

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

If a user visits the home page of a website with a video embedded and leaves without clicking on anything, Google Analytics will count this session as a bounce.

A. True

B. False

Correct Answer: A

QUESTION 2

If a user watches a video with event tracking three times in a single session, Analytics will count how many Unique Events?

- A. 2
- B. 0
- C. 1
- D. 3

Correct Answer: C

QUESTION 3

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 4

Custom Reports will NOT let you do what?

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- A. Create report with Custom Metrics
- B. Use multiple dimensions together in the same report
- C. Pair metrics and dimensions of different scopes
- D. Use a Custom Dimension as a primary dimension

Correct Answer: C

QUESTION 5

Which tags does Google Analytics recommend to accurately track campaigns?

- A. Source, Content, and Term
- B. Medium, Source, and Content
- C. Medium, Source, and Campaign
- D. Campaign, Content, and Term

Correct Answer: C

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