

1 (Question_id=1) Which of the following would you use to set up a custom alert?

- ☐ A) Real-Time
- ☐ B) Conversion
- ☐ C) Content
- ☒ D) Intelligence

2 (Question_id=2) In order to set up commerce tracking, you need to _____. Select all that apply

- ☒ A) Add commerce tracking JavaScript to your receipt page or "transaction complete" page
- ☐ B) Add an commerce campaign variable to your URLs
- ☒ C) enable ecommerce tracking in at least one of the views for a property
- ☐ D) have linked an AdWords account with your Google Analytics account

3 (Question_id=3) Generally, the recommended best practice is to set up one Google Tag Manager Account

- ☐ A) for every Analytics view
- ☐ B) for every site you want to track
- ☒ C) for your company
- ☐ D) for every person who will have access to Analytics

4 (Question_id=4) You want to see the percentage of sessions in which a specific button was clicked. Which of the following would be most useful?

- ☐ A) set up Real-Time reporting
- ☐ B) set up a custom report
- ☒ C) set up an event goal
- ☐ D) set up a dashboard

5 (Question_id=5) Which of the following would prevent URL destination goal conversions from being recorded? Select all that apply

- ☒ A) The match type in the goal definition is incorrect
- ☒ B) The tracking code is missing from the conversion page
- ☐ C) No URL destination goals have been defined
- ☒ D) There was a misspelling in the URL of the goal definition

6 (Question_id=6) Which of the following technologies or features can be used to add data to Google Analytics? Select all that apply

- ☐ A) Real-Time
- ☒ B) Dimension Widening
- ☐ C) Intelligence
- ☒ D) Measurement Protocol
- ☒ E) Cost Data Import

7 (Question_id=7) Which campaign tracking variables are required in order to ensure accurate data shows for your campaigns in the "All Traffic Report"? Select all that apply

- ☐ A) utm_term
- ☒ B) utm_medium
- ☐ C) utm_content
- ☒ D) utm_source
- ☒ E) utm_campaign

8 (Question_id=8) Which of the following would you use to exclude rows with fewer than 10 visits?

- ☐ A) secondary dimension
- ☐ B) primary dimension
- ☒ C) table filter
- ☐ D) table sort
- ☐ E) pivot table

9 (Question_id=9) Which of the following suggest a poorly performing landing page?

- ☐ A) Bounce Rate < 90%
- ☒ B) Bounce Rate > 90%
- ☐ C) % New Visits < 90%
- ☐ D) % New Visits > 90%
- ☐ E) None of these answers

10 (Question_id=10) Which of the following represents a macro conversion for an commerce site?

- ☐ A) receiving product inquiry
- ☐ B) a click on a "buy" button
- ☐ C) collecting a lead
- ☒ D) a completed sales transaction
- ☐ E) all of the above

11 (Question_id=11) The URL for the homepage of your site is example.com/index. You would like this to appear as "home" in your Pages report. How can this be achieved?

- ☒ A) Use a Search and Replace custom filter on the Request URI field where Search String is "index" and Replace String is "home"
- ☐ B) Use a Search and Replace custom filter on the Request URI field where Search String is "www.example.com/index" and Replace String is "www.example.com/home"

12 (Question_id=12) True or False: When you share a link to a custom report, you share the data in the report?

- ☐ A) True. Sharing a link to a custom report shares the data in the report.
- ☒ B) False. Sharing link to a custom report only shares a template for the report

13 (Question_id=13) Which of the following would be most useful in measuring how many days passed between the first visit to a site and the eventual conversion?

- ☐ A) Path Length
- ☒ B) Time Lag
- ☐ C) Conversion Value
- ☐ D) Top Conversion Paths
- ☐ E) Assisted/Last Interaction Conversions

14 (Question_id=14) Which of the following should you NOT collect with the Google Analytics commerce JavaScript? Select all that apply

- ☐ A) product SKU(s)
- ☒ B) credit card number
- ☒ C) billing city
- ☐ D) tax amount
- ☐ E) purchase amount

15 (Question_id=15) You want to see conversion rates for Windows visits coming from London. Which of the following would you need to select?

