

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

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

- A. False
- B. True

Correct Answer: A

QUESTION 2

Filters let you include, exclude, or modify the data you collect in a view.

- A. False
- B. True

Correct Answer: B

QUESTION 3

Which report shows a visual representation of user interactions on your website?

- A. Landing Pages report
- B. Behavior Flow report
- C. Content Drilldown report
- D. Treemaps report

Correct Answer: B

QUESTION 4

Metrics cannot be paired with dimensions of the same scope.

- A. True
- B. False

Correct Answer: B

QUESTION 5

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 6

What will happen if a user clears the Analytics cookie from their browser?

- A. Analytics will set a new unique ID the next time a browser loads a tracked page
- B. All of the above
- C. Analytics will set a new browser cookie the next time a browser loads a tracked page
- D. Analytics will not be able to associate user behavior data with past data collected

Correct Answer: B

QUESTION 7

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

- A. False
- B. True

Correct Answer: B

QUESTION 8

Which reports can show you how website referrals, organic search, and ad campaigns assisted in the conversion

process?

- A. Acquisition reports
- B. Goals reports
- C. Multi-Channel Funnel reports
- D. Ecommerce reports

Correct Answer: C

QUESTION 9

Which of these can you NOT share using The Solutions Gallery?

- A. Segments
- B. Custom reports
- C. Custom Dimensions
- D. Goals

Correct Answer: C

QUESTION 10

What is required for User ID to track users across different devices?

- A. A new Analytics account for reporting
- B. Google Tag Manager
- C. Sign-in that generates and sets unique IDs
- D. All of the above

Correct Answer: C

QUESTION 11

To send data from a web-connected device like a point-of-sale system to Google Analytics, what would you use?

- A. Data Import

- B. The Measurement Protocol
- C. Browser cookies
- D. The Networking Protocol

Correct Answer: B

QUESTION 12

What URL tag does AdWords add to the destination URL using autotagging?

- A. urlid=
- B. adid=
- C. utm=
- D. gclid=

Correct Answer: D

QUESTION 13

Smart Goals are created automatically by Google's machine-learning algorithms.

- A. True
- B. False

Correct Answer: A

QUESTION 14

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

QUESTION 15

Which data table display compares report metrics to the website average?

- A. Percentage
- B. Performance
- C. Comparison
- D. Pivot

Correct Answer: C

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