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QUESTION 1

Which report helps identify which browsers may have had problems with your website?

A. The Active Users report

B. The New vs Returning report

C. The Source/Medium report

D. The Browser and OS report

Correct Answer: D

QUESTION 2

Which data table display compares report metrics to the website average?

A. Percentage

B. Performance

C. Comparison

D. Pivot

Correct Answer: C

QUESTION 3

Which of these could NOT be tracked using Goals in Google Analytics?

A. Customer\\'s lifetime value

B. Signing up for a newsletter

C. Making a purchase

D. Watching a video

Correct Answer: A

QUESTION 4

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 5

Which type of Custom Report shows a static sortable table with rows of data?

A. Pivot Table

B. Map Overlay

C. Flat Table

D. Explorer

Correct Answer: C

QUESTION 6

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 7

Custom Reports will NOT let you do what?

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 8

Which campaigns require you to add manual tags to destination URLs for tracking?

A. AdWords and email campaigns

B. Email campaigns

C. AdWords campaigns

D. None of the above

Correct Answer: B

QUESTION 9

Which report indicates the pages of your website where users first arrived?

A. Location report

B. Pages report

C. All Pages report

D. Landing Pages report

Correct Answer: D

QUESTION 10

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 11

Assigning a value to a Google Analytics Goal allows you to do which of the following?

A. Track actual revenue from your conversions

B. Analyze the conversion funnel on your website

C. Compare goal conversions and measure changes and improvements to your site

D. Track real-time revenue for your business

Correct Answer: C

QUESTION 12

Which report demonstrates how well specific parts of your website performed?

A. Content Drilldown report

B. Frequency and Recency report

C. Location report

D. Top Events report

Correct Answer: A

QUESTION 13

Which reports show websites that send traffic to your pages?

A. Demographics

B. All Traffic

C. Behavior

D. Geo

Correct Answer: B

QUESTION 14

What will happen if you install the same default tracking code on pages with different domains?

A. Analytics will alert you about duplicate data collection

B. Analytics will associate these users and sessions with their respective domains

C. Analytics will associate these users and sessions with a single domain

D. Analytics will not associate these users and sessions with any domain

Correct Answer: B

QUESTION 15

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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