



✓ **Congratulations! You passed!**
TO PASS 80% or higher

Keep Learning

GRADE
87.5%

Graded Quiz: Test your Project understanding draft

LATEST SUBMISSION GRADE

87.5%

1. What kind insights do Acquisition reports give?

1 / 1 point

- ☐ Insights on Technology utilized to access the site
- ☐ Insights on conversions and value weights
- ☒ Insights on channels through which users land on the website

✓ **Correct**

Correct! Acquisition sources are organic and paid channels through which your site acquires new users/visitors.

2. How do you compare attribution models in Analytics?

1 / 1 point

- ☐ Use the conversion filters under audience dimensions
- ☒ Use the Conversions>MultiChannelFunnels>Model Comparison Tool
- ☐ From the Audience > Categories > Models reports

✓ **Correct**

Correct! The Model Comparison Tool is the intuitive tool available in order to compare the evaluation of each channel under up to 3 different models at any given time of your choice between standard and custom.

3. Can you personalize a Multi Channel Function grouping?

1 / 1 point

- ☒ Yes, you can define channels, create new groups, copy and edit existing groups
- ☐ Yes but you can only group channels of the same type
- ☐ No, you can only use default groupings

✓ **Correct**

Correct! Directly from the Channel Grouping labels in the MCF reports you can create completely new groups defined by set dimension conditions, or copy existing groupings to edit.

4. What is a time decay attribution model?

1 / 1 point

- ☐ A standard model measuring the time passing between conversions
- ☒ A standard attribution model decreasing the credit of each touchpoint the furthest away in time it is from the conversion occurrence
- ☐ A custom attribution model with a 20 days lookback window

✓ **Correct**

Correct! With Time Decay models each channel in a conversion path will be scored progressively (usually esponentially) lower the furthest away in time it is from the converion even, within the lookback window.

5. In what formats can you export data from attribution models?

1 / 1 point

- ☒ Like all sharable Analytics reports, in both PDF and CSV files
- ☐ In CSV format and Word
- ☐ In CSV format compatible with Google Spreadsheets only

✓ **Correct**

Correct! CSV format is ideal to elaborate on data, PDF is ideal for presentation and informative sharing.

6. How can you share an attribution model?

1 / 1 point

- ☒ Via link or Solutions Gallery, sharing only the template and rules, not the data
- ☐ Sharing only data via email and file transfer
- ☐ Via Analytics file transfer, Solutions Gallery and email, including data

✓ **Correct**

Correct! You can generate a direct link for other Analytics users to import the template in your account, or share publicly via the Google Analytics Solutions Gallery to be made searchable by users publicly. Remembering, this way you share only the rules of the template, not the data from your account!

7. Can you create a fully custom attribution model in Analytics?

1 / 1 point

- ☒ You can customize rules and adjustments starting from a baseline model only
- ☐ You can customize only impression and click adjustments
- ☐ You can fully program an attribution model with Python, Java and Javascript

✓ **Correct**

Correct! In Google Analytics you will always start from a baseline model available in the standard models collection, and edit its logic within the boundaries set by the tool.

8. What is a position based attribution model?

0 / 1 point

- ☐ A type of attribution model valuing the relative position of different touchpoints, usually assigning more value to the first and last interaction
- ☐ An attribution model crediting the position of organic search results
- ☒ An attribution model weighting the position in which the ads was shown

! **Incorrect**

Incorrect. Please review Task 2 of this Guided Project to find out more about most utilized attribution models in the industry, and the standard Analytics models.