

GOOGLE-ANALYTICS^{Q&As}

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QUESTION 1

Auto-tagging is used to collect data from which kinds of traffic?

- A. Website referral traffic
- B. Search engine traffic other than Google
- C. Social media traffic
- D. AdWords Campaign traffic

Correct Answer: D

QUESTION 2

Which of these represents the hierarchical structure of a Google Analytics account?

- A. Account > View > Property
- B. Account > Property > View
- C. Property > Account > View
- D. View > Account > Property

Correct Answer: B

QUESTION 3

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

QUESTION 4

What is a “secondary dimension” in Google Analytics?

- A. A visualization that allows you to understand the impact of your data.
- B. An additional widget you can add to a dashboard for more specific analysis.
- C. An additional dimension you can add to a report for more specific analysis.
- D. An additional metric you can add to a report for more specific analysis.

Correct Answer: C

QUESTION 5

Which report can compare metrics based on user acquisition date over a series of weeks?

- A. User Explorer report
- B. Users Flow report
- C. Cohort Analysis report
- D. Active Users report

Correct Answer: C

QUESTION 6

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 7

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

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

Correct Answer: D

QUESTION 8

Filters let you include, exclude, or modify the data you collect in a view.

- A. False
- B. True

Correct Answer: B

QUESTION 9

Where in the HTML of your webpage should you place your Analytics tracking code?

- A. Just before the closing tag of your website
- B. Just after the opening tag of your website

Correct Answer: D

QUESTION 10

Segments are applied before sampling in reports.

- A. False
- B. True

Correct Answer: A

QUESTION 11

To collect how many times users downloaded a product catalog, what would you set up?

- A. Event Tracking
- B. Custom Report
- C. Calculated Metrics
- D. Custom Dimension

Correct Answer: A

QUESTION 12

Which of these channels is NOT included in the default Channels report?

- A. Organic Search
- B. Display
- C. Device
- D. Direct

Correct Answer: C

QUESTION 13

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 14

Smart Goals are created automatically by Google's machine-learning algorithms.

A. True

B. False

Correct Answer: A

QUESTION 15

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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