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Started on	Tuesday, 22 December 2020, 11:17 AM
State	Finished
Completed on	Tuesday, 22 December 2020, 11:20 AM
Time taken	2 mins 24 secs
Marks	3.08/4.00
Grade	7.71 out of 10.00 (77%)

Question 1

Partially correct

Mark 0.33 out of 1.00

Cookies and plug-ins are used to exclude related persons whose IP addresses are not constant. Drag and drop the box with the method name that applies to the image of the related persons' exclusion method in the following images.

The image contains three screenshots from Google Analytics, each with a label box pointing to it:

- Exclusions by IP address:** A screenshot of the 'Add Filter to View' dialog box. The 'Filter Name' field is filled with '192.168.1.100'. The 'Filter Type' is set to 'Exclude'. The 'IP address' field is also filled with '192.168.1.100'.
- Exclusions by plugin:** A screenshot of the 'Filter Configuration' dialog box. The 'Filter Name' field is filled with 'Google Analytics Opt-out Browser Add-on'. The 'Filter Type' is set to 'Exclude'.
- Exclusion by spunk and guts:** A screenshot of the Google Analytics Opt-out Browser Add-on page. The page title is 'Google Analytics Opt-out Browser Add-on'. The page content includes a description of the add-on and a link to 'Learn more about Google Analytics Privacy'.
- Exclusion by Cookie:** A screenshot of the Google Analytics Opt-out Browser Add-on page. The page title is 'Google Analytics Opt-out Browser Add-on'. The page content includes a description of the add-on and a link to 'Learn more about Google Analytics Privacy'.

Your answer is partially correct. The quality of the picture was too bad, wasn't it?

You have correctly selected 1.

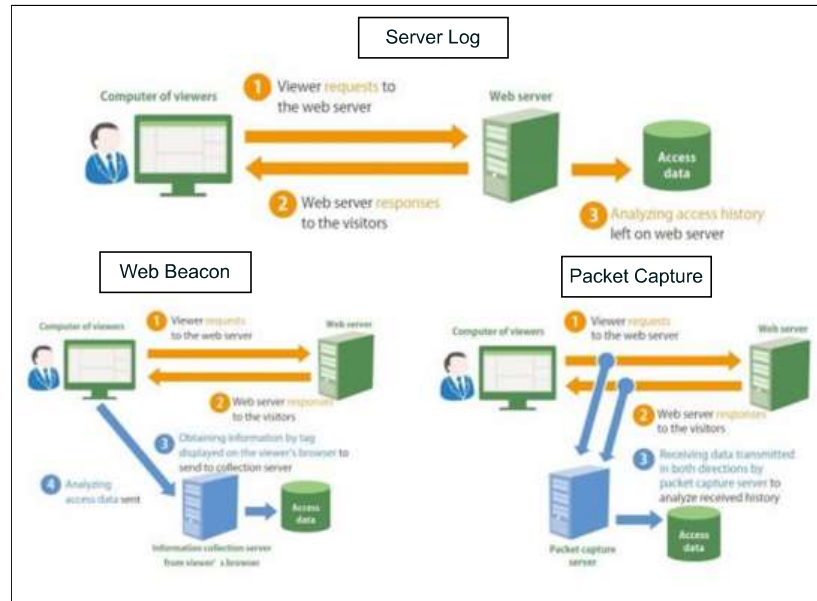
Choose a method that suits your purpose.

Question 2

Correct

Mark 1.00 out of 1.00

Drag and drop the box with the correct access analysis method that applies to each picture.



Your answer is correct.

