

Google Analytics Individual Qualification

Q.1 – In Custom reports, what must metrics and dimensions share in order to report accurately?

- (A) Same index
- (B) Same view
- (C) Same scope**
- (D) Same Custom report

Q.2 – What report indicates the last page users viewed before leaving a website?

- (A) Landing Pages report
- (B) All Pages report
- (C) Pages report
- (D) Exit Pages report**

Q.3 – View filters may be applied retroactively to any data that has been processed.

- (A) False**
- (B) True

Q.4 – Which metric reports on how often a channel contributes to a conversion prior to last-click attribution?

- (A) Second-to-last-click attribution
- (B) Secondary conversion
- (C) Primary conversion
- (D) Assisted conversion**

Q.5 – Which default traffic source dimensions does Google Analytics report for each website visitor?

- (A) Source and campaign
- (B) Campaign and ad content
- (C) Campaign and medium
- (D) Source and medium**

Q.6 – Where should the Analytics tracking code be placed in the HTML of a webpage for data collection?

- (A) Just before the closing </body> tag
- (B) Just after the opening <body> tag
- (C) Just after the opening <head> tag**
- (D) Just before the closing </head> tag

Q.7 – Which user characteristic may NOT be used to change keyword bids in Google Ads?:

- (A) Location
- (B) Device
- (C) Time of day
- (D) Ad preference**

Q.8 – In Multi-Channel Funnel reports, how are default conversions credited?

- (A) Last campaign, search or ad**
- (B) Equal credit along the conversion touchpoints
- (C) Second to last campaign, search or ad
- (D) First campaign, search or ad

Q.9 – Which kinds of hits does Google Analytics track?

- (A) Pageview
- (B) Transaction
- (C) All of the above**
- (D) Event

Q.10 – Which Goals are available in Google Analytics?

- (A) Pageview, Event, Transaction, Social
- (B) Location, Event, Time, Users per session
- (C) Destination, Event, Duration, Pages/Screens per session**
- (D) Destination, Event, Pageview, Social

Q.11 – What would prevent data from appearing in a Custom report?

- (A) A filter that removes all the data
- (B) Too many metrics in a Custom report
- (C) Too many dimensions in a Custom report
- (D) Custom report isn't shared with users in the same view

Q.12 – What feature must be enabled to use Multi-Channel Funnels?

- (A) In-page analytics
- (B) Custom dimensions
- (C) Advertising features
- (D) Goals or Ecommerce

Q.13 – Which three campaign parameters are recommended to manually track campaigns?

- (A) Source, Content and Term
- (B) Medium, Source and Campaign
- (C) Medium, Source and Content
- (D) Campaign, Content and Term

Q.14 – Views can include website data collected before the view was created.

- (A) FALSE
- (B) TRUE

Q.15 – When does the tracking code send an event hit to Google Analytics?

- (A) Every time a user performs an action with event tracking implemented
- (B) Every time a user adds an event to their calendar
- (C) Every time a user makes a reservation
- (D) Every time a user performs an action with pageview tracking implemented

Q.16 – To view accurate data in a Custom report, what action should be avoided?

- (A) Pair metrics and dimensions of different scopes
- (B) Use multiple dimensions together in the same report

- (C) Create a report with Custom Metrics
- (D) Use a Custom Dimension as a primary dimension

Q.17 – In Multi-Channel Funnel reports, what channel would not be credited with a conversion?

- (A) **Television commercials**
- (B) Social network
- (C) Paid and organic search
- (D) Website referrals

Q.18 – If a web page visitor clears the Analytics cookie from their browser, what will occur?

- (A) Analytics will set a new unique ID the next time a browser loads a tracked page
- (B) Analytics will not be able to associate user behaviour data with past data collected
- (C) **All of the above**
- (D) Analytics will set a new browser cookie the next time a browser loads a tracked page

Q.19 – Which reports indicate how traffic arrived at a website?

- (A) Geo
- (B) **All traffic**
- (C) Demographics
- (D) Behaviour

Q.20 – Which reports require the activation of Advertising Features?

