



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

Google Analytics Individual Qualification (IQ)

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### QUESTION 1

Which report indicates the last page users viewed before leaving your website?

- A. All Pages report
- B. Landing Pages report
- C. Exit Pages report
- D. Pages report

Correct Answer: C

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### QUESTION 2

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 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

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#### QUESTION 4

You may apply a new Custom Channel Group retroactively to organize data that has been previously collected.

A. False

B. True

Correct Answer: B

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#### QUESTION 5

How would you reduce the time it takes to compile reports in Google Analytics?

A. Remove any filters you have added to the view

B. Choose "Greater precision" in the sampling pulldown menu

C. Remove any Secondary Dimensions you have added to the report

D. Choose "Faster response" in the sampling pulldown menu

Correct Answer: D

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#### QUESTION 6

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 7

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

A. True

B. False



Correct Answer: A

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#### QUESTION 8

Which reports require you to activate Advertising Features?

- A. Demographics and Interests reports
- B. Cohort Analysis reports
- C. Geo reports
- D. Real-time reports

Correct Answer: A

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#### QUESTION 9

If a user visits the home page of a website with a video embedded and leaves without clicking on anything, Google Analytics will count this session as a bounce.

- A. True
- B. False

Correct Answer: A

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#### QUESTION 10

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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#### QUESTION 11

Which campaigns require you to add manual tags to destination URLs for tracking?

- A. AdWords and email campaigns
- B. Email campaigns
- C. AdWords campaigns
- D. None of the above

Correct Answer: B

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#### QUESTION 12

By default, which of these is NOT considered a “medium” in Google Analytics?

- A. organic
- B. cpc
- C. referral
- D. google

Correct Answer: D

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#### QUESTION 13

What will happen if you install the same default tracking code on pages with different domains?

- A. Analytics will alert you about duplicate data collection
- B. Analytics will associate these users and sessions with their respective domains
- C. Analytics will associate these users and sessions with a single domain
- D. Analytics will not associate these users and sessions with any domain

Correct Answer: B

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#### QUESTION 14

Which of these are required for Multi-Channel Funnels?



- A. In-page Analytics
- B. Advertising Features
- C. Custom Dimensions
- D. Goals or Ecommerce

Correct Answer: D

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#### QUESTION 15

Google Analytics filters are applied in the order in which they are set in your view.

- A. False
- B. True

Correct Answer: B

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