

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

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

QUESTION 2

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

QUESTION 3

If you want to track users and sessions across multiple domains, what must you set up?

- A. Cross-domain tracking
- B. AdWords Linking
- C. Ad Exchange Linking
- D. Data Import

Correct Answer: A

QUESTION 4

What will happen if you install the same default tracking code on pages with different domains?

- A. Analytics will alert you about duplicate data collection
- B. Analytics will associate these users and sessions with their respective domains
- C. Analytics will associate these users and sessions with a single domain
- D. Analytics will not associate these users and sessions with any domain

Correct Answer: B

QUESTION 5

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

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