Google Analytics can collect behavioral data from which systems?

(select all answers that apply)

Correct!

E-commerce platforms

Mobile Applications

Online point-of-sales systems

Systems not connected to the Internet

To track website behavior data with Google Analytics, which steps will you need to complete?

(select all answers that apply)

Correct!

Install Google Analytics software on your desktop

Create an Analytics account

Add the Analytics tracking code to each page of your site

Download the Analytics app

The Analytics tracking code can collect which of the following?

(select all answers that apply)

Correct!

How many users visited a page

Language the browser is set to

Type of browser

User’s favorite website

Device and operating system

When will Google Analytics end a default session?

Correct!

After 30 minutes, regardless of user activity on your website

Once the user opens another browser window

When a user is inactive on your site for 30 minutes or more or closes a browser window

At noon every day

Once Google Analytics processes the data it collects, it’s stored in a database where it can’t be changed.

Correct!

True

False

Which of the following best represents the hierarchical structure of a Google Analytics account from top to bottom?

Correct!

View > Account > Property

Property > Account > View

Account > View > Property

Account > Property > View

A user with “edit” permissions at the Account level will automatically have “edit” permissions at the Property and View levels.

Correct!

True

False

To find your Analytics tracking code, which sequence of steps should you follow?

Correct!

“Admin” tab > “Tracking Code” > “Tracking Info”

“Admin” tab > “Tracking Info” > “Tracking Code”

“Reporting” tab > “Audience Reports” > “Tracking Code”

“Audience Reports” > “Settings” > “Tracking Code”

To use Analytics to track user behavior on your website, what must you add to each page of your site?

Correct!

PHP tracking code

Google Analytics account number only

Google Analytics tracking code

A permissions button

Where in the HTML of your webpage should you place Analytics tracking code?

Correct!

Just after the opening <head> tag of your website

Just before the closing </head> tag of your website

Just after the opening <footer> tag of your website

Just before the closing </footer> tag of your website

New views can include website data from before the view was created.

Correct!

True

False

If you delete a view, account administrators can recover the view using the “trash can” function within how many days?

Correct!

35

65

95

125

What are the options for filtering data in Google Analytics?

Correct!

Exclude data from a view

Include data in a view

Modify how data appears in your reports

All of the above

Why is it important to keep one unfiltered view when using filters with Google Analytics?

Correct!

To ensure you can always access the original data

In order to configure Goals

In order to use a filter for multiple views

There is no reason to have an unfiltered view

Google Analytics filters data in the order in which the filters are set.

Correct!

True

False

Filters allow you to reprocess historical data from before the filter was applied.

Correct!

True

False

What would you use to compare two date ranges in a report?

Correct!

Hourly, Day, Week, Month views in the time graph

Real-time reports

Date range comparison

Account selector

What does the “Users” metric measure?

Correct!

The total number of visits to your website

Users that had at least one session on your site in the given date range

Users that landed on the homepage of your website

Users who have signed up to an email newsletter on your website

In Google Analytics, what is the “Bounce Rate”?

Correct!

The number of times unique users returned to your website in a given time period

The percentage of sessions in which a user exits from your homepage

The percentage of total site exits

The percentage of visits when a user landed on your website and exited without any interactions

In Google Analytics, what is a “dimension”?

Correct!

The total amount of revenue a business has made in a given date range.

An attribute of a data set that can be organized for better analysis.

A comparison of data between two date ranges.

A report that offers information about your audience.

In Google Analytics, what is a “metric”?

Correct!

A dimension that can help you analyze site performance.

The dates in your date range.

A segment of data separated out in a report for comparison.

The numbers in a data set often paired with dimensions.

In Google Analytics, what is a “secondary dimension”?

Correct!

An additional widget you can add to a dashboard for more specific analysis.

An additional metric you can add to a report for more specific analysis.

An additional dimension you can add to a report for more specific analysis.

A visualization that allows you to view understand the impact of your data.

If you wish to see if report data is performing above or below the website average, which Google Analytics visualization should you choose?

Correct!

Pivot view

Comparison view

Performance view

Percentage view

How do you increase the amount of data in a sampled Google Analytics report?

Correct!

Choose “Greater precision” in the sampling pulldown menu

Choose “Faster response” in the sampling pulldown menu

Apply additional filters

Remove the Secondary Dimension

By selecting “Share Template Link” you can share your dashboard and your data with another user.