- ☐ A) City, and Goal Conversion Rate as a secondary dimension
- ☒ B) Operating System, and City as a secondary dimension
- ☐ C) Goal Conversion Rate, and City as a secondary dimension
- ☐ D) any one of these options

16 (Question_id=16) You want to evaluate the landing pages you are using for AdWords ads. Which of the following dimensions would be most useful?

- ☐ A) Ad Group
- ☐ B) Campaign
- ☐ C) Placements
- ☐ D) Keyword
- ☒ E) Destination URL

17 (Question_id=17) For each user who comes to your site, Google Analytics automatically captures which of the following Traffic Source dimensions. Select all that apply.

- ☒ A) Source
- ☒ B) Medium
- ☒ C) Ad Content
- ☒ D) Campaign

18 (Question_id=18) You publish articles by many different authors on your site. You want to create a report that shows the total number of page views for each author. Which of the following features will allow you to add author information to Google Analytics

- ☐ A) Annotations
- ☐ B) Custom Reports
- ☐ C) Segments
- ☐ D) Analytics Intelligence
- ☒ E) Dimension Widening

19 (Question_id=19)) Setting up goals allows you to see _____. Select all that apply. <div><div><input type="checkbox"/></div><div>A) conversion rates</div></div> <div><div><input type="checkbox"/></div><div>B) conversion paths</div></div> <div><div><input type="checkbox"/></div><div>C) bounce rate</div></div> <div><div><input type="checkbox"/></div><div>D) a list of transactions</div></div> <div><div><input type="checkbox"/></div><div>E) commerce revenue</div></div>
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<div><div><div><div><div><div></div></div></div><div><div><div></div><div></div></div></div><div><div><div></div><div></div></div></div><div><div><div></div></div></div></div></div></div> <div><div><div>D</div><div>button click response time</div></div></div>
<div><div>40 (Question_id=40)) Which of the following would most quickly allow you to determine whether the Google Analytics code snippet is working on a specific website?</div><div><div><div></div><div>A) Annotations</div></div><div><div></div><div>B) secondary dimensions</div></div><div><div></div><div>C) Analytics Intelligence</div></div><div><div></div><div>D) Real-Time</div></div></div></div>
<div><div>41 (Question_id=41)) Your web property is "www.example.com". You set up a URL goal of "thankyou" and a Match Type of "Begins With". Which of the following URLs will count as goals? Select</div><div><div><div></div><div>A) www.example.com/thankyou/receipt.php</div></div><div><div></div><div>B) www.example.com/thankyou.php</div></div><div><div></div><div>C) www.example.com/receipt/thankyou.php</div></div><div><div></div><div>D) www.example.com/thankyou.html</div></div></div></div>
<div><div>42 (Question_id=42)) Which of the following would help you to determine the conversion value of a paid keyword?</div><div><div><div></div><div>A) CPM</div></div><div><div></div><div>B) CTR</div></div><div><div></div><div>C) Real-Time</div></div><div><div></div><div>D) Multi-Channel Funnels</div></div><div><div></div><div>E) none of these answers</div></div></div></div>
<div><div>43 (Question_id=43)) Which of the following are examples of channels? Select all that apply.</div><div><div><div></div><div>A) Email</div></div><div><div></div><div>B) Audience</div></div><div><div></div><div>C) Display</div></div><div><div></div><div>D) Conversion</div></div><div><div></div><div>E) Organic Search</div></div></div></div>
<div><div>44 (Question_id=44)) You want to know whenever weekly revenue for your "spring sale" campaign increases or decreases by an unusual amount. Which of the following would be most useful?</div><div><div><div></div><div>A) Intelligence</div></div><div><div></div><div>B) secondary dimensions</div></div><div><div></div><div>C) Real-Time</div></div><div><div></div><div>D) Annotations</div></div></div></div>
<div><div>45 (Question_id=45)) You have found that most of your customers initially learned about your brand via a display ad. Which of the following attribution models will give credit to display ads that introduced customers to</div><div><div><div></div><div>A) First Interaction attribution model</div></div><div><div></div><div>B) Last Click attribution model</div></div><div><div></div><div>C) Position Based attribution model</div></div><div><div></div><div>D) Last Non-Direct Click attribution model</div></div><div><div></div><div>E) Linear attribution model</div></div></div></div>
<div><div>46 (Question_id=46)) It is important to have a clear measurement strategy to guide your implementation strategy and your data analysis. Which of the following business objectives would be most relevant for content publishers</div><div><div><div></div><div>A) collecting user information for sales teams to connect with potential leads</div></div><div><div></div><div>B) encourage engagement and frequent visitation</div></div><div><div></div><div>C) selling products or services</div></div><div><div></div><div>D) all these options are equally relevant as business objectives for content publishers.</div></div></div></div>
