



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 2

1. To collect data from two websites with different URLs using a single Google Analytics property, what feature must be set up?

Correct!

- ☐ Advanced filters
- ☒ Cross-domain tracking
- ☐ Event tracking
- ☐ Custom Dimensions

2. View filters may be applied retroactively to any data that has already been processed.

Correct!

- ☐ True
- ☒ False

3. To see data for users from the U.S. and Canada only in a view, which filter would be applied?

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

4. To view data in reports by user categories such as Bronze, Gold, and Platinum status levels, what Google Analytics feature is needed to collect this data?

Correct!

- ☐ Event Tracking
- ☐ Custom Metric
- ☒ Custom Dimension
- ☐ Custom Filter

5. To pair metrics with dimensions, what should they have in common?

Correct!

- ☐ Same creator
- ☐ Same creation date
- ☐ Same view
- ☒ Same scope

6. To create a Custom Dimension for membership status (i.e., rewards level), what scope would be applied?

Correct!

- ☐ Hit
- ☐ Product
- ☐ Session
- ☒ User

7. Custom Dimensions can be used in which 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

8. When a Custom Dimension is active, what data will it affect?

Correct!

- ☐ Data collected before the Custom Dimension was applied
- ☒ Data collected after the Custom Dimension was applied
- ☐ All of the data in the property
- ☐ None of the data in the property

9. To collect the number of comments users posted to a website page, what feature would be used?

Correct!

- ☐ Custom Filter
- ☐ Custom Dimension
- ☒ Custom Metric
- ☐ Custom Alert

10. Custom Metrics can have which scopes?

(select all answers that apply)

Correct!

- ☒ Hit
- ☒ Product
- ☐ Session
- ☐ User

11. What four parameters can be included 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

12. If a user watches a video with event tracking three times in a single session, how many Unique Events will be counted?

Correct!

- ☐ 0
- ☒ 1
- ☐ 2
- ☐ 3

Your score: 12/12 (100%)

SUBMIT

RESET

< LESSON 2.6

LESSON 3.1 >

Congratulations, you have passed this assessment! To earn your certificate of completion, complete the following assessments with a score of 80% or better:

- **Assessment 3**
- **Assessment 4**