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Google Analytics Individual Qualification (IQ)

Google Google-Analytics

Version Demo

Total Demo Questions: 10

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QUESTION NO: 1

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

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

ANSWER: D

QUESTION NO: 2

Which report shows a visual representation of user interactions on your website?

- A. Landing Pages report
- B. Behavior Flow report
- C. Content Drilldown report
- D. Treemaps report

ANSWER: B

QUESTION NO: 3

Which of the following criteria could NOT be used for a Dynamic Remarketing audience?

- A. Users who viewed your homepage
- B. Users who viewed a search result page on your website
- C. Users who returned an item they purchased
- D. Users who viewed product detail pages

ANSWER: C

QUESTION NO: 4

Filters let you include, exclude, or modify the data you collect in a view.

- A. False
- B. True

ANSWER: B

QUESTION NO: 5

Which reports show websites that send traffic to your pages?

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

ANSWER: B

QUESTION NO: 6

When will the Analytics tracking code send an event hit to Google Analytics?

- A. Every time a user performs an action with event tracking implemented
- B. Every time a user makes a reservation
- C. Every time a user adds an event to their calendar
- D. Every time a user performs an action with pageview tracking implemented

ANSWER: A

QUESTION NO: 7

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

ANSWER: B

QUESTION NO: 8

Segments are applied before sampling in reports.

- A. False
- B. True

ANSWER: A

QUESTION NO: 9

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

- A. True
- B. False

ANSWER: A

QUESTION NO: 10

Which of these CANNOT be collected by the default Analytics tracking code?

- A. Browser language setting
- B. User's favorite website
- C. Device and operating system
- D. Page visits

ANSWER: B