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Google Analytics Individual Qualification (IQ)

Google Google-Analytics

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Topic Break Down

Topic	No. of Questions
Topic 1, Planning and Principles	1
Topic 2, Implementation and Data Collection	21
Topic 3, Configuration and Administration	30
Topic 4, Reporting and Analysis	38
Total	90

QUESTION NO: 1

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

ANSWER: A

Explanation:

True is correct. Merely embedding a video on a page does not, by itself, create an Analytics interaction or make the session engaged. Under the traditional Universal Analytics definition, a bounce is a single-page session in which no interaction hit is sent before the user leaves. Therefore, if the visitor loads the home page and exits without generating any tracked interaction, the session is counted as a bounce.

The key point is that Analytics measures the data it receives, not the visual presence of content on a page. A video can affect bounce measurement only when its implementation sends Analytics events or other interaction hits—for example, when a visitor starts the video and the configured tracking records that action. In the scenario stated, no click or tracked interaction occurs, so the visit remains a single-page, non-interaction session.

In Google Analytics 4, bounce rate is defined as the percentage of sessions that were not engaged sessions; a session can become engaged through criteria such as a conversion, multiple page or screen views, or sufficient engagement time. The stated immediate exit would ordinarily remain unengaged as well. See Google's documentation on bounce rate and engagement rate and engaged sessions in GA4.

QUESTION NO: 2

Which tags does Google Analytics recommend to accurately track campaigns?

A. Source, Content, and Term

B. Medium, Source, and Content

C. Medium, Source, and Campaign

D. Campaign, Content, and Term

ANSWER: C

Explanation:

Medium, Source, and Campaign is correct because these are the core campaign parameters Google Analytics recommends for identifying where traffic originated and how to classify a marketing effort. In tagged destination URLs, `utm_source` identifies the specific origin of the traffic, such as a newsletter, Google, or a partner site. `utm_medium` identifies the broader marketing medium, such as email, paid social, or CPC. `utm_campaign` identifies the particular promotion, product launch, sale, or other initiative being measured. Together, these values provide the fundamental attribution context needed to evaluate campaign acquisition and performance consistently in Google Analytics reports.

Google's URL builder documentation describes source, medium, and campaign as the required campaign parameters for manually tagged URLs. Using a consistent naming convention for these parameters helps keep campaign reporting understandable and prevents the same traffic source or initiative from being split across multiple values. Content and term can also add useful detail in appropriate situations, but source, medium, and campaign establish the recommended core campaign tracking structure. See Google Analytics: Create custom campaign URLs and Google Analytics: Dimensions and metrics.

QUESTION NO: 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

ANSWER: C

Explanation:

Multi-Channel Funnel reports are designed to reveal the sequence of marketing-channel interactions that occur before a user completes a conversion. Rather than assigning all credit only to the final interaction, these reports use conversion-path data to show how channels such as referral traffic, organic search, and paid advertising contributed as earlier assisting touchpoints. This makes them useful for understanding the full customer journey and for identifying channels that introduce or influence users even when those channels are not the final source immediately preceding conversion.

In Universal Analytics, the Multi-Channel Funnels reporting area included views such as Assisted Conversions, Top Conversion Paths, Time Lag, and Path Length. Assisted Conversions specifically quantifies conversions for which a channel appeared on the path but was not the final conversion interaction, directly addressing how referrals, organic search, and ad campaigns helped drive outcomes. Google's documentation describes Multi-Channel Funnels as reporting on the interactions across multiple channels that lead to conversions: About Multi-Channel Funnels. For the modern Google Analytics product, comparable cross-channel path analysis is available through attribution reporting and conversion paths: About attribution.

QUESTION NO: 4

What is the purpose of a Google Analytics data stream?

A. A source of data from a website or app

B. A filter that permanently removes collected events

C. A report containing acquisition metrics

D. A user-permission level within an account

ANSWER: A

Explanation:

A data stream is a source of data from a website or app that sends data to a Google Analytics property. This is correct because a Google Analytics 4 property can receive data through web, iOS app, and Android app data streams. Each stream contains the measurement configuration needed for its particular digital source, such as a web stream's Measurement ID.

Creating a data stream does not create a separate Analytics account or duplicate the property. Instead, it establishes how a specific website or app supplies event data to the property. Google describes data streams and their role in collection in its set up data collection documentation.

QUESTION NO: 5

To send data from a web-connected device like a point-of-sale system to Google Analytics, what would you use?

