1. Which of the following statements best describe Google's global site tag (gtag.js)?   0.5 / 1 point
   Select all that apply.

   ☑ It uses a graphical interface for the deployment of tags.

   ⊗ This should not be selected
   Google's global site tag works with Google tools only. It is primarily implemented
   using JavaScript code. Whereas the *Google Tag Manager* can work with any
   HTML or javascript-based tags and uses a graphical interface for the
   deployment of tags.

   ☑ It is primarily implemented using JavaScript code.

   ⊘ Correct
   Google's global site tag site tag works with Google tools only. It is primarily
   implemented using JavaScript code. Google Tag Manager can work with any
   HTML or javascript-based tags and uses a graphical interface for the
   deployment of tags.

   ☑ It works with tools from other companies.

   ⊗ This should not be selected
   Google's global site tag site tag works with Google tools only. It is primarily
   implemented using JavaScript code. Google Tag Manager can work with any
   HTML or javascript-based tags and uses a graphical interface for the
   deployment of tags.

   ☑ It works with Google tools only.

   ⊘ Correct
   Google's global site tag site tag works with Google tools only. It is primarily
   implemented using JavaScript code. Google Tag Manager can work with any
   HTML or javascript-based tags and uses a graphical interface for the
   deployment of tags.

2. Fill in the blank: In Google Analytics, events cause _____.   1 / 1 point

   ○ data analysis to stop
   ○ users to click on an ad
   ○ users to engage with a website
   ◉ data collection to occur

   ⊘ Correct
   Events include information like basic user properties, actions a user takes, and
   session information. Some events in Google Analytics are automatically
   enabled. Other events must be turned on via the enhanced measurement
   feature or enabled by a developer.

3. What are dimensions in Google Analytics?   1 / 1 point

○ Dimensions are the required metrics for social media campaigns.

○ Dimensions are the primary metrics used to measure brand awareness.

◉ Dimensions are the attributes or characteristics of an event that determine the metrics collected.

○ Dimensions are a type of Urchin Tracking Module that help monitor content.

✓ Correct
Each enabled event has dimensions associated with it. Marketers can use dimensions to collect information such as how a user arrives on a website and what device they use.

4. Consider the following scenario: 1 / 1 point

Imagine that a marketer wants to create a custom report with the Google Analytics Explorations feature. In the Template gallery, they select the style that visualizes the steps users take towards a conversion.
What technique did the marketer select?

◉ Funnel exploration

○ Segment overlap

○ Cohort exploration

○ Free form

✓ Correct
The styles in the Google Analytics Template gallery are referred to as techniques. They include templates for Free form, Funnel, Path, Segment, Cohort, or User lifetime explorations.