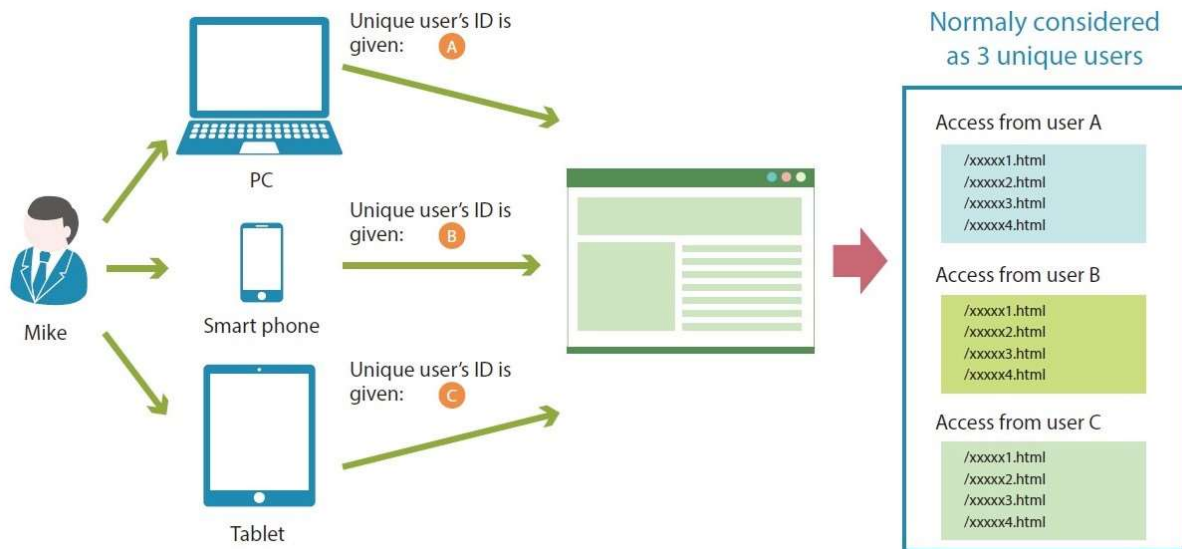
Don't memorize the merits and demerits, but understand how it works.

Question 3

Partially correct

Mark 0.75 out of 1.00

A user who uses multiple devices is recognized as a different user. Based on the diagram, choose the correct word/s that fit in the text about the explanation on how to collect user behavior across multiple devices.



When a user visits a website with more than one browser or device, it can only be recognized as



because a cookie is issued to each of them. To be able to log in as a user from any device, and instead of a cookie, we'll ask users to enter their user identifier,



, etc., and link the cookie to that information. That way you can tie it to "who" you are as a user like "Taro".

An easier way is to use



and other methods.



accounts and login information, allow you to easily login from multiple devices. This way, users can connect the behavior of each device which can be used to understand the user's activity in more detail and for advertising.

This ability to log in to multiple media and websites with a single ID and password is called single sign-on.

Your answer is partially correct. You'll have to look at every inch of the title, the question, and even the choices to get useful information.

You have correctly selected 3.

Multi-device analysis is possible, but there are two challenges to its effectiveness

Does the effect match the cost of its implementation?

If you can't translate multi-device behavior into business results, you're just complacent.

Is there a reason for users to log in on multiple devices?

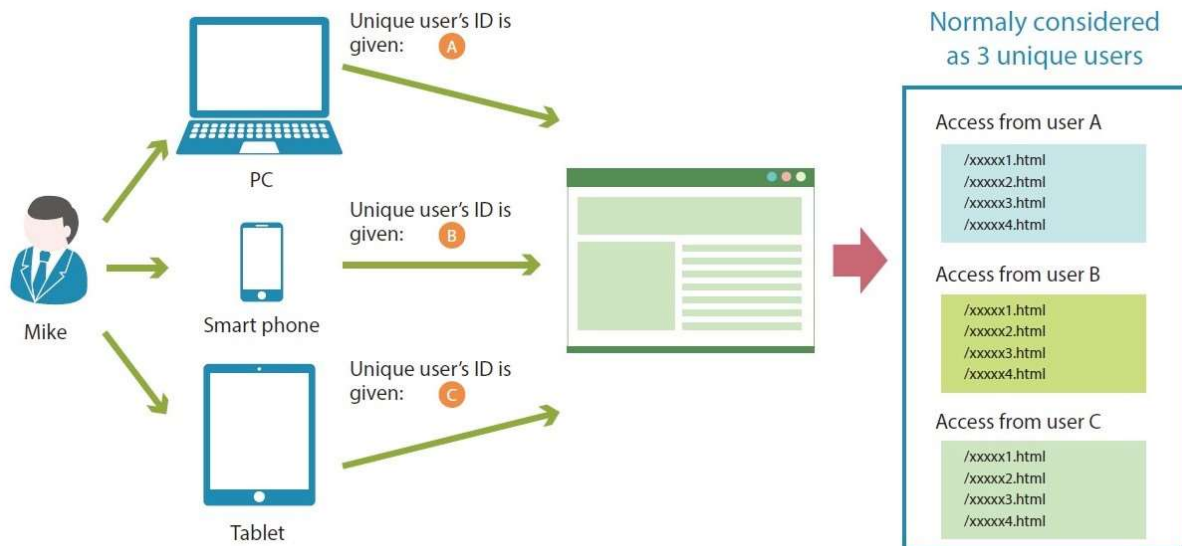
If there is no reason to log in and look at it on mobile, normally they look at the website without logging in.

In many cases, depending on the service, there is no reason to log in (which is more often than not)

and it may not be effective.

