

Assessment 3

1. What setting must be enabled to view data in Demographics and Interests Reports?

Correct!

- ☐ Content Grouping
- ☒ Advertising features
- ☐ User permissions on the view
- ☐ In-Page Analytics

2. What report would best help identify potential browser issues with website traffic?

Correct!

- ☐ The Active Users report
- ☐ The New vs Returning report
- ☒ The Browser & OS report
- ☐ The Source/Medium report

3. What report shows what mobile devices were used to view a website?

Correct!

- ☐ The Exit Pages report under "Site Content"
- ☐ The Landing Page report under "Site Content"
- ☐ The Engagement report under "Behavior"
- ☒ The Devices report under "Mobile"

4. Which Traffic Source dimensions does Google Analytics automatically capture for each user who comes to your site?

Correct!

- ☐ Source, Keyword, Campaign name
- ☐ Source, Medium, Keyword
- ☒ Source, Medium, Campaign name
- ☐ Medium, Keyword, Campaign name

5. Which "sources" are available in Google Analytics?

(select all answers that apply)

Correct!

- ☒ googlemerchandisestore.com
- ☐ Email
- ☒ Google
- ☒ (direct)

6. Which "mediums" are available in Google Analytics?

(select all answers that apply)

Correct!

- ☒ organic
- ☒ cpc
- ☐ mail.google.com
- ☒ referral

7. Which "channels" are available in the default Channels report?

(select all answers that apply)

Correct!

- ☒ Organic Search
- ☐ Device
- ☒ Display
- ☒ Direct

8. What report can show how particular sections of website content performed?

Correct!

- ☐ Location
- ☒ Content Drilldown
- ☐ Frequency and Recency
- ☐ Top Events

9. What report lists the website pages where users first arrived?

Correct!

- ☐ Events > Pages
- ☐ All Pages
- ☐ Exit Pages
- ☒ Landing Pages

10. What report should be used to check if users are leaving from important pages on your website?

Correct!

- ☐ Landing Pages report
- ☐ All Pages report
- ☒ Exit Pages report
- ☐ Pages report under Events

Your score: 10/10 (100%)

SUBMIT

RESET

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[LESSON 4.1 >](#)

Congratulations, you have passed this assessment! To earn your certificate of completion, complete the following assessments with a score of 80% or better:

- **Assessment 4**