Correct!

True

False

If you share a dashboard with others, they can change the information that shows on their dashboard

Correct!

True

False

What setting must be enabled to view data in Demographics and Interests Reports?

Correct!

Content Grouping

Advertising features

User permissions on the view

In-Page Analytics

What report would best help identify potential browser issues with website traffic?

Correct!

The Active Users report

The New vs Returning report

The Browser & OS report

The Source/Medium report

What report shows whether a website was viewed on mobile devices?

Correct!

The Exit Pages report under “Site Content”

The Landing Page report under “Site Content”

The Engagement report under “Behavior”

The Devices report under “Mobile”

Which Traffic Source dimensions does Google Analytics automatically capture for each user who comes to your site?

Correct!

Campaign and Keyword

Keyword and Ad Content

Source and Medium

All of the above

Which of these are “sources” in Google Analytics?

(select all answers that apply)

Correct!

googlemerchandisestore.com

(direct)

Google

Email

Which of these are “mediums” in Google Analytics?

(select all answers that apply)

Correct!

Organic

CPC

Referral

mail.google.com

Which of these are channels available in the default Channels report?

(select all answers that apply)

Correct!

Organic Search

Direct

Display

Device

Which report can show how well particular sections of website content performed?

Correct!

Location report

Content Drilldown report

Frequency and Recency report

Top Events report

Which report lists the pages of a website where users first arrived?

Correct!

Landing Pages report

All Pages report

Exit Pages report

Pages report under Events

Which report should be used to check if users are leaving from important pages on your website?

Correct!

Landing Pages report

All Pages report

Exit Pages report

Pages report under Events

What are the three different campaign tags that Google Analytics requires for accurate campaign tracking?

Correct!

Medium, Source, and Content

Medium, Source, and Campaign

Campaign, Content, and Term

Source, Content, and Term

Which of the following is NOT a standard Google Analytics

?

Correct!

utm\_adgroup

utm\_source

utm\_medium

utm\_content

If you would like to quickly generate campaign tags for tracking, what tool should you use?

Correct!

The Measurement Protocol

The Segment Builder

The URL Builder

The Goal Selector

Which of the following is the correct format for a custom campaign parameter added 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

Which of the following 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

When you create a Goal in Google Analytics, you must set up a funnel visualization.

Correct!

True

False

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

AdWords lets users advertise on which properties?

(select all answers that apply)

Correct!

Google Search

Google Display Network

DoubleClick Campaign Manager

Google AdSense

Auto-tagging is the process in which AdWords can automatically tag your AdWords URLs.

Correct!

True

False

Which of the following AdWords reports in Google Analytics should you use to investigate optimizing conversions by modifying bidding based on users' location?

Correct!

Campaigns

Keywords

Bid Adjustments

Destination URLs

If you install the same default tracking code on pages with different domains, Analytics will count these users and sessions separately.

Correct!

True

False

What does Google Analytics call a URL that passes parameters of useful information for reporting?

Correct!

A data stream

A hit

A dimension

A metric

When does the tracking code send a pageview hit to Google Analytics?

Correct!

Every time a user clicks a video

Every time a user adds an item to a shopping cart

Every time a user searches on your website

Every time a user loads a webpage with embedded tracking code

When does the tracking code send an event hit to Google Analytics?

Correct!

Every time a user performs an action with pageview tracking

Every time a user performs an action with event tracking

Every time a user adds an event to their calendar

Every time a user makes a reservation on a booking site

What does Google Analytics use to differentiate new and returning users?

(select all answers that apply)

Correct!

A browser cookie

Artificial intelligence

A randomly-assigned unique identifier

A sequential unique identifier

What will happen if a user clears the Analytics cookie from their browser?

(select all answers that apply)

Correct!

Analytics will inform the user that they need to set a new Analytics cookie

Analytics will not be able to associate user behavior data with past data collected

Analytics will set a new unique ID and browser cookie the next time a browser loads a tracked page

Analytics will recognize users when they return

By default, Google Analytics can recognize returning users over multiple sessions from different browsers and devices.

Correct!

True

False

You can change the default 30 minute session timeout in Google Analytics

Correct!

True

False

To send data to Google Analytics from a web-connected device like a point-of-sale system, what must you use?

