



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

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 3

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 4



If a user visits the home page of a website with a video embedded and leaves without clicking on anything, Google Analytics will count this session as a bounce.

A. True

B. False

Correct Answer: A

QUESTION 5

Which report indicates the last page users viewed before leaving your website?

A. All Pages report

B. Landing Pages report

C. Exit Pages report

D. Pages report

Correct Answer: C

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