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QUESTION 1

By default, Google Analytics can only collect behavioral data from web-connected systems.

- A. True
- B. False

Correct Answer: A

QUESTION 2

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 3

By default, which of these traffic source dimensions does Google Analytics capture for each user that visits your website?

- A. Source, Medium, Campaign, and Ad Content
- B. Campaign and Medium
- C. Campaign and Ad Content
- D. Source and Medium

Correct Answer: D

QUESTION 4

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

QUESTION 5

Which report shows users who initiated sessions over 1-day, 7-day, 14-day, and 30-day periods?

- A. Active Users report
- B. Users Flow report
- C. User Explorer report
- D. Cohort Analysis report

Correct Answer: A

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