Assessment 3

1. Segments applied to reports can analyze 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 who viewed a webpage, then watched a video

☑ Users who engaged in social media or email campaigns

☐ Users who have children under the age of 18

2. Custom segments may be created using which criteria?

(select all answers that apply)

Correct!

☑ Dimensions

☑ Metrics

☑ Session dates

☑ Sequences of user actions

3. How many segments may be applied at once?

Correct!

○ 1

○ 2

○ 3

◉ 4

4. Because segments are applied before sampling, segmented data will not be sampled.

Correct!

○ True

◉ False

5. What report shows data segmented by channel?

Correct!

○ Segmentation

○ Source/Medium

◉ Channels

○ Attribution

6. Google Ads and Google Marketing Platform campaigns served on the Google Display Network are grouped into which channel?

Correct!

○ Paid Search

○ Organic Search

○ Direct

◉ Display

7. What report analyzes which webpages get the most traffic and highest engagement?

Correct!

○ Active Users report

○ Engagement report

○ All Pages report

○ Frequency and Recency report

8. In a "last-click" attribution model, Google Analytics will attribute all of the conversion credit to which source(s)?

Correct!

○ First marketing activity

● Last marketing activity

○ Single assisted conversion

○ All assisted conversions

9. Multi-channel Funnel reports can credit conversions across which channels?

(select all answers that apply)

Correct!

☑ Website referrals

☑ Paid and organic search

☑ Custom campaigns

☐ Television channels

10. 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

11. What report shows users who initiated sessions over 1-day, 7-day, 14-day, and 30-day periods?

○ User Explorer report

◉ Active Users report

○ Users Flow report

○ Behavior Overview report

12. What report groups an audience based on acquisition date and compares behavior metrics over several weeks?

○ Behavior Overview report

○ Active Users report

○ Users Flow report

◉ Cohort Analysis report

13. Custom Reports have which capabilities?

(select all answers that apply)

☑ Use multiple dimensions together in the same report

☑ Create a report with Custom Metrics

☑ Use a Custom Dimension as a primary dimension

☐ Create a report with data-driven attribution

14. What type of Custom Report shows a static, sortable table with rows of data?

○ Explorer

◉ Flat Table

○ Map Overlay

○ Pivot Table

15. Which would prevent data from appearing in a Custom Report?

(select all answers that apply)

Correct!

☑ A filter that filters out all data

☐ Not sharing the Custom report with users in the same view

☑ Dimensions and metrics of different scopes

☐ Too many dimensions applied to the Custom report

Your score: 15/15 (100%)

SUBMIT   RESET

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

- **Assessment 4**