Correct!

Data Import

Browser cookies

The Networking protocol

The Measurement Protocol

If you define an event goal of playing a video, and a user plays that same video three times in the same session, how many Goal conversions will Google Analytics record?

Correct!

1

2

3

4

Which of these are Goal types in Google Analytics?

(select all answers that apply)

Correct!

Destination

Duration

Pages/Screens per session

Event

If data is excluded from a view using a filter, it may be recovered within thirty days.

Correct!

True

False

Which of these scopes could you use for dimensions and metrics?

Correct!

Event-level, session-level, or transaction-level scope

Location-level, duration-level, or user-level scope

Hit-level, session-level, or user-level scope

Event-level, duration-level, or transaction-level scope

What is the order of steps when defining a measurement plan?

Correct!

Business objectives > key actions > KPIs

KPIs > key actions > business objectives

Key actions > KPIs > business objectives

Business objectives > KPIs > key actions

In a measurement plan, what are macro-conversions?

Correct!

The main actions you want users to take on your website that accomplish your business goals

The secondary actions users take on your website that lead up to main actions

The metric data you use to measure business success

Keyboard shortcuts for tasks in Google Analytics

If you wish to collect data from two related websites with different domains in a single Google Analytics property, what feature must you set up?

Correct!

Advanced filters

Cross-domain tracking

Event tracking

Custom Dimensions

Filters may be applied retroactively to any data that has been processed

Correct!

True

False

If you wanted to see reports in a view with only data for users from the U.S. and Canada, which of these filters could you apply?

Correct!

Filter 1: include U.S. > Filter 2: include Canada

Filter 1: include Canada > Filter 2: include U.S.

Filter 1: include U.S. and Canada

Filter 1: exclude Europe and Asia

If you wanted to view data in reports by different user categories such as Bronze, Gold, and Platinum status levels, what Google Analytics feature would you set up to collect this data?

Correct!

Custom Filter

Custom Dimension

Custom Metric

Event Tracking

You should only pair metrics with dimensions if they are both in the same scope.

Correct!

True

False

If you wanted to create a Custom Dimension to analyze user behavior by membership status (such as their rewards level), what scope would you apply?

Correct!

Hit

Product

Session

User

Custom Dimensions can be used in which of the following reports?

(select all answers that apply)

Correct!

As primary dimensions in Standard reports

As secondary dimensions in Standard reports

As primary dimensions in Custom Reports

As custom metrics in Custom Reports

You can apply a Custom Dimension to data you collected before you created the dimension and made it active.

Correct!

True

False

If you wanted to collect the number of comments users posted to a webpage on your site, which of these would you set up?

Correct!

Custom Filter

Custom Dimension

Custom Metric

Custom Alert

Custom Metrics can have which of the following scopes?

(select all answers that apply)

Correct!

Hit

Product

Session

User

What four parameters can you include with an event hit for reporting?

Correct!

Category, Action, Label, Total Events

Category, Action, Label, Unique Events

Category, Action, Label, Value

Event, Category, Action, Label

If a user watches a video with event tracking three times in a single session, the number of Unique Events will be counted as:

Correct!

0

1

2

3

Applying segments to your reports can help you isolate data for which of the following groups?

(select all answers that apply)

Correct!

Users 25 to 34 years of age who have their browser set to Spanish

Users that viewed a page on your website and then watched a video

Users that engaged in your social media or email campaigns

Users who have children

You can create custom segments using which of the following criteria?

(select all answers that apply)

Correct!

Dimensions

Metrics

Session dates

Sequences of user actions

How many segments does Google Analytics allow you to compare at once?

Correct!

1

2

3

4

Segments are applied before sampling, so even if your data is being sampled, your segments will not be.

Correct!

True

False

If you wanted to work with other websites to send traffic to your pages, which report can provide you with some potential ideas for partners?

Correct!

Channels report

Source/Medium report

Treemaps report

Referrals report

If you wanted to see which pages on your site get the most traffic and highest engagement, which report can you view?

Correct!

Active Users report

Engagement report

All Pages report

Frequency and Recency report

If you wanted to see a visual representation of which pages users entered your website on, what report should you view?

Correct!

