



# GOOGLE-ANALYTICS<sup>Q&As</sup>

Google Analytics Individual Qualification (IQ)

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### QUESTION 1

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

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### QUESTION 2

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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### QUESTION 3

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

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### QUESTION 4



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

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#### QUESTION 5

What would you set up to collect how many comments users posted to a webpage on your site?

- A. Custom Channel Groupings
- B. Custom Metric
- C. Calculated Metric
- D. Custom Dimension

Correct Answer: B

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