



Attempt 2

All questions

- [All questions](#)
- [Correct](#)
- [Incorrect](#)
- [Skipped](#)
- [Marked for review](#)

Question 1: Skipped

You can use filters to limit or modify the data in a **view**.

- ☐
FALSE
- ☒
TRUE
(Correct)

Explanation

Filters allow you to limit and modify the data that is included in a view. For example, you can use filters to exclude traffic from particular IP addresses, focus on a specific subdomain or directory, or convert dynamic page URLs into readable text strings. Read more: https://support.google.com/analytics/answer/1033162?hl=en&ref_topic=1032939

Question 2: Skipped

Which of these represents the hierarchy of accounts, properties and views in a Google Analytics account?

- ☒
Account > Property > View
(Correct)
- ☐
Property > Account > View
- ☐
Account > View > Property
- ☐
View > Account > Property

Explanation

Read more here: <https://support.google.com/analytics/answer/1009618>

Question 3: Skipped

What is a "metric" in Google Analytics?

- ☐
The dates in your date range.
- ☐
A segment of data separated out in a report for comparison.
- ☐
A dimension that can help you analyze site performance.
- ☒
The numbers in a data set often paired with dimensions.
(Correct)

Explanation

Customize

Metrics are quantitative measurements. The metric Sessions is the total number of sessions. The metric Pages/Session is the average number of pages viewed per session.

Question 4: Skipped

You can share all the assets below in the Solutions Gallery EXCEPT:

- ☐ Custom reports
- ☐ Custom Dimensions (Correct)
- ☐ Goals
- ☐ Segments

Explanation

You can share Dashboards, Custom Reports, Segments, Goals, and Custom Attribution Models in the Solutions Gallery. Only configuration data is shared through the Solutions Gallery. When you create and share an asset, your personal information and Analytics data stays private in your account. And when you import an asset from the Solutions Gallery, only the template is imported into your account.

Question 5: Skipped

The default Google Analytics session expires after 30 minutes of users' inactivity and cannot be changed.

- ☐ FALSE (Correct)
- ☐ TRUE

Explanation

A session is a group of interactions that take place on your website within a given time frame. By default, a session lasts until there's 30 minutes of inactivity, but you can adjust this length so a session lasts a few seconds or several hours. A session can be as short as a few seconds or as long as several hours. A single user can open multiple sessions.

Question 6: Skipped

What would you set up to track metrics that don't appear in Google Analytics by default? e.g. how many comments users posted to a webpage on your site.

- ☐ Custom Dimension
- ☐ Custom Metric (Correct)
- ☐ Calculated Metric
- ☐ Custom Channel Groupings

Explanation

Custom metrics can produce more flexible and more readable custom reports and as such are a convenient way to track your most important metrics.

Question 7: Skipped

All of the below are benefits of using segments in your data analysis EXCEPT:

- ☐ You can analyze users by single or multi-session conditions
- ☐ You can compare behavior metrics for groups of users like Converters vs non Converters

Customize

- ☐ You can isolate and analyze specific conversion paths using conversion segments
- ☐ You can permanently modify the data in your view
(Correct)

Explanation

A segment is a subset of your Analytics data. Segments let you isolate and analyze those subsets of data so you can examine and respond to the component trends in your business. You can also use segments as the basis for audiences. A segment is made up of one or more non-destructive filters (filters that do not alter the underlying data). Those filters isolate subsets of users, sessions, and hit.

Question 8: Skipped

What scope would you apply to set up a Custom Dimension that collects data related to an aspect of a user?

- ☐ Product
- ☐ Session
- ☒ User
(Correct)
- ☐ Hit

Explanation

User-level scope allows you to conveniently group all of a user's component sessions and hits by a single value. It is ideal for values that don't change often for a particular use.

Question 9: Skipped

Which reports can show you the sequence of interactions that led up to each conversion and transaction?

