

Assessment 4

1. Which three tags does Google Analytics require for accurate campaign tracking?

Correct!

- ☐ Medium, Source, and Content
- ☒ Medium, Source, and Campaign
- ☐ Campaign, Content, and Term
- ☐ Source, Content, and Term

2. Which tags are standard Google Analytics campaign parameters?

(select all answers that apply)

Correct!

- ☐ utm_adgroup
- ☒ utm_source
- ☒ utm_medium
- ☒ utm_content

3. To quickly generate campaign tags, what tool should be used?

Correct!

- ☐ The Measurement Protocol
- ☐ The Segment Builder
- ☒ The URL Builder
- ☐ The Goal Selector

4. Which formats may be used to add a custom campaign parameter to a URL?

(select all answers that apply)

Correct!

- ☐ www.googlemerchandisestore.com/?utm_campaign = fallsale
- ☒ www.googlemerchandisestore.com/?utm_campaign=fallsale

☒ www.googlemerchandisestore.com/?utm_campaign=fall_sale

☐ www.googlemerchandisestore.com/?utm_campaign = fall sale

5. Which are examples of Goals in Google Analytics?

(select all answers that apply)

Correct!

- ☒ Making a purchase
- ☒ Signing up for a newsletter
- ☐ Completing a successful Google search
- ☒ Submitting a contact information form

6. When creating a Goal in Google Analytics, which are required?

(select all answers that apply)

Correct!

- ☒ Goal Name
- ☒ Goal Type
- ☒ Goal Slot ID
- ☐ Goal Funnel Visualization

7. If the Google Merchandise Store sets up a URL goal of “/thankyou” and a Match Type of “Begins with”, which of the following pages on www.googlemerchandisestore.com will count as goals?

Correct!

- ☐ /thankyou.html
- ☐ /thankyou.php
- ☐ /thankyou/receipt.php
- ☒ All of the above

8. Google Ads lets users advertise on which properties?

(select all answers that apply)

Correct!

- ☒ Google Search
- ☒ Google Display Network

☐ Campaign Manager

☐ Google AdSense

9. Enabling auto-tagging does what?

Correct!

- ☐ Adds Analytics tags to campaign URLs
- ☒ Adds Google Ads tags to campaign URLs
- ☐ Adds campaign hyperlinks to website pages
- ☐ Adds Analytics tracking code to website pages

10. What Google Ads report in Google Analytics can show which bid adjustments resulted in higher conversions?

Correct!

- ☐ Campaigns
- ☐ Keywords
- ☒ Bid Adjustments
- ☐ Destination URLs

Your score: 10/10 (100%)

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Overall Score: 100%

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