- (A) **Demographics and Interests reports**
- (B) Geo reports
- (C) Real-time reports
- (D) Cohort analysis reports

Q.21 – What criteria could not be used to create a Dynamic Remarketing audience?

- (A) Users who viewed a homepage

- (B) Users who viewed a search result page on a website
- (C) Users who viewed product-detail pages
- (D) Users who returned an item that they purchased**

Q.22 – What is not a filter setting for data in views?

- (A) Exclude
- (B) Restore**
- (C) Modify
- (D) Include

Q.23 – If a user visits a web page with an embedded video, leaves without clicking on anything, and the session times out, how will Google Analytics report the session?

- (A) As an event
- (B) As a click
- (C) As an interaction
- (D) As a bounce**

Q.24 – What feature is required to collect the number of comments users posted to a web page?

- (A) Custom Metric**
- (B) Custom Dimension
- (C) Custom Channel Groupings
- (D) Calculated Metric

Q.25 – The default session timeout duration in Google Analytics is how many minutes?

- (A) 20
- (B) 5
- (C) 10
- (D) 30**

Q.26 – When will Google Analytics be unable to identify sessions from the same user by default?

- (A) When the sessions happen in different browsers on the same device**

- (B) When the sessions happen in the same browser on the same device
- (C) When the sessions share the same browser cookie
- (D) When the sessions happen in the same browser on the same day

Q.27 – What Remarketing audiences cannot be defined by default?

- (A) Users who visited a specific page on a website
- (B) Users who played a video on a website
- (C) Users who visited a physical store**
- (D) Users who speak a particular language

Q.28 – What report shows users who initiated sessions over 1-day, 7-day, 14-day and 30-day periods?

- (A) Active Users report**
- (B) Users Flow report
- (C) User Explorer report
- (D) Cohort Analysis report

Q.29 – What report compares metrics based on user acquisition date over a series of weeks?

- (A) Cohort Analysis**
- (B) User Explorer
- (C) Active Users
- (D) Users Flow

Q.30 – What is the “Bounce Rate” in Google Analytics?

- (A) Number of times users returned to a website in a given time period
- (B) Percentage of sessions in which a user exits from a homepage
- (C) Percentage of visits when a user landed on a website and exited without any interactions**
- (D) Percentage of total site exits

Q.31 – Once filters have been applied, what is the option to recover filtered data?

- (A) Filtered data is not recoverable**
- (B) Data may be recovered within 30 days

- (C) Data may be recovered within ten days
- (D) Data may be recovered within five days

Q.32 – What report shows the percentage of traffic that previously visited a website?

- (A) Behaviour > New vs returning report**
- (B) Behaviour > Frequency and Recency report
- (C) Interests > Affinity categories report
- (D) All traffic > Referrals report

Q.33 – What criteria cannot be used to create a Custom segment?

- (A) Metrics
- (B) Sequences of user actions
- (C) Dimensions
- (D) Ad type**

Q.34 – Which reports indicate how website referrals, organic search and ad campaigns assisted in conversions?

- (A) Ecommerce reports
- (B) Goals reports
- (C) Multi-channel funnel reports**
- (D) Acquisition reports

Q.35 – What model represents the hierarchical structure of a Google Analytics account?

- (A) Property > Account > View
- (B) View > Account > Property
- (C) Account > View > Property
- (D) Account > Property > View**

Q.36 – What does assigning a value to a Google Analytics Goal enable?

- (A) Compare goal conversions and measure changes to a website**
- (B) Track real-time business revenue
- (C) Analyse a website conversion funnel
- (D) Track actual revenue from conversions

Q.37 – What cannot be collected by the default Analytics tracking code?

- (A) User's favourite website
- (B) Browser language setting
- (C) Page visits
- (D) Device and operating system

Q.38 – To recognize users across different devices, what feature must be enabled?

- (A) Attribution models
- (B) Google Ads Linking
- (C) User ID
- (D) Audience definitions

Q.39 – What is a “metric” in Google Analytics?

- (A) A dimension that can help analyse site performance
- (B) The dates in a date range
- (C) The numbers in a data set often paired with dimensions
- (D) A segment of data separated out in a report for comparison

Q.40 – Segments will not allow you to do what?