<div><div>47 (Question_id=47)) The demographics and interest category information in Google Analytics comes from</div><div><div><div></div><div>A) Google Tag Manager</div></div><div><div></div><div>B) the DoubleClick third-party cookie</div></div><div><div></div><div>C) survey data filled out by users</div></div><div><div></div><div>D) the AdWords first-party cookie</div></div><div><div></div><div>E) information that you upload from your CRM</div></div></div></div>
<div><div>48 (Question_id=48)) Which of the following are examples of sources? Select all that apply.</div><div><div><div></div><div>A) Google</div></div><div><div></div><div>B) Email</div></div><div><div></div><div>C) Search</div></div><div><div></div><div>D) Display</div></div><div><div></div><div>E) Example.com</div></div></div></div>
<div><div>49 (Question_id=49)) Which of the following attribution models would be useful for evaluating ads and campaigns that are designed to create initial awareness about a brand?</div><div><div><div></div><div>A) First Interaction model</div></div><div><div></div><div>B) Linear model</div></div><div><div></div><div>C) Last Non-Direct Click model</div></div><div><div></div><div>D) Last Interaction Model</div></div></div></div>
<div><div>50 (Question_id=50)) Which of the following Behavior metrics shows the number of sessions that included a view of a page?</div><div><div><div></div><div>A) Bounce Rate</div></div><div><div></div><div>B) Unique Visits</div></div><div><div></div><div>C) Visits</div></div><div><div></div><div>D) Unique Pageviews</div></div><div><div></div><div>E) Pageviews</div></div></div></div>
<div><div>51 (Question_id=51)) Which of the following are examples of mediums? Select all that apply.</div><div><div><div></div><div>A) Example.com</div></div><div><div></div><div>B) Conversion</div></div><div><div></div><div>C) Email</div></div><div><div></div><div>D) Google</div></div></div></div>
<div><div>52 (Question_id=52)) Which of the following most accurately describes the concept of attribution in digital analytics?</div><div><div><div></div><div>A) assigning credit for conversions</div></div><div><div></div><div>B) determining a traffic source</div></div><div><div></div><div>C) determining a user's device</div></div><div><div></div><div>D) calculating ROI</div></div><div><div></div><div>E) calculating cost per click</div></div></div></div>
<div><div>53 (Question_id=53)) What is the first step of analytics planning?</div><div><div><div></div><div>A) Create your implementation plan</div></div><div><div></div><div>B) Document your technical infrastructure</div></div><div><div></div><div>C) Implement Google Analytics</div></div><div><div></div><div>D) Define your overall measurement plan and business objectives</div></div></div></div>
<div><div>54 (Question_id=54)) You are interested in exploring metrics by campaign and traffic source. Which of the following sections will have this report information by default?</div><div><div><div></div><div>A) Audience</div></div><div><div></div><div>B) Acquisition</div></div><div><div></div><div>C) Conversion</div></div><div><div></div><div>D) Admin</div></div><div><div></div><div>E) Behavior</div></div></div></div>
<div><div>55 (Question_id=55)) Which of the following would be most useful for ranking pages according to revenue contribution?</div><div><div><div></div><div>A) Page Value</div></div><div><div></div><div>B) Margin</div></div><div><div></div><div>C) Revenue</div></div><div><div></div><div>D) ROI</div></div><div><div></div><div>E) Bounce Rate</div></div></div></div>
<div><div>56 (Question_id=56)) Which of the following reports allows you to identify the terms visitors use to conduct searches within your site? Select all that apply.</div><div><div><div></div><div>A) Search Engine Optimization report</div></div><div><div></div><div>B) Affinity Categories</div></div><div><div></div><div>C) Site Search report</div></div><div><div></div><div>D) Keyword report</div></div></div></div>
<div><div>57 (Question_id=57)) You need to immediately find out whether people are viewing the new content that you just added today. Which of the following would be most useful?</div><div><div><div></div><div>A) secondary dimensions</div></div><div><div></div><div>B) Real-Time</div></div><div><div></div><div>C) Annotations</div></div><div><div></div><div>D) Intelligence</div></div></div></div>
<div><div>58 (Question_id=58)) You want a second view of your data where you only see traffic to a specific subdirectory. What is the best way to set this up?</div><div><div><div></div><div>A) Create a second Google Analytics account, and apply the new tracking code to the pages in the subdirectory</div></div><div><div></div><div>B) Create a duplicate view and add a filter: Select "Include only traffic to a subdirectory" from the Filter Type drop down, and specify the subdirectory</div></div><div><div></div><div>C) Create a new web property and add the new tracking code to the pages on the subdirectory</div></div><div><div></div><div>D) Create a new view and apply an advanced filter that deletes pages outside of the subdirectory</div></div></div></div>
<div><div>59 (Question_id=59)) A visitor comes to your site but stops looking at pages and generating events. Which of the following will occur by default?</div><div><div><div></div><div>A) The visitor's session expires after 5 minutes of inactivity</div></div></div></div>