Landing Pages report

Behavior Flow report

Content Drilldown report

Treemaps report

In Multi-channel Funnel reports, conversions and ecommerce transactions are attributed to the last campaign, search, or ad that referred the user.

Correct!

True

False

Multi-channel Funnel reports can credit conversions across which of these channels?

(select all answers that apply)

Correct!

Website referrals

Paid and organic search

Custom campaigns

Television channels

How would Google Analytics credit a channel that contributed to a conversion prior to the final interaction?

Correct!

Primary conversion

Assisted conversion

Second-to-last-click attribution

Last-click attribution

If you wanted to quickly view users that initiated sessions on your website over 1-day, 7-day, 14-day, and 30-day periods, which report should you use?

Correct!

User Explorer report

Active Users report

Users Flow report

Behavior Overview report

If you wanted to group an audience based on their acquisition date and then compare behavior metrics over a series of weeks, which report should you use?

Correct!

Cohort Analysis report

Active Users report

Users Flow report

Behavior Overview report

Custom Reports in Google Analytics let you do which of the following?

(select all answers that apply)

Correct!

Use multiple dimensions together in the same report

Create a report with Custom Metrics

Use a Custom Dimension as a primary dimension

Include customer names and addresses

If you wanted to view a static, sortable table that displays rows of data, which type of Custom report should you create?

Correct!

Explorer

Flat Table

Map Overlay

Pivot Table

Which of the following would prevent data from appearing in a Custom Report?

(select all answers that apply)

Correct!

You’ve applied a filter that filters out all of your data

You haven’t shared that Custom report with users in the same view

You have included dimensions and metrics of different scopes

You’ve applied too many dimensions to the Custom report

In Google Analytics, what is “remarketing”?

Correct!

When users visit your website for the first time and complete a conversion

When you show users targeted ads to bring them back to your website and encourage a conversion

When Google Analytics can’t distinguish a new user because they have deleted their browser cookies

When a user buys an available product from a competitor

Which of these are remarketing audiences that you can define?

(select all answers that apply)

Correct!

Users who visited a specific page on your website

Users who played a video on your website

Users who purchased a product on your website

Users who visited your store in person

What is the maximum duration that a user can be included in a remarketing audience that you’ve defined?

Correct!

120 days

180 days

365 days

540 days

Which of these may be imported to define a remarketing audience?

(select all answers that apply)

Correct!

Pre-defined Segment

Custom Segment

Goals

Channel Groupings

What does a remarketing audience require to be eligible for Search Ad remarketing in your AdWords account?

Correct!

100 cookies

1000 cookies

2000 cookies

5000 cookies

Which of the following groups could you target with Dynamic Remarketing?

(select all answers that apply)

Correct!

Users who viewed your homepage

Users who sign up to your email newsletter

Users who viewed product detail pages

Users who abandoned their shopping carts

To set up Dynamic Remarketing for a retail vertical, what must you link your AdWords account to?

Correct!

The Google Search Center

The Google Analytics Center

The Google Merchant Center

The Google Help Center

To set up Dynamic Remarketing, what do you need to create in the Google Analytics Admin area?

Correct!

Custom Segment

Custom Dimension

Custom Metric

Custom Report

Which of the following is a hit type tracked by Google Analytics?

An interaction that results in data being sent to Analytics. Common hit types include page tracking hits, event tracking hits, and ecommerce hits

Adding filters to a view in Google Analytics allows you to

Filters allow you to limit and modify the data that is included in a view. For example, you can use filters to exclude traffic from particular IP addresses, focus on a specific subdomain or directory, or convert dynamic page URLs into readable text strings

The Solutions Gallery allows you to import or share which of the following reporting tools or assets?

Solutions Gallery lets you share and import custom reporting tools and assets, like dashboards and segments, into your Analytics accounts.

Google Analytics can identify that two sessions are from the same user if

A session is a group of interactions that take place on your website within a given time frame.

True or False: When a new view is created, it will show the historical data from the first view you created for the property

False views will report data from the day they are created

Which of the following questions can be answered using the goal flow report?.

The Goal Flow report shows the path your traffic traveled through a funnel towards a Goal conversion.

What does the Time Lag report indicate?

The Time Lag report counts the number of days from the first user interaction (e.g., impression, click, direct session) to conversion.

Why can AdWords clicks sometimes differ from Analytics sessions in your reports?

