



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 1

1. If default Google Analytics tracking code is installed on pages with different domains, Analytics will count these users and sessions separately.

Correct!

- ☒ True
- ☐ False

2. What does Google Analytics call a URL that passes data parameters for reporting?

Correct!

- ☐ A tag
- ☒ A hit
- ☐ A dimension
- ☐ A metric

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

Correct!

- ☐ Every time a user clicks a video
- ☐ Every time a user adds an item to a shopping cart
- ☐ Every time a user performs a search on a website
- ☒ Every time a user loads a webpage

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

Correct!

- ☐ Every time a user performs an action with pageview tracking
- ☐ Every time a user makes a reservation on a booking site
- ☐ Every time a user adds an event to their calendar
- ☒ Every time a user performs an action with event tracking

5. 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

6. 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 by the tracking code
- ☒ Analytics will set a new unique ID and browser cookie the next time a browser loads a tracked page
- ☐ Analytics will automatically recognize returning users

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

Correct!

- ☐ True
- ☒ False

8. A session in Google Analytics times out after how many minutes by default?

Correct!

- ☐ 5
- ☐ 15
- ☒ 30
- ☐ 60

9. To send data to Google Analytics from a web-connected device like a point-of-sale system, what feature must be used?

Correct!

- ☐ Data Import
- ☐ Browser cookies
- ☐ The Networking protocol
- ☒ The Measurement Protocol

10. For an event goal defined as playing a video, how many Goal conversions will Google Analytics record if that video is played three times in the same session?

Correct!

- ☒ 1
- ☐ 2
- ☐ 3
- ☐ 4

11. Which are Goal types in Google Analytics?

(select all answers that apply)

Correct!

- ☒ Destination
- ☐ Shopping Cart
- ☒ Pages/Screens per session
- ☒ Duration

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

Correct!

- ☐ True
- ☒ False

13. Which of these scopes could be used 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

14. When defining a measurement plan, what is the order of steps?

Correct!

- ☐ Business objectives > KPIs > key actions
- ☐ KPIs > key actions > business objectives
- ☐ Key actions > KPIs > business objectives
- ☒ Business objectives > key actions > KPIs

15. What are macro-conversions in a measurement plan?

Correct!

- ☐ The metric data used to measure business success

- ☒ The main website actions users take that accomplish stated business goals
- ☐ The secondary website actions users take that lead to main actions
- ☐ A list of keyboard shortcuts for measurement tasks in Google Analytics

Your score: 15/15 (100%)

SUBMIT

RESET

< LESSON 1.5

LESSON 2.1 >

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

- **Assessment 2**
- **Assessment 3**
- **Assessment 4**