<div><div><div><div><div><div></div></div></div><div><div><div></div></div><div><div></div></div></div><div><div><div></div></div><div><div></div></div></div><div><div><div></div></div><div><div></div></div></div></div></div><div><div><div>The visitor's session expires once the visitor has exited your site</div><div>Google Analytics does not keep track of sessions by default</div><div>The visitor's session expires after 30 minutes of inactivity</div></div></div></div>
<div><div>60 (Question_id=60)</div><div>In the Linear Attribution Model?</div><div><div><div><div></div><div>A) the last touchpoint receives 100% of the credit for the conversion</div></div><div><div></div><div>each touchpoint in the conversion path shares equal credit for the conversion</div></div><div><div></div><div>C) the touch points closest in time to the conversion get most of the credit</div></div><div><div></div><div>D) the first touchpoint receives 100% of the credit for the conversion</div></div></div></div></div>
<div><div>61 (Question_id=61)</div><div>Which of the following is true of ROI?</div><div><div><div><div></div><div>A) If Cost is \$5 and Revenue is \$5, your ROI is 0%</div></div><div><div></div><div>B) If Cost is \$5 and Revenue is \$5, your ROI is 20%</div></div><div><div></div><div>C) If Cost is \$5 and Revenue is \$5, your ROI is 50%</div></div><div><div></div><div>D) If Cost is \$5 and Revenue is \$5, your ROI is 100%</div></div><div><div></div><div>E) None of these answers are true of ROI</div></div></div></div></div>
<div><div>62 (Question_id=62)</div><div>Which of the following are dimensions?</div><div><div><div><div></div><div>A) Screen resolution</div></div><div><div></div><div>B) Bounce rate</div></div><div><div></div><div>C) Region</div></div><div><div></div><div>D) % new visits</div></div></div></div></div>
<div><div>63 (Question_id=63)</div><div>You currently have the Google Analytics tracking code on your site, but you want to start managing it and other tags using Google Tag Manager. You create a Google Tag Manager container and add a Google</div><div><div><div><div></div><div>A) remove the existing Google Analytics tracking code from the site</div></div><div><div></div><div>B) make sure that the existing Google Analytics tracking code is placed after the opening tag</div></div><div><div></div><div>C) replace the account ID in the existing Google Analytics tracking code with the container ID</div></div><div><div></div><div>D) update the Google Analytics tracking code with analytics.js</div></div></div></div></div>
<div><div>64 (Question_id=64)</div><div>Person A and person B each visit your commerce site once. During her visit, person A buys one of your products. Then, before leaving the site, she makes another purchase. Person B buys nothing. What is your commerce conversion rate for these two visits?</div><div><div><div><div></div><div>A) 50%</div></div><div><div></div><div>B) 100%</div></div><div><div></div><div>C) 33%</div></div><div><div></div><div>D) 0%</div></div><div><div></div><div>E) 200%</div></div></div></div></div>
<div><div>65 (Question_id=65)</div><div>Which of the following reporting dimensions would be useful to reference if you were rebuilding a website?</div><div><div><div><div></div><div>A) Browser</div></div><div><div></div><div>B) Language</div></div><div><div></div><div>C) Screen Colors</div></div><div><div></div><div>D) All of these dimensions</div></div><div><div></div><div>E) None of these dimensions</div></div></div></div></div>
<div><div>66 (Question_id=66)</div><div>Which of the following would be valid segments to consider when looking at data. Select all that apply.</div><div><div><div><div></div><div>A) traffic by device</div></div><div><div></div><div>B) traffic by marketing channel</div></div><div><div></div><div>C) traffic by time of day</div></div><div><div></div><div>D) traffic by geography</div></div></div></div></div>
<div><div>67 (Question_id=67)</div><div>Which two metrics below would be the best KPIs for measuring the performance of an commerce business? Select two.</div><div><div><div><div></div><div>A) average order value</div></div><div><div></div><div>B) bounce rate</div></div><div><div></div><div>C) revenue</div></div><div><div></div><div>D) pageviews</div></div></div></div></div>
<div><div>68 (Question_id=68)</div><div>Which of the following AdWords reports would you use to investigate when you should modify your bidding during certain hours of the day to optimize conversions?</div><div><div><div><div></div><div>A) Destination URLs</div></div><div><div></div><div>B) Day Parts (Hour of Day)</div></div><div><div></div><div>C) Campaigns</div></div><div><div></div><div>D) Placements</div></div><div><div></div><div>E) AdWords Keywords</div></div></div></div></div>