A. Data Import

B. The Measurement Protocol

C. Browser cookies

D. The Networking Protocol

ANSWER: B

Explanation:

The Measurement Protocol is the appropriate method for sending event data to Google Analytics from a web-connected device such as a point-of-sale system. It provides an HTTP-based interface that lets a server, application, or internet-connected device send events directly to a Google Analytics property, without requiring a web browser or the Google Analytics tag to run on that device. For example, a retailer can send a purchase event after a transaction is completed at a physical point of sale, associating it with the relevant user or client identifier when available. This supports a more complete view of customer activity by allowing offline or non-browser interactions to be represented in Analytics reporting alongside website and app events. Implementations must send requests to the Google Analytics Measurement Protocol endpoint using the required parameters, follow the applicable consent and privacy requirements, and validate requests during development. Google documents the protocol, including event collection and request requirements, at Google Analytics Measurement Protocol. For the broader implementation context and constraints, see Google Analytics Measurement Protocol overview.

QUESTION NO: 6

Custom Dimensions can be used as which of the following?

A. Primary dimensions in Custom Reports

B. Secondary dimensions in Standard reports

C. All of the above

D. Secondary dimensions in Custom Reports

ANSWER: C

Explanation:

All of the above is correct. In Universal Analytics reporting, a custom dimension is a user-defined attribute that is processed alongside Analytics data and can be selected in reports according to its configured scope and reporting availability. Custom dimensions can be used as primary dimensions when building Custom Reports, enabling an organization to organize report tables around a business-specific attribute, such as customer type or content category. They can also be selected as secondary dimensions, both when enhancing a Standard report and when adding further context to a Custom Report. This flexibility allows analysts to combine Google Analytics' built-in dimensions with organization-specific data for more meaningful segmentation and analysis. The custom dimension must have been created correctly, be active, and have collected data for the relevant reporting period; its scope also affects the types of data with which it can be meaningfully used. Google's Universal Analytics documentation describes custom dimensions as dimensions created to collect and analyze data that Analytics does not automatically track, while the Reporting API documentation identifies custom dimensions as available dimensions for reporting use. See Google Analytics Help: Custom dimensions and metrics and Google Analytics Reporting API dimensions and metrics reference.

QUESTION NO: 7

By default, when does an Analytics session expire?

A. When a user opens another browser window

B. When a user is inactive on your website for more than 30 minutes

C. At noon every day

D. After 30 minutes, regardless of user activity on your website

ANSWER: B

Explanation:

When a user is inactive on your website for more than 30 minutes is correct because Google Analytics uses a period of inactivity to determine the end of a session. Under the default session timeout setting, Analytics ends the current session after 30 minutes without engagement activity from the user. If the user resumes activity after that timeout, the subsequent activity is attributed to a new session. This session-based model helps Analytics organize interactions into meaningful visits, so metrics such as sessions, engagement, and traffic acquisition can be reported consistently. The timeout is a property setting in Google Analytics and can be adjusted when an organization has a different definition of a typical visit; however, the question asks for the default behavior. Google's documentation describes session timeout as the duration before an inactive user session ends and identifies the default timeout as 30 minutes. See Google Analytics: Adjust session timeout and Google Analytics: About sessions.

QUESTION NO: 8

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

ANSWER: A

Explanation:

Attribution modeling is correct because it is the practice of applying an attribution model: a defined set of rules that assigns credit for a conversion across the interactions in a user's path. A conversion path can include several touchpoints, such as a paid search ad, an organic search visit, a display campaign impression, and a direct return visit. Attribution modeling determines how conversion value or credit is distributed among those touchpoints, rather than treating every interaction as having identical influence.

In Google Analytics, attribution supports analysis of the contribution made by marketing channels and campaigns before a key event or conversion occurs. Depending on the selected model, credit can be assigned primarily to the final interaction, shared among interactions, or determined using data-driven methods that evaluate observed conversion paths. This makes attribution modeling central to evaluating marketing performance, allocating budget, and understanding the role channels play throughout the customer journey. Google's documentation describes attribution as the process of assigning credit for conversions to different ads, clicks, and interactions, and explains available attribution models and reporting behavior. See Google Analytics attribution overview and Google Analytics attribution models.

QUESTION NO: 9

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

Explanation:

Users who returned an item they purchased is the criterion that could not be used for a Dynamic Remarketing audience. Dynamic remarketing audiences are built around shoppers' observed on-site commerce behavior and the product

information supplied through the dynamic remarketing implementation. Google Analytics uses page and ecommerce context—such as the page type and product identifiers—to classify users for dynamic remarketing and enable ads featuring relevant products. Supported audience patterns include visits to the home page, search-result pages, and product-detail pages, because these interactions can be identified through the remarketing tag's page-type and product data. A product return is a post-purchase operational outcome rather than one of the standard dynamic remarketing page or ecommerce interaction categories used to construct these audiences. Although a business may record refund or return information in other systems, that information does not itself provide the supported dynamic remarketing audience criterion needed to classify a visitor based on the remarketing implementation. Google's dynamic remarketing guidance describes the required event and item data used to build audiences and personalize ads: Google Ads Help: Set up dynamic remarketing. Google Analytics documentation also describes ecommerce events and item data collection: Google Analytics ecommerce measurement.