Data in your Analytics account can be easy to misinterpret due to the many similar terms used in different reports. This article explains the terms that most often lead to questions.

What is an assisted conversion?

See the assisted Conversions report which summarizes the roles and contributions of your channels. When on traffic source results in a later goal completion through another traffic source

What are UTM parameters?

By adding campaign parameters to your URLs, you can identify the campaigns that send traffic to your site.

Which of the following is not a required parameter in the URL builder?

he URL Builder has six fields, but you generally need to use only Campaign Source, Campaign Medium, and Campaign Name. Campaign Term allows you to specify the paid search keyword. You can use Campaign Content to indicate the specific ad, button, or link that was clicked.

You launched several new marketing campaigns and want to be notified if any of the campaigns lead to over a 10% increase in goal conversions on a given day. Which tool in Google Analytics would you use to set up this alert?

Intelligence events

Which of the following features allows you to join the data generated by your offline business systems with the online data collected by Google Analytics?

Data Import lets you upload data from external sources and combine it with data you collect via Analytics.

What is the hierarchy of the Google Analytics Data Model?

In the basic data model used in Google Analytics, the user (visitor) interacts with your content over a period of time, and the engagement with your site is broken down into a hierarchy.

Which of the following is a benefit of using segments in your data analysis?

Segments let you isolate and analyze those subsets of data so you can examine and respond to the component trends in your business.

Which of the following attribution models would be useful for evaluating ads and campaigns that are designed to create initial awareness about a brand?

In the First Interaction attribution model, the first touchpoint—in this case, the Paid Search channel—would receive 100% of the credit for the sale.

Google Analytics uses which model by default when attributing conversion values in non-Multi-Channel Funnel reports?

In the Last Interaction attribution model, the last touchpoint—in this case, the Direct channel—would receive 100% of the credit for the sale. Last Non-Direct Click Model.

What is an attribution model in Google Analytics?

The set of rulers that determine how credit for sales and conversions is assigned to touchpoints in conversion paths

Which Analytics API allows you to access your Google Analytics account configuration data?

Management API

What analysis tool would you use to analyze the behavior of new customers vs.

returning customers on your website?

Segments let you isolate and analyze those subsets of data so you can examine and respond to the component trends in your business.

Segments are subsets of your Analytics data. Which of the following statements are NOT true of Analytics segments?

Segments are filters that permanenlt change your data

The Google Analytics SDK or tracking code sends campaign and traffic source data through a number of different field. Which of the following is one of the fields used to sends campaign or traffic source data?

Medium is the general category of the source, for example, organic search (organic), cost-per-click paid search (cpc), web referral (referral).

Which report would you use to determine the percent of your site traffic that has  
already been to your site before? OR Which report would you use to determine the % of your site traffic that has already been to your site before?

Measure the gravitational pull of your site, and the extent to which you’re encouraging first-time users to return.Behavior – New vs returning report

You need to immediately find out whether people are viewing the new content that you just added today. Which of the following would be most useful?

Real-Time allows you to monitor activity as it happens on your site or app. The reports are updated continuously and each hit is reported seconds after it occurs

You can combine a metric X with a dimension Y in Google Analytics

Not every metric can be combined with every dimension. Each dimension and metric has a scope: user-level, session-level, or hit-level. In most cases, it only makes sense to combine dimensions and metrics that share the same scope.

Which of the following reports allows you to identify the terms visitors use to conduct searches within your site?

If you use an internal site search, use the Site Search Report to learn what users are searching for after they are already on your site. You can use this data to improve your conversion rate. Site search report

Your company has a website and a mobile app, and you want to track each separately in Google Analytics. How should you structure your account(s)?

An account is your access point for Analytics, and the top-most level of organization. A property is a website, mobile application, or device. A view is your access point for reports; a defined view of data from a property. One account, two properties, two views.

Which of the following would be most useful for ranking pages according to revenue contribution?

Page Value is the average value for a page that a user visited before landing on the goal page or completing an Ecommerce transaction (or both). This value is intended to give you an idea of which page in your site contributed more to your site's revenue.

You can adjust the report sample size in Google Analytics by

At the top of the report, below the date range selector, select Faster response, less precision or Slower response, greater precision. Your data automatically refreshes using the new setting. Your preference is saved across all of your reports, but resets after you close Analytics.