<div><div>69 (Question_id=69)</div><div>You are interested in identifying the most popular content on your site. Which of the following sections will have this report information by default?</div><div><div><div><div></div><div>A) Search</div></div><div><div></div><div>B) Acquisition</div></div><div><div></div><div>C) Conversion</div></div><div><div></div><div>D) Audience</div></div><div><div></div><div>E) Behavior</div></div></div></div></div>
<div><div>70 (Question_id=70)</div><div>You have defined goal X such that any PDF download qualifies as a goal conversion. A user comes to your site once and downloads five PDFs. How many goal conversions will be recorded?</div><div><div><div><div></div><div>A) 0</div></div><div><div></div><div>B) 1</div></div><div><div></div><div>C) 5</div></div><div><div></div><div>D) 2</div></div></div></div></div>
<div><div>71 (Question_id=71)</div><div>Which of the following is NOT a standard Google Analytics campaign variable?</div><div><div><div><div></div><div>A) utm_adgroup</div></div><div><div></div><div>B) utm_source</div></div><div><div></div><div>C) utm_term</div></div><div><div></div><div>D) utm_content</div></div></div></div></div>
<div><div>72 (Question_id=72)</div><div>What should always be the first step of creating a measurement plan?</div><div><div><div><div></div><div>A) Setting up Google Analytics goals</div></div><div><div></div><div>B) Determining what segments you want to use for analysis</div></div><div><div></div><div>C) Choosing the KPIs that you will use to assess your performance</div></div><div><div></div><div>D) Outlining your digital strategies and tactics</div></div><div><div></div><div>E) Defining your overall business objective</div></div></div></div></div>
<div><div>73 (Question_id=73)</div><div>True or False: Your key performance indicators (KPIs) are automatically tracked as Goals in Google Analytics.</div><div><div><div><div></div><div>A) True. No additional implementation is required since Goals are tracked automatically.</div></div><div><div></div><div>B) False. You must set up your goals once you identify the KPIs you want to track.</div></div></div></div></div>
<div><div>74 (Question_id=74)</div><div>By default, when does a users session (or visit) end according to Google Analytics?</div><div><div><div><div></div><div>A) After 30 minutes, regardless of how active the user is on your website</div></div><div><div></div><div>B) The session ends once the user opens another window in the browser</div></div><div><div></div><div>C) The session ends once the user is inactive for 30 minutes or more</div></div><div><div></div><div>D) Immediately when the user closes the browser</div></div></div></div></div>
<div><div>75 (Question_id=75)</div><div>What are the four main components of the Google Analytics platform? (select all that apply)</div><div><div><div><div></div><div>A) Collection</div></div><div><div></div><div>B) Configuration</div></div><div><div></div><div>C) Continuation</div></div><div><div></div><div>D) Processing</div></div><div><div></div><div>E) Progressing</div></div><div><div></div><div>F) Recollection</div></div><div><div></div><div>G) Reporting</div></div></div></div></div>
<div><div>76 (Question_id=76)</div><div>Channel X has an Assisted/Last Interaction Conversions value of exactly 1. Which of the following is true?</div><div><div><div><div></div><div>A) Channel X equally initiates and assists conversions</div></div><div><div></div><div>B) Channel X is always the last click before conversions</div></div><div><div></div><div>C) Channel X always initiates conversion</div></div><div><div></div><div>D) None of these is true</div></div></div></div></div>
<div><div>77 (Question_id=77)</div><div>Which of the following would you use to show two date ranges on the same graph?</div><div><div><div><div></div><div>A) pivot table</div></div><div><div></div><div>B) motion chart</div></div><div><div></div><div>C) secondary dimension</div></div><div><div></div><div>D) plot rows</div></div><div><div></div><div>E) date comparison</div></div></div></div></div>
<div><div>78 (Question_id=78)</div><div>Which of the following metrics would be useful in showing you whether a keyword is part of a conversion path?</div><div><div><div><div></div><div>A) Impressions</div></div><div><div></div><div>B) Visits</div></div><div><div></div><div>C) Assisted Conversions</div></div><div><div></div><div>D) Clicks</div></div><div><div></div><div>E) Bounce Rate</div></div></div></div></div>

