

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) googlemerchandisestore.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.googlemerchandisestore.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