- ☐ Acquisition reports
- ☐ Ecommerce reports
- ☐ Goals reports
- ☒ Multi-Channel Funnel reports
(Correct)

Explanation

By default, the channel labels that you see in Multi-Channel Funnels reports (Paid Search, Organic Search, Social Network, etc.) are defined as part of the MCF Channel Grouping. If you have specific analysis requirements, you may wish to create your own Custom Channel Grouping(s), each with its own set of labels. When you share a Custom Channel Grouping, only the configuration information is shared. Your data remains private. The following channel labels are defined as part of the MCF Channel Grouping and are the labels used by default in your reports. The channel definitions are not case sensitive.

Question 10: Skipped

What would happen if a user clears the Google Analytics cookie from their browser?

- ☐ Analytics will not be able to associate user behavior data with past data collected
- ☐ Analytics will set a new unique ID the next time a browser loads a tracked page
- ☐

Customize

Analytics will set a new browser cookie the next time a browser loads a tracked page

- ☐

All of the above

(Correct)

Question 11: Skipped

Which of these lets you upload data from external sources and combine it with data you collect via Analytics?

- ☐

Data import

(Correct)

- ☐

User ID

- ☐

AdWords Linking

- ☐

Goal tracking

Explanation

Data Import lets you join the data generated by your offline business systems with the online data collected by Analytics. This can help you organize, analyze and act upon this unified data view in ways that are better aligned with your specific and unique business needs. For example, as a web publisher, you could join hits collected by Analytics with data dimensions exported from your CMS and CRM systems to analyze the relative contributions of authors to your site.

Question 12: Skipped

Which of these campaigns requires you to manually add campaign parameters to your URLs for tracking?

- ☐

Email campaigns

(Correct)

- ☐

AdWords campaigns

- ☐

None of the above

- ☐

AdWords and email campaigns

Explanation

By adding campaign parameters to your URLs, you can identify the campaigns that send traffic to your site. When a user clicks a referral link, these parameters are sent to Analytics, so you can see the effectiveness of each campaign in your reports. Google Adwords gives you an option to track campaign using auto-tagging.

Question 13: Skipped

Which of these would prevent data from appearing in a Custom Report?

- ☐

You've applied a filter that filters out all of your data

(Correct)

- ☐

You've applied too many metrics to the Custom Report

- ☐

You've applied too many dimensions to the Custom Report

- ☐

Customize

You haven't shared that Custom report with users in the same view

Explanation

Some metrics and dimensions can't be paired in a custom report. For details, refer to valid dimension-metric combinations here: <https://support.google.com/analytics/answer/1033861>

Question 14: Skipped

Once you have deleted a view, you have a limited number of days to restore that view before it is permanently deleted:

- ☒ TRUE
(Correct)
- ☐ FALSE

Explanation

A view is permanently deleted 35 days after being moved to the Trash Can. Once deleted, the view is gone, and we are not be able to retrieve any historical data or reinstate the reports. This includes any setting and configuration preferences, like Goals and user permissions, but does not include data saved at the property or account level.

Question 15: Skipped

The following criteria can be used to create a Dynamic Remarketing audience EXCEPT:

- ☐ Users who viewed a search result page on your website
- ☐ Users who viewed product detail pages
- ☐ Users who viewed your homepage
- ☒ Users who returned an item they purchased
(Correct)

Explanation

You can implement Dynamic Remarketing by using the preconfigured All Users list, creating more narrowly targeted lists lets you focus your ad content and budget where it will have the most impact. For example, users who have already added items to their shopping carts might need just a reminder or incentive to complete their transactions, while users who have only viewed the products may need more convincing about the overall value of the products. By following the same procedure you use to create Remarketing Audiences, you can build segment-based Dynamic Remarketing Audiences using your new dimensions.

Question 16: Skipped

Goals in Google Analytics fall into one of 4 types:

- ☒ Destination, Event, Duration, Pages/Screens per Session
(Correct)
- ☐ Pageview, Event, Transaction, Social
- ☐ Destination, Event, Pageview, Social
- ☐ Location, Event, Time, Users per Session

Explanation

Defining goals is a fundamental component of any digital analytics measurement plan. Having properly configured goals allows Analytics to provide you with critical information, such as the number of conversions and the conversion rate for your site or app. Without this information, it's almost impossible to evaluate the effectiveness of your online business and marketing campaigns.

