

GOOGLE-ANALYTICS^{Q&As}

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QUESTION 1

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

QUESTION 2

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

QUESTION 3

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

QUESTION 4

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

QUESTION 5

Sharing a Custom Report will share the data in that report.

- A. False
- B. True

Correct Answer: A

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