



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

Google Analytics Individual Qualification (IQ)

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#### QUESTION 1

Which reports show websites that send traffic to your pages?

- A. Demographics
- B. All Traffic
- C. Behavior
- D. Geo

Correct Answer: B

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#### QUESTION 2

Custom Reports will NOT let you do what?

- A. Create report with Custom Metrics
- B. Use multiple dimensions together in the same report
- C. Pair metrics and dimensions of different scopes
- D. Use a Custom Dimension as a primary dimension

Correct Answer: C

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#### QUESTION 3

If a filter excludes data from a view, that data can never be recovered for that view.

- A. True
- B. False

Correct Answer: A

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#### QUESTION 4

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

- A. Segments



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

Correct Answer: C

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#### QUESTION 5

What is the set of rules that determines how sales and conversions get attributed based on touch-points in the conversion path?

- A. Attribution modeling
- B. Conversion tracking
- C. Multi-Channel Funnels
- D. Channel Groupings

Correct Answer: A

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