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1. In Google Analytics, what is the result of an event?

1 / 1 point

- ☐ Data visualization stops
- ☐ Data analysis starts
- ☒ Data collection starts
- ☐ Data reporting stops

☒ Correct

2. When monitoring a website in Google Analytics, a marketer collects information on user behavior. Which of the following are considered advanced metrics they can track?

1 / 1 point

- ☒ View search results (when a user performs a search on a site)
- ☐ Session start (when a user engages with a website)
- ☐ First visit (when a user first visits a website)
- ☐ Awareness (when a user first learns about a website)

☒ Correct

3. Consider the following URL:

1 / 1 point

www.example.com/utm_source=facebook&utm_campaign=winter-sale

What do the UTM tags in the URL enable you to do?

- ☐ Monitor the brand awareness of the Winter Sale campaign
- ☐ Monitor users who click the link to the Winter Sale campaign page from Twitter
- ☒ Monitor users who click the link to the Winter Sale campaign page from Facebook
- ☐ Monitor the conversion rate of the Winter Sale campaign

☒ Correct

4. A digital marketer uses a Google Analytics template to visualize the steps users take to progress from one stage in the customer journey to the next. What technique does this describe? 1 / 1 point
- ☐ User lifetime exploration
 - ☐ Free-form exploration
 - ☒ Path exploration
 - ☐ Cohort exploration
- ☒ Correct
5. In Google Ads, what is the conversion value per cost metric? 1 / 1 point
- ☐ The percentage of interactions with images, text, or extensions
 - ☐ The number of times potential customers saw the ads in a campaign
 - ☐ The total cost of all ad interactions
 - ☒ The estimated return on investment
- ☒ Correct
6. A marketer sets up a Google Ads account. They create a campaign and select a campaign goal. They then decide to use an ad group. What does an ad group contain? 1 / 1 point
- ☐ The primary objective of the campaign
 - ☐ The categories of goals used in various types of campaigns
 - ☒ One or more ads that target a shared set of keywords
 - ☐ The payment methods for the account depending on the currency
- ☒ Correct
7. Fill in the blank: Linking Google Ads to Google Analytics allows you to combine the conversion data from Google Ads with the _____. 0 / 1 point
- ☐ audience demographics in Google Analytics
 - ☒ attribution models in non-Google platforms
 - ☐ budget allocation of the current campaign
 - ☐ marketing funnel of future campaigns
- ☒ Incorrect
- Please review [the video on linking Google Ads to Google Analytics](#)[↗].

8. In Google Analytics, marketers often choose the cross-channel last click model. What does this model do? 1 / 1 point

- ☐ It attributes 100% of the conversion to the last Google Ads channel that a customer clicked through before converting.
- ☐ It attributes 50% of the conversion to the last channel that a customer clicked through before converting.
- ☒ It attributes 100% of the conversion to the last channel that a customer clicked through before converting.
- ☐ It attributes 50% of the conversion to the last Google Ads channel that a customer clicked through before converting.

☒ Correct

9. A marketer exports data from Google Ads and Google Analytics. What does this enable them to do? 1 / 1 point

- ☐ Use campaign data in isolation from previous campaign data
- ☒ Create an archive of data from past campaigns for analysis and comparison
- ☐ Ensure that the data columns include all the data they want to export
- ☐ Exclude all exported data from any future analysis

☒ Correct

10. Consider the following scenario: 1 / 1 point

Imagine that a marketer needs to monitor a website's performance with analytics tools. The website's tags are implemented using JavaScript code and the company works exclusively with Google tools.
Which method of tagging is specifically designed to be used with all Google products and services?

- ☐ Google Tag Manager
- ☐ Selective reporting tag
- ☒ Google's global site tag
- ☐ Enhanced measurement

☒ Correct