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Google Analytics Individual Qualification (IQ)

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QUESTION 1

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 2

Metrics cannot be paired with dimensions of the same scope.

A. True

B. False

Correct Answer: B

QUESTION 3

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 4

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 5

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

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