Customize

Question 17: Skipped

What type of data does Google Analytics terms of service prohibit you from collecting?

- ☐ Product SKU(s)
 - ☐ Billing city
 - ☐ Purchase amount
 - ☐ Personally identifiable information
- (Correct)

Explanation

The Google Analytics terms of service, which all Google Analytics customers must adhere to, prohibit sending personally identifiable information (PII) to Google Analytics. PII includes any data that can be used by Google to reasonably identify an individual, including (but not limited to) names, email addresses, or billing information.

Question 18: Skipped

An event hit for reporting can include which four parameters?

- ☐ Event, Category, Action, Label
 - ☐ Category, Action, Label, Total Events
 - ☐ Category, Action, Label, Unique Events
 - ☐ Category, Action, Label, Value
- (Correct)

Explanation

Events are user interactions with content that can be tracked independently from a web page or a screen load. An Event has the following components. An Event hit includes a value for each component, and these values are displayed in your reports.

Question 19: Skipped

Custom Segments CANNOT be created using which of these criteria?

- ☐ Sequences of user actions
 - ☐ Ad type
 - ☐ Metrics
 - ☐ Dimensions
- (Correct)

Explanation

Ad type relates to Google AdWords and is not available as a filter in the Google Analytics segment builder to build segments.

Question 20: Skipped

Without a User-ID view, when Google Analytics NOT be able to identify sessions from the same user?

- ☐ When the sessions happen in the same browser on the same day
- ☐ When the sessions happen in the same browser on the same device

Customize

- ☐ When the sessions share the same browser cookie
- ☐ When the sessions happen in different browsers on the same device
(Correct)

Explanation

Cross Device reports are only available within a User-ID view. There are three Cross Device reports: Device Overlap, Device Paths, and Acquisition Device. These reports display data collected during sessions in which a User ID is sent to Analytics.

Question 21: Skipped

If you only wanted to include data from a campaign titled "Black Friday" in Campaign reports, which filter would you apply?

- ☐ Predefined Include filter with "traffic to the hostname" "that are equal to" "black friday"
- ☐ Custom Include filter with field "Campaign Name" and pattern "black friday"
(Correct)
- ☐ Custom Search and Replace filter with field "Campaign Name", string "black friday", and pattern "include"
- ☐ Custom Include filter with field "Page Title" and pattern "black friday"

Explanation

If you apply an Exclude Filter and the pattern matches, the hit is thrown away and Analytics continues with the next hit. If the pattern does not match, the next filter is applied to that hit. You can create either a single Exclude Filter with multiple patterns separated by '|' or you can create multiple Exclude Filters with a single pattern each.

Question 22: Skipped

What does "dimension" mean in Google Analytics?

- ☐ An attribute of a data set that can be organized for better analysis.
(Correct)
- ☐ A report that offers information about your audience.
- ☐ A comparison of data between two date ranges.
- ☐ The total amount of revenue a business has made in a given date range.

Explanation

Dimensions are attributes of your data. For example, the dimension City indicates the city, for example, "Paris" or "New York", from which a session originates. The dimension Page indicates the URL of a page that is viewed.

Question 23: Skipped

Through which report can you determine the numbers of users who visited your site over 1-day, 7-day, 14-day, and 30-day periods?

- ☐ Users Flow report
- ☐ Active Users report
(Correct)
- ☐

Customize

- ☐ Cohort Analysis report
- ☐ User Explorer report

Explanation

The metrics in the Active Users Report are relative to the last day in the date range you are using for the report.

Question 24: Skipped

In which of the following reports can Custom Dimensions be used?

- ☐ Primary dimensions in Custom Reports
- ☐ Secondary dimensions in Custom Reports
- ☐ Secondary dimensions in Standard reports
- ☐ All of the above
(Correct)

Explanation

Custom dimensions can appear as primary dimensions in Custom Reports. You can also use them as Segments and secondary dimensions in standard reports.

