



GOOGLE-ANALYTICS^{Q&As}

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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

Which report can compare metrics based on user acquisition date over a series of weeks?

A. User Explorer report

B. Users Flow report

C. Cohort Analysis report

D. Active Users report

Correct Answer: C

QUESTION 3

Assigning a value to a Google Analytics Goal allows you to do which of the following?

A. Track actual revenue from your conversions

B. Analyze the conversion funnel on your website

C. Compare goal conversions and measure changes and improvements to your site

D. Track real-time revenue for your business

Correct Answer: C

QUESTION 4

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 5

To collect how many times users downloaded a product catalog, what would you set up?

- A. Event Tracking
- B. Custom Report
- C. Calculated Metrics
- D. Custom Dimension

Correct Answer: A

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