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QUESTION 1

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

QUESTION 2

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 3

Which filter would apply if you only wanted to include data from a campaign titled "Back to School" in Campaign reports?

- A. Custom Search and Replace filter with field "Campaign Name", string "back to school", and pattern "include"
- B. Custom Include filter with field "Page Title" and pattern "back to school"
- C. Custom Include filter with field "Campaign Name" and pattern "back to school"
- D. Predefined Include filter with "traffic to the hostname" "that are equal to" "back to school"

Correct Answer: C

QUESTION 4

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

Correct Answer: B

QUESTION 5

Which of these represents the hierarchical structure of a Google Analytics account?

- A. Account > View > Property
- B. Account > Property > View
- C. Property > Account > View
- D. View > Account > Property

Correct Answer: B

QUESTION 6

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

QUESTION 7

Once you have deleted a view, you have a limited number of days to restore that view.

- A. False
- B. True

Correct Answer: B

QUESTION 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

Correct Answer: A

QUESTION 9

Where in the HTML of your webpage should you place your Analytics tracking code?

- A. Just before the closing tag of your website
- B. Just after the opening tag of your website
- C. Just before the opening tag of your website
- D. Just after the closing tag of your website

Correct Answer: D

QUESTION 10

Which report indicates the pages of your website where users first arrived?

- A. Location report
- B. Pages report
- C. All Pages report
- D. Site Content report

D. Landing Pages report

Correct Answer: D

QUESTION 11

Which of these is NOT a benefit of using segments in your data analysis?

- A. You can analyze users by single or multi-session conditions
- B. You can isolate and analyze specific conversion paths using conversion segments
- C. You can compare behavior metrics for groups of users like Converters vs non Converters
- D. You can permanently modify the data in your view

Correct Answer: D

QUESTION 12

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

QUESTION 13

What URL tag does AdWords add to the destination URL using autotagging?

- A. urlid=

B. adid=

C. utm=

D. gclid=

Correct Answer: D

QUESTION 14

By default, which of these are NOT Remarketing audiences that you can define?

A. Users who played a video on your website

B. Users who visited a specific page on your website

C. Users who visited your physical store

D. Users who speak a particular language

Correct Answer: C

QUESTION 15

What is required for User ID to track users across different devices?

A. A new Analytics account for reporting

B. Google Tag Manager

C. Sign-in that generates and sets unique IDs

D. All of the above

Correct Answer: C
