

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

Which report indicates the last page users viewed before leaving your website?

- A. All Pages report
- B. Landing Pages report
- C. Exit Pages report
- D. Pages report

Correct Answer: C

QUESTION 2

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

QUESTION 3

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

QUESTION 4

What is a “secondary dimension” in Google Analytics?

- A. A visualization that allows you to understand the impact of your data.
- B. An additional widget you can add to a dashboard for more specific analysis.
- C. An additional dimension you can add to a report for more specific analysis.
- D. An additional metric you can add to a report for more specific analysis.

Correct Answer: C

QUESTION 5

What four parameters can you include with an event hit for reporting?

- A. Event, Category, Action, Label
- B. Category, Action, Label, Unique Events
- C. Category, Action, Label, Value
- D. Category, Action, Label, Total Events

Correct Answer: C

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