79 (question_id=79)) Your business objective is to maximize the number of sales through your website. Which of the following metrics would most directly help you measure performance against this objective?	<div><div><input type="radio"/> A) Visits</div><div><input type="radio"/> B) Bounce Rate</div><div><input checked="" type="radio"/> C) Ecommerce Conversion Rate</div><div><input type="radio"/> D) Page Value</div><div><input type="radio"/> E) Pages/Visit</div></div>
80 (question_id=80)) Your company has a website and a mobile app, and you want to track each separately in Google Analytics. How should you structure your account(s)?	<div><div><input type="radio"/> A) one account, one property, one view because you cannot use Google Analytics to track a mobile app</div><div><input checked="" type="radio"/> B) one account, two properties</div><div><input type="radio"/> C) one account, one property, no views</div><div><input type="radio"/> D) one account, one property, two views</div></div>
81 (question_id=81)) You want to know whether button X is clicked more often than button Y? Which of the following would be more useful?	<div><div><input type="radio"/> A) Intelligence</div><div><input checked="" type="radio"/> B) Events</div><div><input type="radio"/> C) Annotations</div><div><input type="radio"/> D) Real-Time</div></div>
82 (question_id=82)) Which of the following are measures of traffic volume?	<div><div><input checked="" type="radio"/> A) Visits</div><div><input type="radio"/> B) Bounce Rate</div><div><input type="radio"/> C) Margin</div><div><input type="radio"/> D) Avg. Time on Site</div></div>
83 (question_id=83)) Which of the following metrics shows the number of times your ads were displayed?	<div><div><input type="radio"/> A) CTR</div><div><input checked="" type="radio"/> B) Impressions</div><div><input type="radio"/> C) Clicks</div><div><input type="radio"/> D) Visits</div><div><input type="radio"/> E) Pageviews</div></div>
84 (question_id=84)) Which of the following could be measured by defining a goal in Google Analytics? Select all that apply	<div><div><input checked="" type="checkbox"/> A) the percentage of visits that contain only one pageview</div><div><input checked="" type="checkbox"/> B) the percentage of visits that result in a site registration</div><div><input checked="" type="checkbox"/> C) conversion rate</div><div><input checked="" type="checkbox"/> D) the percentage of visits during which visitors spent at least two minutes on the site</div></div>
85 (question_id=85)) Which Analytics tracking technology would you use to collect how users interact with a web-connected ticket kiosk?	<div><div><input type="radio"/> A) Software Development Kit</div><div><input type="radio"/> B) JavaScript Tracking Code</div><div><input checked="" type="radio"/> C) The Measurement Protocol</div><div><input type="radio"/> D) HTML</div></div>
86 (question_id=86)) During data processing, Google Analytics: (select all that apply)	<div><div><input checked="" type="checkbox"/> A) transforms your raw data from collection according to your configuration settings</div><div><input checked="" type="checkbox"/> B) aggregates your data into database tables</div><div><input checked="" type="checkbox"/> C) imports data from other sources you have defined, like Google AdWords or Webmaster Tools</div><div><input checked="" type="checkbox"/> D) organizes hits into sessions</div></div>
87 (question_id=87)) A session in Google Analytics consists of:	<div><div><input type="radio"/> A) the reports generated by users over a specific period of time</div><div><input type="radio"/> B) interactions or hits from a specific user for all time</div><div><input checked="" type="radio"/> C) interactions or hits from a specific user over a defined period of time</div><div><input type="radio"/> D) a group of users getting together in person to discuss Analytics</div></div>
88 (question_id=88)) How can you add data to Google Analytics from other sources? (select all that apply)	<div><div><input checked="" type="checkbox"/> A) By linking your AdWords account to Google Analytics to import your advertising data</div><div><input checked="" type="checkbox"/> B) By downloading your data from Webmaster Tools and manually importing it into Google Analytics</div><div><input type="checkbox"/> C) By uploading a .csv file to Google Analytics to attach new dimensions like "Topic" and "Author" to an existing dimension like "Page Title"</div><div><input checked="" type="checkbox"/> D) By using Cost Data Upload to import click and cost data from your non-AdWords advertising campaigns</div></div>