Question 25: Skipped

All of the characteristics below can be used to create a Custom Segment EXCEPT:

- ☐ Users that engaged in your social media or email campaigns
- ☐ Users that viewed a page on your website and then watched a video
- ☐ Users who have children
(Correct)
- ☐ Users 25 to 34 years of age who have their browser set to Spanish

Explanation

The children of users cannot be use in Custom Segment

Question 26: Skipped

In which scenario would you want to lengthen the default session timeout length in Google Analytics?

- ☐ Users typically spend less than 2 minutes on each page of your site
- ☐ The average length of videos on your site is 35 minutes
(Correct)
- ☐ The default session timeout length is set dynamically by Google Analytics and you cannot change it
- ☐ You need to start collecting Real-Time data

Customize

Explanation

Sessions and campaigns end after a specific amount of time passes. By default, sessions end after 30 minutes of inactivity and campaigns end after six months. You can change the settings so sessions and campaigns end after the specified amount of time has passed. Read more here: <https://support.google.com/analytics/answer/2795871?hl=en>

Question 27: Skipped

Which of the following is NOT possible with Custom Reports:

- ☐ Use multiple dimensions together in the same report
- ☐ Pair metrics and dimensions of different scopes
(Correct)
- ☐ Create a report with Custom Metrics
- ☐ Use a Custom Dimension as a primary dimension

Explanation

Pairing metrics and dimensions of different scopes is not possible in any report.

Question 28: Skipped

Which report indicates where users enter your website?

- ☐ All Pages report
- ☐ Pages report
- ☐ Landing Pages report
(Correct)
- ☐ Location report

Explanation

The pages through which visitors entered your site are called landing pages.

Question 29: Skipped

If a user opens a single page on your site and then exits without clicking on anything, Google Analytics will count this session as a bounce.

- ☐ TRUE
(Correct)
- ☐ FALSE

Explanation

The term "Non-interaction" applies to the final, and optional, boolean parameter that can be passed to the method that sends the Event hit. This parameter allows you to determine how you want bounce rate defined for pages on your site that also include event tracking. For example, suppose you have a home page with a video embedded on it. It's quite natural that you will want to know the bounce rate for your home page, but how do you want to define that? Do you consider visitor interaction with the home page video an important engagement signal? If so, you would want interaction with the video to be included in the bounce rate calculation, so that sessions including only your home page with clicks on the video are not calculated as bounces.

Question 30: Skipped

All of these are possible when you link your Google Ads account to Google Analytics EXCEPT:

- ☐

Customize

- ☐ View AdWords click and cost data alongside your site engagement data in Google Analytics
- ☐ Import Analytics goals and transactions into Google Ads as conversions
- ☐ Create remarketing lists in Analytics to use in Google Ads campaigns
- ☐ Adjust keyword bids inside Google Analytics
(Correct)

Explanation

Linking your Google Ads account to your Analytics property lets you see the full customer cycle, from how they interact with your marketing (e.g., seeing ad impressions, clicking ads) to how they finally complete the goals you've set for them on your site (e.g., making purchases, consuming content).

Question 31: Skipped

Through which report can you determine which browsers may have had problems with your website?

- ☐ The Browser & OS report
(Correct)
- ☐ The Source/Medium report
- ☐ The New vs Returning report
- ☐ The Active Users report

Explanation

If conversion rates are lower than average for particular browsers or platforms, browse the site with those browsers and platforms. Pay particularly close attention to landing pages, checkout forms and any pages that users must navigate in order to convert. Correct any usability issues you find with these pages.

Question 32: Skipped

Which feature allows you to track what search terms customers used to find products on your website?

- ☐ Data Import
- ☐ Enhanced Ecommerce
- ☐ Search filters
- ☐ Site Search
(Correct)

Explanation

Site Search lets you understand the extent to which users took advantage of your site's search function, which search terms they entered, and how effectively the search results created deeper engagement with your site.

Question 33: Skipped

Which Custom Report type would you select to create a static sortable table with rows of data?

- ☐ Explorer
- ☐ Flat Table

Customize

(Correct)

- ☐ Pivot Table
- ☐ Map Overlay

Explanation

Explorer: The standard Analytics report. Includes a line graph and a data table that includes dynamic elements like a search/sort option and secondary dimensions. Flat Table: A static, sortable table that displays data in rows. Map Overlay: A map of the world. Different regions and countries display in darker colors to indicate traffic and engagement volume.

