
- B. False

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:



QUESTION 9

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 10

Which of the following criteria could NOT be used for a Dynamic Remarketing audience?

- A. Users who viewed your homepage
- B. Users who viewed a search result page on your website
- C. Users who returned an item they purchased
- D. Users who viewed product detail pages

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 12

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 13

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 14

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 15

Segments are applied before sampling in reports.

- A. False
- B. True

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 16

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 17

Which of these CANNOT be collected by the default Analytics tracking code?



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- 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 18

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 19

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

- A. organic
- B. cpc
- C. referral
- D. google

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 20

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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 21

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

- A. True
- B. False



Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 22

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 23

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 24

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 25

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 26

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

Section: (none)

Explanation

Explanation/Reference:



QUESTION 27

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



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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

Section: (none)

Explanation

Explanation/Reference:

QUESTION 28

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 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

Section: (none)

Explanation

Explanation/Reference:



QUESTION 29

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 30

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 31

When will the Analytics tracking code send an event hit to Google Analytics?

- A. Every time a user performs an action with event tracking implemented
- B. Every time a user makes a reservation
- C. Every time a user adds an event to their calendar
- D. Every time a user performs an action with pageview tracking implemented

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 32

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 33

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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