

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

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 2

Which user characteristic may NOT be used to change keyword bids in AdWords?

- A. ad preference
- B. location
- C. device
- D. time of day

Correct Answer: A

QUESTION 3

To recognize users across different devices, what feature must you enable?

- A. Audience Definitions
- B. Attribution Models
- C. User ID
- D. AdWords Linking

Correct Answer: C

QUESTION 4

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

- A. urlid=
- B. adid=
- C. utm=
- D. gclid=

Correct Answer: D

QUESTION 5

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

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