Question 34: Skipped

Custom Metrics can have which of the following scopes?

- ☐ Session
- ☐ Hit
- (Correct)
- ☐ User
- ☐ Event

Explanation

Similar to custom dimensions, custom metrics can have different scopes. Hit-level custom metrics get associated with all the hit level dimensions with which it was sent. Similarly, product-level custom metrics are associated only with the product with which it was sent. Read more here: <https://support.google.com/analytics/answer/2709828#scope>

Question 35: Skipped

Which of the following must be set up in order to generate Multi-Channel Funnel Reports?

- ☐ Custom Dimensions
- ☐ Goals or Ecommerce
- (Correct)
- ☐ Advertising Features
- ☐ In-page Analytics

Explanation

The Multi-Channel Funnels reports are generated from conversion paths, the sequences of interactions (i.e., clicks/referrals from channels) during the 90 days1 that led up to each conversion and transaction. Analytics compiles conversion path data for any Goal or Ecommerce transaction you define.

Question 36: Skipped

Through which reports can you determine which websites send traffic to your pages?

- ☐ Demographics
- ☐ Geo
- ☐ Behavior
- ☐ All Traffic
- (Correct)

Customize

Explanation

All the websites that send traffic to your website come under "Referrals" in Google Analytics. You can reach to "Referrals" through "All Traffic" under "Acquisition" tab.

Question 37: Skipped

All of the following are included in the default Channels report EXCEPT:

- ☐ Display
- ☐ Device
(Correct)
- ☐ Direct
- ☐ Organic Search

Explanation

The default system channel definitions reflect Analytics' current view of what constitutes each channel in the Default Channel Grouping. Default channels are Direct, Organic Search, Social, Email, Affiliates, Referral, Paid Search, Other Advertising and Display.

Question 38: Skipped

Where should you paste your Analytics tracking code snippet?

- ☐ Just after the closing tag of your website
- ☐ Just before the opening tag of your website
- ☐ Just before the closing tag of your website
- ☐ right after the opening <head> tag on your web pages
(Correct)

Explanation

You just need to paste the entire snippet into the HTML on your web pages, just after the opening tag.

Question 39: Skipped

Google Analytics applies segments before it samples the data in reports.

- ☐ TRUE
- ☐ FALSE
(Correct)

Explanation

Segments are applied after it samples the property-level data, and after it applies filters, which can also reduce the number of sessions included in a sample.

Question 40: Skipped

The following user characteristic may be used to change keyword bids in AdWords EXCEPT:

- ☐

Customize

ad preference

(Correct)

- ☐
- device
- ☐
- time of day
- ☐
- location

Explanation

It comes under the bid adjustment. Bid adjustments allow you to show your ads more or less frequently based on where, when, and how people search. For example, sometimes a click is worth more to you if it comes from a smartphone, at a certain time of day, or from a specific location.

Question 41: Skipped

What is the "Bounce Rate" in Google Analytics?

- ☐
- The number of times unique users returned to your website in a given time period
- ☐
- The percentage of sessions in which a user exits from your homepage
- ☐
- The percentage of total site exits
- ☐
- The percentage of visits when a user landed on your website and exited without any interactions
- (Correct)

Explanation

A bounce is a single-page session on your site. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on your site and then exits without triggering any other requests to the Analytics server during that session.

Question 42: Skipped

If you wanted to limit the data in a view to only users from Brazil or Argentina, which filter would you apply?

- ☐
- Filter 1: include Brazil > Filter 2: include Argentina
- ☐
- Filter 1: include Brazil or Argentina
- (Correct)
- ☐
- Filter 1: include Argentina > Filter 2: include Brazil
- ☐
- Filter 1: exclude Peru or Bolivia

Explanation

The tables in most Analytics reports organize dimension values into rows, and metrics into columns. Brazil and Argentina are country. Continent->Brazil->Rio

Question 43: Skipped

You won't be able to apply a Custom Dimension to data you have previously collected.