- (A) Build custom Remarketing lists
- (B) Isolate and analyse data
- (C) Permanently alter data
- (D) Create subsets of sessions or users

Q.41 – What feature is required to track customer search terms on a website?

- (A) Search filters
- (B) Site search
- (C) Enhanced E-commerce
- (D) Data import

Q.42 – How would a view filter be configured to include only users from Brazil and Argentina?

- (A) Filter 1: include Argentina > Filter 2: include Brazil
- (B) Filter 1: include Brazil > Filter 2: include Argentina
- (C) Filter 1: include Brazil or Argentina**
- (D) Filter 1: exclude all countries except Brazil and Argentina

Q.43 – Within how many days can a deleted view be restored?

- (A) 15
- (B) 25
- (C) 35**
- (D) 5

Q.44 – Auto-tagging is used to collect data from what kind of traffic?

- (A) Website referral traffic
- (B) Social media traffic
- (C) Google Ads Campaign traffic**

Q.45 – When linking a Google Ads account to Google Analytics, what is not possible?

- (A) Import Analytics Goals and transactions into Google Ads as conversions
- (B) View Google Ads click and cost data next to site engagement data in Analytics
- (C) Create remarketing lists in Analytics to use in Google Ads campaigns
- (D) Adjust keyword bids in Google Ads from Google Analytics**

Q.46 – What channel is not included in the default Channels report?

- (A) Display
- (B) Device**
- (C) Organic search
- (D) Direct

Q.47 – What is used to create Smart Goals?

- (A) Machine-learning algorithms**
- (B) Analytics goals
- (C) Remarketing audience
- (D) Custom reports

Q.48 – When the same default tracking code is installed on pages with different domains, what will result?

- (A) Analytics will associate users and sessions with a single domain
- (B) Analytics will send an alert about duplicate data collection
- (C) Analytics will associate users and sessions with their respective domains**
- (D) Analytics will not associate users and sessions with any domain

Q.49 – What is a “dimension” in Google Analytics?

- (A) An attribute of a data set that can be organised for better analysis**
- (B) The lifetime value of a user in a given date range
- (C) A comparison of data between two date ranges
- (D) A report that offers different demographic information about your audience

Q.50 – View filters are applied in what order?

- (A) Random order
- (B) Creation date
- (C) Sequential order**
- (D) Alphabetical order

Q.51 – What campaign parameter is not available by default in Google Analytics?

- (A) utm_source
- (B) utm_medium
- (C) utm_adgroup**
- (D) utm_content

Q.52 – What is not considered a “source” in Google Analytics by default?

- (A) Google
- (B) googlemerchandise.com
- (C) Email**
- (D) (Direct)

Q.53 – What is a “secondary dimension” in Google Analytics?

- (A) A dashboard widget that offers more specific analysis
- (B) An additional report dimension for more specific analysis**
- (C) A visualisation to understand the impact of data
- (D) An additional report metric for more specific analysis

Q.54 – What feature collects company-specific data such as Member Status?

- (A) Event tracking
- (B) Custom dimension**
- (C) Custom filter
- (D) Custom metric

Q.55 – What campaigns require manual tags on destination URLs for tracking?

- (A) Google Ads campaigns
- (B) Email campaigns**
- (C) Autotagged campaigns
- (D) None of the above

Q.56 – What feature is required to send data from a web-connected device (such as a point-of-sale system) to Google Analytics?

- (A) The networking protocol
- (B) The measurement protocol**
- (C) Browser cookies
- (D) Data import

Q.57 – What is not a benefit of Google Analytics Remarketing?

- (A) Show customised ads to customers who have previously visited your site
- (B) Create remarketing lists without making changes to your existing Analytics snippet
- (C) Create remarketing lists based on custom segments and targets

(D) Allow customers to quickly reorder an item they have previously purchased

Q.58 – What scope levels available for dimensions and metrics?

(A) Hit-level, session-level, product-level or user-level scope

(B) Event-level, session-level, transaction-level or user-level scope

(C) Location-level, duration-level, product-level or user-level scope

(D) Event-level, duration-level, transaction-level or user-level scope

Q.59 – If a user watches a video with event tracking three times in a single session, Analytics will count how many Unique Events?