The correct answer is:

A user who uses multiple devices is recognized as a different user. Based on the diagram, choose the correct word/s that fit in the text about the explanation on how to collect user behavior across multiple devices.



When a user visits a website with more than one browser or device, it can only be recognized as [Another user] because a cookie is issued to each of them. To be able to log in as a user from any device, and instead of a cookie, we'll ask users to enter their user identifier, [For example, a login ID], etc., and link the cookie to that information. That way you can tie it to "who" you are as a user like "Taro".

An easier way is to use [social media] and other methods. [social media] accounts and login information, allow you to easily login from multiple devices. This way, users can connect the behavior of each device which can be used to understand the user's activity in more detail and for advertising. This ability to log in to multiple media and websites with a single ID and password is called single sign-on.

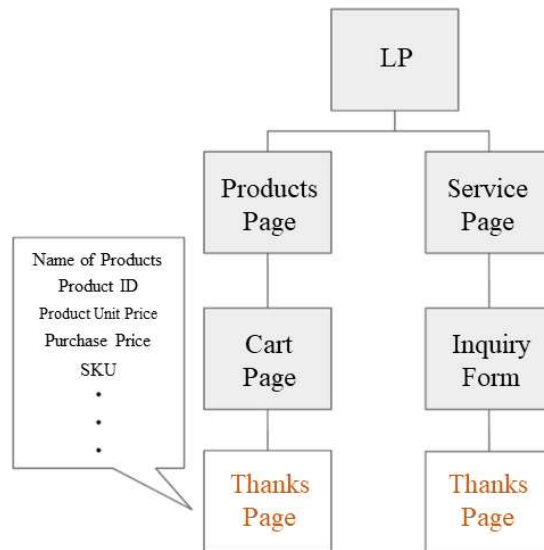
Question 4

Correct

Mark 1.00 out of 1.00

Look at the diagram below and fill in the blanks with the correct answer.

Conversion can be measured by assigning a thanks page as a conversion page on e-Commerce sites and Lead Generation sites.



Lead generation site

✓ measures a conversion as having been made when the submission completion screen also called the thank you page is displayed after the form is completed. In the case of Google Analytics, you can measure this by specifying the URL of the thank you page as the target page.

E-commerce also measures conversions by displaying a thank you page, but in a different way. Unlike other sites, you have to put

Tags for E-Commerce

✓ in the page, not just specify that page in your traffic analysis tool.

We measure this by placing a tag on the thank you page that sends

product name, sales, etc.

✓ information to an access analysis tool.

For this reason, this site

doesn't need to

✓ designate the "Thanks" page on the access analysis tool.

Your answer is correct.

Understand how to collect conversions and the differences between them.

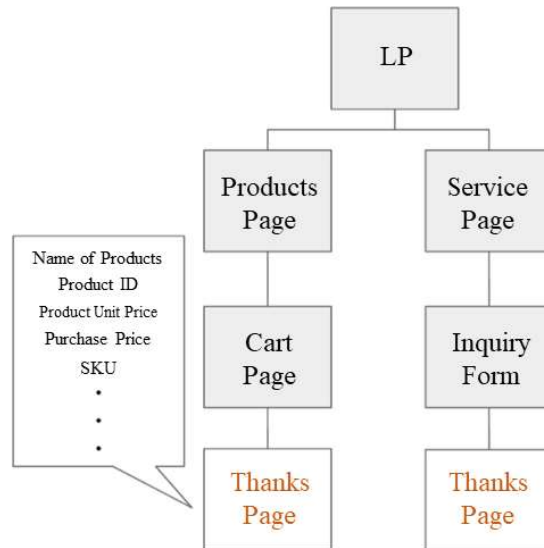
EC can often be set up in the shopping cart simply by entering the property ID of Google Analytics.

It's easy to do, but sometimes you don't know how you're measuring, so you should know how it works.

The correct answer is:

Look at the diagram below and fill in the blanks with the correct answer.

Conversion can be measured by assigning a thanks page as a conversion page on e-Commerce sites and Lead Generation sites.



[Lead generation site] measures a conversion as having been made when the submission completion screen also called the thank you page is displayed after the form is completed.

In the case of Google Analytics, you can measure this by specifying the URL of the thank you page as the target page.

E-commerce also measures conversions by displaying a thank you page, but in a different way. Unlike other sites, you have to put [Tags for E-Commerce] in the page, not just specify that page in your traffic analysis tool.

We measure this by placing a tag on the thank you page that sends [product name, sales, etc.] information to an access analysis tool.

For this reason, this site [doesn't need to] designate the "Thanks" page on the access analysis tool.

◀ Chapter 3 Review Test 2

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