- ☐
- FALSE
- ☐
- TRUE
- (Correct)

Explanation

Customize

You can only apply a Custom Dimension to data that was collected after you created the dimension. You'll have to create the Custom Dimension first and let it be applied to your data during processing in order to use it in reports. Read more here:

<https://support.google.com/analytics/answer/7165564?hl=en>

Question 44: Skipped

By activating Advertising Features, in which reports can you collect additional information about your users?

- ☐ Cohort Analysis reports
- ☐ Geo reports
- ☒ Demographics and Interests reports
(Correct)
- ☐ Real-time reports

Explanation

To make the Demographics and Interests data available in Analytics, you need to update Analytics to support Advertising Reporting Features and enable the Demographics and Interests reports. When you enable Advertising Reporting Features, you allow Analytics to collect additional information from the DoubleClick cookie (web activity) and from Device Advertising IDs (app activity).

Question 45: Skipped

What does Google Analytics use to distinguish between new and returning users?

- ☐ Artificial intelligence
- ☐ A randomly-assigned unique identifier and browser cookie
(Correct)
- ☐ Facial recognition technology
- ☐ A sequentially-assigned unique identifier and browser cookie

Explanation

In order for Google Analytics to determine that two distinct hits belong to the same user, a unique identifier, associated with that particular user, must be sent with each hit. The analytics.js library accomplishes this via the client ID field, a unique, randomly generated string that gets stored in the browser's cookies, so subsequent visits to the same site can be associated with the same user.

Question 46: Skipped

What will happen if you don't set up cross-domain tracking and instead install the same default tracking code on separate domains e.g. an ecommerce site and a separate shopping cart site?

- ☐ Analytics will associate these users and sessions with a single domain
- ☐ Analytics will alert you about duplicate data collection
- ☐ Analytics will not associate these users and sessions with any domain
- ☒ Analytics will associate these users and sessions with their respective domains
(Correct)

Explanation

One of the first things you should know about when using and configuring Analytics is how the domain of the web property you are tracking is defined as a "site" for the purposes of viewing your reports. The default setup of the tracking code is designed to make it easy for you to track a single domain or subdomain (e.g. a single website URL) that does not share user data with other domains or sub-domains.

Customize

Question 47: Skipped

Which tags are required by the Google Analytics URL Builder to generate campaigns URLs?

- ☐ Medium, Source, and Campaign
(Correct)
- ☐ Campaign, Content, and Term
- ☐ Medium, Source, and Content
- ☐ Source, Content, and Term

Explanation

The URL Builder has six fields, but you generally need to use only Campaign Source, Campaign Medium, and Campaign Name.

Question 48: Skipped

Which kinds of hits does Google Analytics track?

- ☐ Page-tracking hit
- ☐ Event-tracking hit
- ☐ Ecommerce-tracking hit
- ☐ All of the above
(Correct)

Explanation

An interaction that results in data being sent to Analytics. Common hit types include page tracking hits, event tracking hits, and ecommerce hits. Each time the tracking code is triggered by a user's behavior (for example, user loads a page on a website or a screen in a mobile app), Analytics records that activity. Each interaction is packaged into a hit and sent to Google's servers.

Question 49: Skipped

What would you use to send data to Google Analytics from any internet-connected device like a point-of-sale system?

- ☐ The Measurement Protocol
(Correct)
- ☐ Browser cookies
- ☐ The Networking Protocol
- ☐ Data Import

Explanation

The Measurement Protocol lets you send data to Analytics from any internet-connected device. It's particularly useful when you want to send data to Analytics from a kiosk, a point of sale system, or anything that is not a website or mobile app

Question 50: Skipped

Through which report can you determine the percent of your site traffic that has visited previously?

- ☐ Frequency & Recency report
- ☐ New vs Returning report

Customize

(Correct)

- ☐ Referrals report
- ☐ Sales Performance report

Explanation

Measure the gravitational pull of your site, and the extent to which you're encouraging first-time users to return. You can also see the economic impact of new vs. returning users (e.g., the 30% of users who are returning account for 45% of total transactions). Read more here:

<https://support.google.com/analytics/answer/1012034?hl=en>

Question 51: Skipped

All of these are a valid metric-dimension combination EXCEPT:

- ☐ Time on Page / Device Type
- ☐ Total Events / User Type
- ☐ Sessions / Bounce rate
- ☐ Sessions / Source

Explanation

Sessions and Bounce Rate come under metrics. That's why "Sessions / Bounce rate" is not a valid metric-dimension combination.