(A) 6

(B) 2

(C) 3

(D) 1

Q.60 – What type of Custom report shows a static sortable table with rows of data?

(A) Pivot table

(B) Map overlay

(C) Flat table

(D) Explorer

Q.61 – To recognise users across different devices, what is required for User ID?

(A) Google Tag Manager

(B) Sign-in that generates and sets unique IDs

(C) A new Analytics account for reporting

(D) All of the above

Q.62 – When does a default Analytics session expire?

(A) At noon every day

(B) When a user opens a new browser window

(C) When a user is inactive on a web page for more than 30 minutes

(D) After 30 minutes, regardless of user activity on a web page

Q.63 – What data does Google Analytics prohibit collecting?

- (A) Purchase amount
- (B) Product SKU(s)
- (C) Billing city
- (D) Personally identifiable information**

Q.64 – What is the set of rules that determines how sales and conversions get credited based on touch-points in the conversion path?

- (A) Channel groupings
- (B) Conversion tracking
- (C) Multi-channel funnels
- (D) Attribution modelling**

Q.65 – Using a standard Google Analytics configuration, which characteristics cannot be used to create a custom segment?

- (A) Users 25 to 34 years old who have their browser set to Spanish
- (B) Users who are female and have children**
- (C) Users who engaged in a social media or email campaign
- (D) Users who viewed a page on a website, then watched a video

Q.66 – What is not considered a default “medium” in Google Analytics?

- (A) Referral
- (B) Google**
- (C) CPC
- (D) Organic

Q.67 – What metric-dimension combination is not valid?

- (A) Total events / User type
- (B) Sessions / Source
- (C) Sessions / Bounce rate**
- (D) Avg. time on page / device category

Q.68 – Filters cannot perform what action on collected data?

- (A) Exclude traffic from particular IP addresses
- (B) Convert dynamic page URLs to readable text strings
- (C) Include shopping preferences**
- (D) Include data from specific subdomains

Q.69 – What feature can join offline business systems data with online data collected by Google Analytics?

- (A) Goal tracking
- (B) User ID
- (C) Data import**
- (D) Google Ads Linking

Q.70 – Sharing a Custom Report will share the report configuration and data included in the report.

- (A) TRUE
- (B) FALSE**

Q.71 – Sampling is applied to reports before segmentation.

- (A) FALSE**
- (B) TRUE

Q.72 – Which assets cannot be shared in the Solutions Gallery?

- (A) Goals
- (B) Custom Dimensions**
- (C) Custom reports
- (D) Segments

Q.73 – What report shows which types of mobile devices visited a website?

- (A) Mobile > Devices report**
- (B) Site Content > Landing Page report
- (C) All Traffic > Source/Medium report
- (D) Technology > Network report

Q.74 – What scope applies to Custom Metrics?

- (A) Customer
- (B) Hit**
- (C) User
- (D) Session

Q.75 – A new Custom Channel Group may be applied retroactively to organize data that has been previously collected.

- (A) True**
- (B) False

Q.76 – What data table display compares report metrics to the website average?

- (A) Pivot
- (B) Comparison**
- (C) Performance
- (D) Percentage

Q.77 – If the Google Merchandise Store sets up a URL goal of “/ordercomplete” and a Match Type of “Begins with”, which of the following pages on www.googlemerchandise.com will NOT count as a goal?

- (A) /ordercomplete/index.html
- (B) /order/complete.php**
- (C) /ordercomplete/thank_you.html
- (D) /ordercomplete.php

Q.78 – When does the Analytics tracking code send a pageview hit to Google Analytics?

- (A) Every time a user clicks a video on a website
- (B) Every time a user searches on a website
- (C) Every time a user loads a webpage with embedded tracking code**
- (D) Every time a user adds an item to an online shopping cart

Q.79 – Custom Dimensions can be used as what?

- (A) Secondary dimensions in Standard reports
- (B) Secondary dimensions in Custom Reports
- (C) All of the above**

Q.80 – What feature would be used to collect how many times users downloaded a product catalog?

