

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

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 2

How would you reduce the time it takes to compile reports in Google Analytics?

- A. Remove any filters you have added to the view
- B. Choose "Greater precision" in the sampling pulldown menu
- C. Remove any Secondary Dimensions you have added to the report
- D. Choose "Faster response" in the sampling pulldown menu

Correct Answer: D

QUESTION 3

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 4

Which of these are required for Multi-Channel Funnels?

- A. In-page Analytics
- B. Advertising Features
- C. Custom Dimensions
- D. Goals or Ecommerce

Correct Answer: D

QUESTION 5

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

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