Google Analytics can recognize returning users

Behavior reports show returning users on websites, IOS mobile apps, Android mobile apps.

Which of the following would you use to send data from a website to Google Analytics?

When you create an Analytics property, Analytics generates a tracking ID and a JavaScript tracking-code snippet specific to that property. Javascript Tracking Code.

Your ecommerce site sells colorful wrist watches that visitors can customize using a tool online. Which of the following represent a micro conversion for your site?

Micro conversions are activities that users frequently engage in before purchasing.

Which of the following are examples of sources?

Every referral to a web site has an origin, or source. Possible sources include: “google” (the name of a search engine), “facebook.com” (the name of a referring site), “spring\_newsletter” (the name of one of your newsletters), and “direct” (users that typed your URL directly into their browser, or who had bookmarked your site).

Which of the following would be valid segments to consider using to analyze traffic patterns in your data?

Developing insights into why users aren’t converting lets you address the weak spots in how you approach them

In which of the following circumstances would you want to increase the

session timeout length in Google Analytics?

Sessions and campaigns end after a specific amount of time passes. By default, sessions end after 30 minutes of inactivity and campaigns end after six months. You can change the settings so sessions and campaigns end after the specified amount of time has passed.

True or False: If you have updated your tracking code to analytics.js, then no additional configuration is required to track subdomains.

True: With analytics.js you can track across your domain and subdomains with no additional configuration

Which of the following would prevent destination goal conversions from being

recorded?

Which reporting dimension would be useful to reference if you were looking to improve the user experience on your landing pages?

Language and device category reports can be used to understand user behaviour.

Which of the following could be measured by defining a goal in Google Analytics?

Goals measure how well your site or app fulfills your target objectives. A goal represents a completed activity, called a conversion, that contributes to the success of your business.

Which reporting or data collection feature(s) do you get access to by activating

Advertising Features in Google Analytics?

You enable Analytics Advertising Features so that Analytics can collect information about your users from the Google advertising cookies when they are present, along with the information Analytics normally collects.

Which of the following metrics would most strongly suggest a poorly performing landing page?

is the percentage of single-page sessions (i.e. sessions in which the person left your site from the entrance page without interacting with the page).

What is the best analysis tool to use in order to see a traffic comparison of Converters vs. Non Converters?

You can apply and create segments for analysis and marketing. Advanced Segments

Scenario: The Google Merchandise Store recently launched a mobile responsive website and started a few new ad campaigns. When looking at their overall traffic in Google Analytics, they noticed that they have a bounce rate of 85%. Which of the following dimensions would be useful when analyzing their traffic to determine the cause of this high bounce rate?

Because the design of your site and your Analytics implementation can affect your bounce rate, improving your bounce rate requires specific, custom changes to your site and setup. The bounce rate, and improving the bounce rate, is as individual as your business.

Which of the following are possible uses of views within a single Google Analytics account?

A reporting view is the level in an Analytics account where you can access reports and analysis tools.

What reports would you use to determine if you should consider expanding your advertising to new markets?

It’s important to know whether you’re getting a response from users to whom you direct different language versions of your advertising. Location and Language reports.

Which of the following is an advantage of implementing Google Tag Manager?

The benefits of tag management (and specifically Google Tag Manager) are enormous to any business, large or small. You can add and update Google AdWords tags, Google Analytics tags, DoubleClick Floodlight tags and many non-Google third-party tags directly from Google Tag Manager, instead of editing site code. This reduces errors, frees you from having to involve a webmaster, and allows you to quickly deploy tags on your site.

Auto-tagging is a feature that is used with which type of traffic?

Auto-tagging automatically imports AdWords data into Analytics. Combining AdWords data with the rich post-click information provided by Analytics allows you to see what happened on your site after people clicked on your ads.

Google Analytics can collect behavioral data from which systems?

E-commerce platforms

Mobile applications

Online point-of-sales system

The User ID feature is commonly used with which of the following website layouts?

The User ID lets you associate engagement data from multiple devices and different sessions with unique IDs. LOGIN

What is the URL parameter that auto-tagging appends to an AdWords destination URL?

Gclid=

Your web property is “www.example.com”. You set up a URL goal of “/thankyou” and a Match Type of “Begins With”. Which of the following URLs will count as goals?