- (A) Custom Report
- (B) Event Tracking**
- (C) Custom Dimension
- (D) Calculated Metrics

Q.81 – What report identifies browsers that may have had problems with a website?

- (A) The New vs Returning report
- (B) The Active Users report
- (C) The Browser & OS report**
- (D) The Source/Medium report

Q.82 – What report provides data on how specific sections of a website performed?

- (A) Top Events report
- (B) Frequency and Recency report
- (C) Content Drilldown report**
- (D) Location report

Q.83 – What is not a benefit of using segments to analyze data?

- (A) Permanently modify the data in a view**
- (B) Analyze users by single or multi-session conditions
- (C) Isolate and analyze specific conversion paths using conversion segments
- (D) Compare behavior metrics for groups of users like Converters vs non Converters

Q.84 – What scope would be set for a Custom Dimension that reports membership status for a customer rewards program?

- (A) Session

- (B) Hit
- (C) User**
- (D) Product

Q.85 – What filter would only include data from a campaign titled “Back to School” in Campaign reports?

- (A) Predefined Include filter with “traffic to the hostname” “that are equal to” “back to school”
- (B) Custom Include filter with field “Page Title” and pattern “back to school”
- (C) Custom Search and Replace filter with field “Campaign Name”, string “back to school”, and pattern “include”
- (D) Custom Include filter with field “Campaign Name” and pattern “back to school”**

Q.86 – Which parameters can be included with an event hit for reporting?

- (A) Event, Category, Action, Label
 - (B) Category, Action, Label, Total Events
 - (C) Category, Action, Label, Unique Events
 - (D) Category, Action, Label, Value**
- Q.87 – Google Analytics cannot collect data from which systems by default?**

- (A) Mobile devices
- (B) Websites
- (C) Offline inventory database**
- (D) Online point-of-sale systems

Q.88 – What report indicates where users start or exit the conversion funnel?

- (A) Goal Flow**
- (B) User Timings
- (C) Cohort Analysis
- (D) Treemaps

Q.89 – What report shows the percent of site traffic that visited previously?

- (A) Referrals report
- (B) Sales Performance report
- (C) Frequency & Recency report
- (D) New vs Returning report**

Q.90 – What data is Google Analytics Goals unable to track?

- (A) Making a purchase
- (B) Customer's lifetime value**
- (C) Watching a video
- (D) Signing up for a newsletter

Q.91 – What report shows which web pages get the most traffic and highest engagement?

- (A) Frequency and Recency report
- (B) Active Users report
- (C) Engagement report

(D) All Pages report

Q.92 – For autotagging, what parameter does Google Ads include in the destination URL?

- (A) adid=
- (B) urlid=
- (C) utm=
- (D) gclid=**

Q.93 – What report indicates the pages of a website where users first arrived?

- (A) Landing Pages report**
- (B) Pages report
- (C) Location report
- (D) All Pages report

Q.94 – In views that don't have data import enabled, Custom Dimensions values may be viewed for dates before the Custom Dimension was created.

(A) TRUE

(B) FALSE

Q.95 – If a Destination Goal is created for a newsletter sign-up and a user completes the newsletter sign-up three times in three separate sessions, how many Goal conversions will Google Analytics count?

(A) 3

(B) 2

(C) 6

(D) 1

Q.96 – To increase the speed at which Google Analytics compiles reports, what action could be taken?

(A) Choose “Faster response” in the sampling pulldown menu

(B) Apply an advanced filter to the report

(C) Remove any filters on the view

(D) Choose “Greater precision” in the sampling pulldown menu

Q.97 – To track users and sessions across multiple domains, what first must be set up?

(A) Data Import

(B) Ad Exchange Linking

(C) Cross-domain tracking

(D) Google Ads Linking

Q.98 – What report shows a visual representation of user interactions on a website?

(A) Behavior Flow report

(B) Landing Pages report

(C) Content Drilldown report

(D) Treemaps report

Q.99 – What asset is used to build a remarketing list?

(A) Custom Dimension

(B) Custom Segment

(C) Custom Report

(D) Custom Metric