Question 52: Skipped

By enabling Auto-tagging, you can automatically collect data from which kinds of traffic?

- ☐ AdWords Campaign traffic
- ☐ Social media traffic
- ☐ Search engine traffic other than Google
- ☐ Website referral traffic

Explanation

Auto-tagging is the recommended approach and ensures that you get the most detailed AdWords data.

Question 53: Skipped

Through which report can you determine which pages on your site get the most traffic and highest engagement?

- ☐ Engagement report
- ☐ Active Users report
- ☐ Frequency and Recency report
- ☐ All Pages report

Explanation

Customize

The All Pages report allows you to view the Average Time on Page and Pageviews to determine which pages are the most popular.

Question 54: Skipped

All of these can be tracked using Goals in Google Analytics EXCEPT:

- ☐ Watching a video
- ☐ Signing up for a newsletter
- ☐ Customer's lifetime value
(Correct)
- ☐ Making a purchase

Explanation

The Lifetime Value report lets you understand how valuable different users are to your business based on lifetime performance. This is not just a number but a complete metrics. That's why it could not be tracked in Goal. Read more here: <https://support.google.com/analytics/answer/6182550>

Question 55: Skipped

Auto-tagging automatically adds which special campaign tag to your Google Ads destination URLs?

- ☐ utm=
- ☐ gclid=
(Correct)
- ☐ urlid=
- ☐ adid=

Explanation

If you don't see the gclid parameter appended to your URLs after the page is fully loaded, then it's likely that your website isn't configured to handle query parameters in a way that lets auto-tagging work.

Question 56: Skipped

Google Analytics filters are applied in the order in which they are set in your view.

- ☐ FALSE
- ☐ TRUE
(Correct)

Explanation

By default, view filters are applied to the data in the order in which the filters were added. So, if there are existing filters for a view, your new filter is applied after them.

Question 57: Skipped

Which of the following statements are NOT true of Analytics segments?

- ☐ You can use segments to build custom Remarketing lists
- ☐ Segments are filters that permanently alter your data
(Correct)
- ☐ Segments are either subsets of sessions or subsets of users

Customize

- ☒

Segments let you isolate and analyze your data

Explanation

A segment is made up of one or more non-destructive filters (filters that do not alter the underlying data).

Question 58: Skipped

You cannot combine dimensions and metrics that share the same scope.

- ☐

FALSE

(Correct)

- ☐

TRUE

Explanation

Dimensions are attributes of your data. For example, the dimension City indicates the city, for example, "Paris" or "New York", from which a session originates. The dimension Page indicates the URL of a page that is viewed. Metrics are quantitative measurements. The metric Sessions is the total number of sessions. The metric Pages/Session is the average number of pages viewed per session. Not every metric can be combined with every dimension. Each dimension and metric has a scope: user-level, session-level, or hit-level. In most cases, it only makes sense to combine dimensions and metrics that share the same scope.

Question 59: Skipped

All of the following are considered a "medium" in Google Analytics by default EXCEPT:

- ☐

cpc

- ☐

organic

- ☐

referral

- ☐

google

(Correct)

Explanation

There are only 3 default medium in Google Analytics i.e Organic, Referral and None. Google Analytics detects three mediums without any customization. The first default medium is "organic." It represents traffic that comes from organic, or unpaid, search results. Another default medium is "referral." Any traffic that comes to your site from another website that's not a search engine will show up in your reports as a "referral." The final default medium is "(none)." This medium is applied only for users that come directly to your site by either typing your URL into a browser or clicking on a bookmark. In your reports, you will see these users have a source of "direct" and a medium of "(none)."

Question 60: Skipped

If you've defined a goal of downloading a PDF, and the user downloads the PDF five times in five separate sessions, how many Goal conversions will Google Analytics count?

