

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

Which reports require you to activate Advertising Features?

- A. Demographics and Interests reports
- B. Cohort Analysis reports
- C. Geo reports
- D. Real-time reports

Correct Answer: A

QUESTION 2

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

QUESTION 3

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

- A. False
- B. True

Correct Answer: B

QUESTION 4

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

QUESTION 5

What feature would you set up to collect company-specific data such as Member Status?

- A. Custom Dimension
- B. Custom Metric
- C. Custom Filter
- D. Event Tracking

Correct Answer: A

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