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QUESTION 1

Segments are applied before sampling in reports.

A. False

B. True

Correct Answer: A

QUESTION 2

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

A. urlid=

B. adid=

C. utm=

D. gclid=

Correct Answer: D

QUESTION 3

What will happen if a user clears the Analytics cookie from their browser?

A. Analytics will set a new unique ID the next time a browser loads a tracked page

B. All of the above

C. Analytics will set a new browser cookie the next time a browser loads a tracked page

D. Analytics will not be able to associate user behavior data with past data collected

Correct Answer: B

QUESTION 4

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

QUESTION 5

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

Correct Answer: C

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