



These courses are about Universal Analytics, which will stop processing data on July 1, 2023. Learn about Google Analytics 4, our next-generation measurement solution, with [these free courses on Skillshop](#).

Assessment 4

1. What actions must you take to enable Enhanced Ecommerce in Google Analytics? (select two)

Correct!

- ☒ Implement Enhanced Ecommerce on your website.
- ☒ Enable Enhanced Ecommerce Reporting in your Analytics view.
- ☐ Enable Checkout Labeling in Ecommerce settings.
- ☐ Assign values to all Analytics goals.

2. What can the Product List Performance report be used for? (select three)

Correct!

- ☐ Identify a list of products to remove from your website.
- ☒ Identify low performing Product Lists for optimization opportunities.
- ☒ Analyze how the order of products in a product list may impact performance.
- ☒ Compare product performance across multiple Product Lists.

3. In this Product List Performance report, which product list and list position is most efficient at driving product clicks?

Product List Name ?	Product List Position ?	Product List Views ? ↓	Product List Clicks ?	Product List CTR ?
		268,070	22,122	8.25%
1. Homepage Promo	1	42,149	4,591	10.89%
2. Homepage Promo	2	41,964	3,041	7.25%
3. Homepage Promo	3	40,775	4,105	10.01%
4. Similar Products	1	23,219	4,792	20.64%
5. Similar Products	2	23,095	3,296	14.27%
6. Similar Products	3	23,095	2,297	9.95%

Correct!

- ☐ Position 1 on the Homepage Promo list
- ☒ Position 1 on the Similar Products list
- ☐ Position 3 on the Homepage Promo list
- ☐ Position 3 on the Similar Products list

4. You're evaluating whether high resolution product images on product detail pages is worth the investment. What metric tells you how often a product was purchased after its detail page was viewed?

Correct!

- ☐ Cart-to-Detail Rate
- ☒ Buy-to-Detail Rate
- ☐ Average Price
- ☐ Product Adds

5. In this Product Performance report, which product indicates potential issues with the product details page?

Product ?	Product List Views ?	Product Detail Views ?	Product Adds To Cart ?	Product Checkouts ?	Unique Purchases ?	Cart-to-Detail Rate ?	Buy-to-Detail Rate ?
	2,962,903 % of Total: 100.00% (2,962,903)	87,618 % of Total: 100.00% (87,618)	4,350 % of Total: 100.00% (4,350)	8,438 % of Total: 100.00% (8,438)	1,191 % of Total: 100.00% (1,191)	4.96% Site Avg: 4.96% (0.00%)	1.36% Site Avg: 1.36% (0.00%)
1. 22 oz. Mini Mountain Bottle	6,849 (0.23%)	279 (0.32%)	135 (3.10%)	236 (2.80%)	48 (4.03%)	48.39%	17.20%
2. Camping Tent	4,589 (0.15%)	395 (0.45%)	41 (0.94%)	104 (1.23%)	25 (2.10%)	10.38%	6.33%
3. Travel Journal	8,083 (0.27%)	273 (0.31%)	87 (2.00%)	73 (0.87%)	21 (1.76%)	31.87%	7.69%
4. Organic Basic T-Shirt	8,499 (0.29%)	861 (0.98%)	62 (1.43%)	161 (1.91%)	21 (1.76%)	7.20%	2.44%
5. Running Shirt	15,036 (0.51%)	846 (0.97%)	89 (2.05%)	129 (1.53%)	20 (1.68%)	10.52%	2.36%
6. Men's Heather T-shirt	5,484 (0.19%)	659 (0.75%)	99 (2.28%)	134 (1.59%)	19 (1.60%)	15.02%	2.88%

Correct!

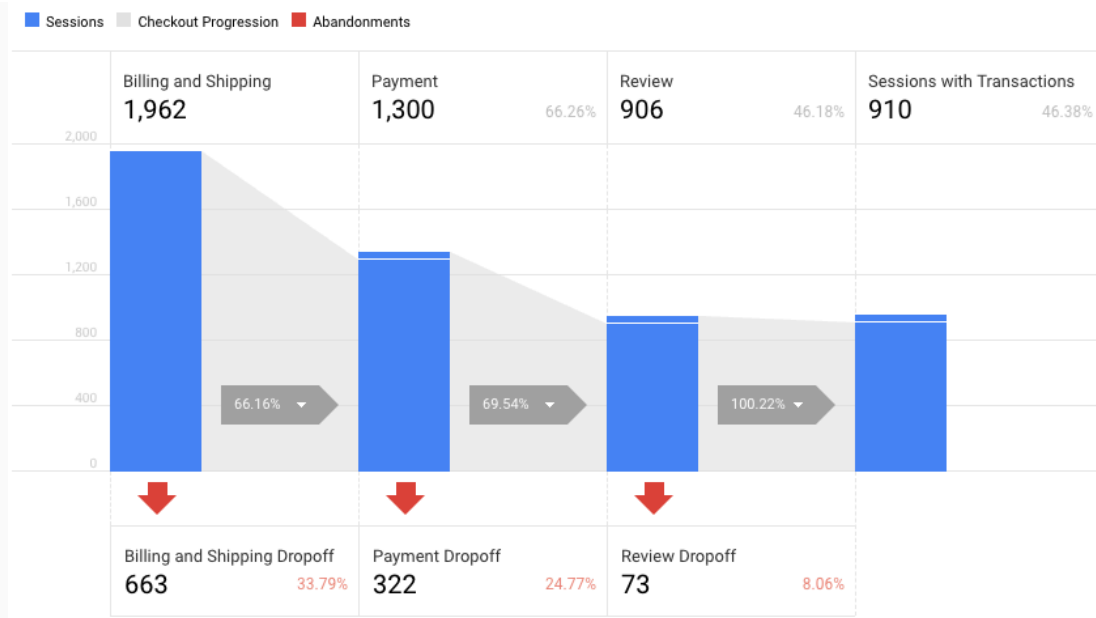
- ☐ 22 oz. Mini Mountain Bottle
- ☐ Travel Journal
- ☒ Organic Basic T-Shirt
- ☐ Men's Heather T-Shirt

6. What can the Shopping Behavior Analysis report tell you? (select two)

Correct!

- ☒ How users moved from one stage of purchasing to the next.
- ☒ Where users abandoned the shopping funnel.
- ☐ Errors on the "Billing and Shipping" page.
- ☐ Top channels driving sessions with check-outs.

7. In this Checkout Behavior Analysis report, which step in the checkout process should you optimize based on its drop-off rate?



Correct!

- ☒ Billing and Shipping
- ☐ Payment
- ☐ Review
- ☐ Sessions with Transactions

8. Which report would you use to build a segment of users who abandoned a specific step of the checkout path?

Correct!

- ☐ Shopping Behavior Analysis
- ☐ Product Performance
- ☐ Ecommerce Overview
- ☒ Checkout Behavior Analysis

9. You decide to run a landing page experiment to test a new carousel which highlights your top performing products. Which two reports could you use to determine which products to highlight? (select two)

Correct!

- ☐ Shopping Behavior Analysis

☒ Product Performance

☒ Ecommerce Overview

☐ Sales Performance

Your score: 9/9 (100%)

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RESET

[< LESSON 4.4](#)

Congratulations, you have passed all assessments for this course! To view your certificate of completion, please complete the end-of-course survey.

Overall Score: 100%

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