

Congratulations! You passed!
Grade received 87.50%
To pass 75% or higher
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1. What information does the Conversion paths view in Google Analytics provide? 1 / 1 point

- ☐ Data panes labeled with specific questions that are aligned with certain stages of the marketing funnel
- ☐ Audiences that have been configured in Google Analytics
- ☒ First and last touch points before conversion, and touchpoints in between
- ☐ Side-by-side comparisons of conversions from different touchpoint perspectives

☒ Correct
The conversion paths view in Google Analytics provides information about the first and last touch points before conversion and touchpoints in between.

2. Which of the following are required to link a Google Ads account to Google Analytics? Select all that apply. 0.75 / 1 point

☒ The editor role for the Google Analytics property

☒ Correct
To link a Google Ads account to Google Analytics, you must have an administrative account on Google Ads. You must also have the editor role for the Google Analytics property. The Google account you use must be the same on both platforms.

☒ The same Google account used on both platforms

☒ Correct
To link a Google Ads account to Google Analytics, you must have an administrative account on Google Ads. You must also have the editor role for the Google Analytics property. The Google account you use must be the same on both platforms.

☒ A guest account on Google Analytics

☒ This should not be selected
To link a Google Ads account to Google Analytics, you must have an administrative account on Google Ads. You must also have the editor role for the Google Analytics property. The Google account you use must be the same on both platforms.

☒ An administrative account on Google Ads

☒ Correct
To link a Google Ads account to Google Analytics, you must have an administrative account on Google Ads. You must also have the editor role for the Google Analytics property. The Google account you use must be the same on both platforms.

3. Fill in the blank: A comma-separated values (.csv) file describes a file format in which _____.

1 / 1 point

- ☒ a comma is placed between each data value in the file
- ☐ a new file is created for each data value
- ☐ a data file is saved as a spreadsheet
- ☐ a data file is backed up in a data warehouse in the cloud



Correct

In a .csv file, there are commas between each data value. When the file is opened, each of these values goes into a unique cell in a spreadsheet. Data from Google Ads and Google Analytics can be exported in a .csv file format for further analysis.

4. Which of the following are benefits to exporting data from analytics tools like Google Ads and Google Analytics? Select all that apply.

0.75 / 1 point



Discover something new from an analysis of historical trends



Correct

Exporting data from analytics tools like Google Ads and Google Analytics enables data to be compared to data from other campaigns, as well as preserved for future analysis. Additionally, the data can sometimes reveal new discoveries from an analysis of historical trends.



Create entirely new data



This should not be selected

Exporting data from analytics tools like Google Ads and Google Analytics enables data to be compared to data from other campaigns, as well as preserved for future analysis. Additionally, the data can sometimes reveal new discoveries from an analysis of historical trends.



Preserve data for future analysis



Correct

Exporting data from analytics tools like Google Ads and Google Analytics enables data to be compared to data from other campaigns, as well as preserved for future analysis. Additionally, the data can sometimes reveal new discoveries from an analysis of historical trends.



Compare the data with the data from other campaigns



Correct

Exporting data from analytics tools like Google Ads and Google Analytics enables data to be compared to data from other campaigns, as well as preserved for future analysis. Additionally, the data can sometimes reveal new discoveries from an analysis of historical trends.