- ☐

1

- ☐

0

- ☐

2

- ☐

5

(Correct)

Explanation

Customize

Goals are configured at the view level. Goals can be applied to specific pages or screens your users visit, how many pages/screens they view in a session, how long they stay on your site or app, and the events they trigger while they are there.

Question 61: Skipped

What feature must you set up to track users across different devices and different sessions ?

- ☐ Attribution Models
- ☐ Audience Definitions
- ☐ AdWords Linking
- ☐ User ID
(Correct)

Explanation

The User ID lets you associate engagement data from multiple devices and different sessions with unique IDs.

Question 62: Skipped

All the following could be credited with a conversion in the Multi-Channel Funnel Reports EXCEPT:

- ☐ Paid and organic search
- ☐ Television commercials
(Correct)
- ☐ Website referrals
- ☐ Social network

Explanation

The Multi-Channel Funnels reports show how previous online referrals and searches contributed to your sales.

Question 63: Skipped

Through which feature can you import data Google Analytics does not automatically collect (such as Member Status) and combine it with Google Analytics data?

- ☐ Custom Dimension
(Correct)
- ☐ Event Tracking
- ☐ Custom Filter
- ☐ Custom Metric

Explanation

Dimensions are attributes of your data. Custom dimensions are like default dimensions in your Analytics account, except you create them yourself. You can use them to collect and analyze data that Analytics doesn't automatically track. Read more here: <https://support.google.com/analytics/answer/2709828?>

Question 64: Skipped

If a filter excludes data from a view, that data can be recovered for that view.

- ☐

Customize

False

(Correct)

- ☐

True

Question 65: Skipped

In Multi-Channel Funnel Reports, conversions and ecommerce transactions are attributed to the last campaign, search, or ad that referred the user.

- ☐

True

- ☐

False

(Correct)

Explanation

In the Multi-Channel Funnel Reports, all the channels are credited according to the roles they play in conversions—how often they assisted and/or completed sales and conversions. Read more here: <https://support.google.com/analytics/answer/1191180>

Question 66: Skipped

What can be determined from the Time Lag report?

- ☐

Time lag between goal completions

- ☐

Lag on the load time of the site

- ☐

Time lag between page views in the goal funnel

(Correct)

Explanation

The Time Lag report counts the number of days from the first user interaction (e.g., impression, click, direct session) to conversion. Read more here: <https://support.google.com/analytics/answer/1191209?hl=en>

Question 67: Skipped

Which of the following would be most useful to determine whether people are viewing the new content that you just added to your website?

- ☐

Secondary dimensions

- ☐

Real-Time

(Correct)

- ☐

Annotations

- ☐

Intelligence Events

Customize

Explanation

Real-Time allows you to monitor activity as it happens on your site or app. The reports are updated continuously and each hit is reported seconds after it occurs. Read more here: <https://support.google.com/analytics/answer/1638635?hl=en>

Question 68: Skipped

When you create a Custom Channel Grouping you can apply it retroactively and see historical data classified by your new channel definitions.

- ☐
True
(Correct)
- ☐
False

Explanation

When you create a Custom Channel Grouping at the user level or create a new Channel Grouping in a view, you: Can immediately select it in reports. Can apply it retroactively and see historical data classified by your new channel definitions. Change how reports display your data, without changing the data itself. Read more here: <https://support.google.com/analytics/answer/6010097>

Question 69: Skipped

If you wanted to compare a metric to the website average which data table display would you use?

- ☐
Performance
- ☐
Percentage
- ☐
Comparison
(Correct)
- ☐
Pivot

Explanation

Explanation: Comparison displays a bar chart plotting the performance of the selected metrics relative to the site average. Read more here: https://support.google.com/analytics/answer/2604608?hl=en#data_table_view

Question 70: Skipped

All of the these are a benefit of Remarketing in Google Analytics EXCEPT:

- ☐
Allow customers to reorder an item they have previously purchased
(Correct)
- ☐
Show customized ads to customers who have previously visited your site
- ☐
Create remarketing lists based on custom segments and targets
- ☐
Create remarketing lists without making changes to your existing Analytics snippet

Customize