

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

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

- A. False
- B. True

Correct Answer: B

QUESTION 2

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

Correct Answer: B

QUESTION 3

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

QUESTION 4

In Multi-Channel Funnel Reports, conversions and ecommerce transactions are attributed to the last campaign, search, or ad that referred the user.

A. False

B. True

Correct Answer: A

QUESTION 5

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

Correct Answer: C

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