GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

By default, when will Google Analytics NOT be able to identify sessions from the same user?

A. When the sessions happen in the same browser on the same day

B. When the sessions happen in different browsers on the same device

C. When the sessions happen in the same browser on the same device

D. When the sessions share the same browser cookie

Correct Answer: B

QUESTION 2

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

A. False

B. True

Correct Answer: B

QUESTION 3

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

QUESTION 4

You can only apply a Custom Dimension to data that was collected after you created the dimension.

A. False

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B. True

Correct Answer: A

QUESTION 5

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

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