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## Google Analytics Individual Qualification

Google Google-Analytics-Individual-Qualification

Version Demo

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## QUESTION NO: 1

What report shows the percent of site traffic that visited previously?

- A. New vs Returning report
- B. Frequency & Recency report
- C. Referrals report
- D. Sales Performance report

**ANSWER: A**

## QUESTION NO: 2

What data does Google Analytics prohibit collecting?

- A. Personally identifiable information
- B. Product SKU(s)
- C. Purchase amount
- D. Billing city

**ANSWER: A**

## QUESTION NO: 3

If the Google Merchandise Store sets up a URL goal of "/ordercomplete" and a Match Type of "Begins with", which of the following pages on [www.googlemerchandisestore.com](http://www.googlemerchandisestore.com) will NOT count as a goal?

- A. /ordercomplete/index.html
- B. /ordercomplete/thank\_you.html
- C. /ordercomplete.php
- D. /order/complete.php

**ANSWER: D**

## QUESTION NO: 4

To recognize users across different devices, what is required for User ID?

- A. Google Tag Manager
- B. Sign-in that generates and sets unique IDs
- C. A new Analytics account for reporting
- D. All of the above

**ANSWER: B**

## QUESTION NO: 5

What is not a benefit of using segments to analyze data?

- A. Compare behavior metrics for groups of users like Converters vs non Converters
- B. Isolate and analyze specific conversion paths using conversion segments
- C. Permanently modify the data in a view
- D. Analyze users by single or multi-session conditions

**ANSWER: C**

## QUESTION NO: 6

What criteria could not be used to create a Dynamic Remarketing audience?

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

**ANSWER: D**

## QUESTION NO: 7

When does a default Analytics session expire?

- A. At noon every day
- B. When a user is inactive on a web page for more than 30 minutes
- C. When a user opens a new browser window
- D. After 30 minutes, regardless of user activity on a web page

**ANSWER: B**

## QUESTION NO: 8

What report provides data on how specific sections of a website performed?

- A. Location report
- B. Content Drilldown report
- C. Frequency and Recency report
- D. Top Events report

**ANSWER: B**

## QUESTION NO: 9

What data table display compares report metrics to the website average?

- A. Performance
- B. Percentage
- C. Pivot
- D. Comparison

**ANSWER: D**

## QUESTION NO: 10

What type of Custom Report shows a static sortable table with rows of data?

- A. Flat Table
- B. Pivot Table

C. Explorer

D. Map Overlay

**ANSWER: A**