There are three different match types that define how Analytics identifies a URL for either a goal or a funnel. The match type that you select for your goal URL also applies to the URLs in the funnel, if you create one.

You have defined goal X such that any PDF download qualifies as a goal conversion. A user comes to your site once and downloads five PDFs. How many goal conversions will be  
recorded?

Google Analytics goal conversion will count a maximum of one time per user per session

1

True or False: When you share a link to a custom report, you share the data in the report?

When you share a Custom Report, only the configuration information is shared. Your data remains private.

Your company runs a holiday email campaign for the month of December to drive newsletter signups. Which of the following metrics would be the most indicator of the campaign’s success?

A conversion (measures by google analytics goals) is a completed activity, online or offline, that is important to the success of your business.

You decide to run an email campaign that includes a link to your website. What would you need to do in order to track traffic to your site from this email campaign?

By adding campaign parameters to your URLs, you can identify the campaigns that send traffic to your site. Email traffic can be tracked using manual tagging with UTM parameters

Each dimension and metric has a scope that aligns with a level of the analytics data hierarchy -- user, session, or hit-level. In most cases, it only makes sense to combine dimensions and metrics in your reports that belong to the same scope. Which of the following is a valid dimension / metric combination?

Not every metric can be combined with every dimension but the 3 combinations above are valid. Session(metric) + Page(dimension). Bounce rate(metric)/event action(dimension). Sessions(metrics)/city(dimension)

Your business objective is to maximize the number of sales through your website. Which of the following metrics would most directly help you measure performance against this objective?

Ecommerce Conversion Rate is the percentage of sessions that resulted in an ecommerce transaction.

The

Protocol is a standard set of rules for collecting and sending hits to Google Analytics. Using the Measurement Protocol you can

The Measurement Protocol lets you send data to Analytics from any internet-connected device. It's particularly useful when you want to send data to Analytics from a kiosk, a point of sale system, or anything that is not a website or mobile app.

When should you use manual tagging?

By adding campaign parameters to your URLs, you can identify the campaigns that send traffic to your site. You should use manual tagging for any non-Ad words custom campaign

Which of the following metrics is available when Site Search tracking is enabled?

Google Site Search brings the same search technology that powers Google.com to your website.

Which of the following should you NOT collect with the Google Analytics commerce JavaScript?

The Analytics terms of service, which all Analytics customers must adhere to, prohibits sending personally identifiable information (PII) to Analytics (such as names, social security numbers, email addresses, or any similar data).

When a report is based on data from a large number of sessions, you may see the following notice at the top of the report: “This report is based on N sessions.” You can adjust the sampling rate of the report by:

Sampling is widely used in statistical analysis because analyzing a subset of data gives similar results to an analysis of a complete data set, while returning these results to you more quickly due to reduced processing time

You define a Destination URL goal by

Editing the view Goals and specifying the request URL of the conversion page

A visitor comes to your site but stops looking at pages and generating events. Which of the following will occur by default?

By default, a session lasts until there's 30 minutes of inactivity, but you can adjust this length so a session lasts a few seconds or several hours.

True or False: The order in which filters appear in your view settings matters

Filtering your incoming hits permanently changes those hits in that view, according to the type of filter. Therefore, you should ALWAYS maintain an unfiltered view of your data.

True or False: Once a view is deleted it cannot be restored.

A view is permanently deleted 35 days after being moved to the Trash Can.

How would you determine the mobile ecommerce conversion rate for paid traffic (CPC)?

You can compare conversion rates for mobile as a whole, and for each mobile platform, with conversion rates for desktop.

When analyzing the goal flow report, you see that many users are dropping off after the second step in the funnel. With this information you can infer that:

The Goal Flow report shows the path your traffic traveled through a funnel towards a Goal conversion. This report can help you see if users are navigating your content as expected, or if there are problems, such as high drop-off rates or unexpected loops.

Which of the following statements is true about Multi-Channel Funnel (MCF) reports?

The Multi-Channel Funnels reports shows you how your marketing channels (i.e., sources of traffic to your website) work together to create sales and conversions.

Your Multi-Channel funnel reports have no data, what is the most likely reason?

Google Analytics compiles conversion path data for any Goal or Ecommerce transaction you define. It means, If you have not defined goal in Google analytics, you won’t be able to see anything in report.