89 (question_id=89)) When does Google Analytics sample data for reporting?	<div><div><input type="radio"/> A) When the data you request has already been calculated in the aggregate tables</div><div><input checked="" type="radio"/> B) When you create a report with metric and dimension combinations that have not been pre-aggregated and the report is based on data from a large number of visits</div><div><input type="radio"/> C) When the report is pulled at the end of the high traffic week</div><div><input type="radio"/> D) When you create a report with metric and dimension combinations that have not been pre-aggregated and the report is based on data from a small number of visits</div></div>
90 (question_id=90)) You have discovered that a significant portion of your site traffic is coming from your internal users and is skewing your customer data. Which of the following solutions should you implement to clean	<div><div><input type="radio"/> A) Have your site developers create a new version of your website for internal users only that does not have the tracking code</div><div><input checked="" type="radio"/> B) Have your account administrator configure a Filter that excludes internal traffic from being included in your report views</div><div><input type="radio"/> C) Have your account administrator reprocess the data in your account to exclude internal users</div><div><input type="radio"/> D) There is not a way to prevent the internal traffic from showing in your reports.</div></div>
91 (question_id=91)) You have discovered that data about the Product pages of your ecommerce website is missing from your reports. Which of the following could be the cause? (select all that apply)	<div><div><input checked="" type="checkbox"/> A) The data for the Product pages was not collected because tracking code was not placed on those pages of the site</div><div><input type="checkbox"/> B) Google Analytics does not collect data from eCommerce sites</div><div><input type="checkbox"/> C) During processing Google Analytics sampled out the Product pages from your reports</div><div><input checked="" type="checkbox"/> D) A filter applied during processing was configured to remove Product pages data from your reports</div></div>
92 (question_id=92)) For a website that hosts 45 minute-long documentary videos, what configuration settings could you use to more accurately track user engagement?	<div><div><input type="radio"/> A) Add a Goal that tracks when a user lands on your site homepage</div><div><input type="radio"/> B) Add a Filter to exclude users who do not watch a video on your site</div><div><input checked="" type="radio"/> C) Adjust the session timeout length to be greater than 45 minutes so that the session does not automatically timeout while a user is watching a long video on the site</div><div><input type="radio"/> D) Create a Content Grouping that groups together all of your video pages in your reports</div></div>
93 (question_id=93)) How could you create a customized dashboard in Google Analytics that you can monitor on a daily basis? (select all that apply)	<div><div><input type="radio"/> A) Use the Google Analytics JavaScript tracking code to send data straight into a spreadsheet</div><div><input checked="" type="checkbox"/> B) Use the Google Analytics reporting APIs to automatically send data to a dashboard application you create</div><div><input checked="" type="checkbox"/> C) Create a dashboard directly in the Google Analytics user interface and share it with your team</div><div><input type="radio"/> D) It is not possible to create a dashboard using Google Analytics data</div></div>
94 (question_id=94)) Which of the following Channels is part of the Default Channel Grouping? Select all that apply.	<div><div><input checked="" type="checkbox"/> A) Direct</div><div><input checked="" type="checkbox"/> B) Social</div><div><input checked="" type="checkbox"/> C) Organic</div><div><input checked="" type="checkbox"/> D) Display</div></div>
95 (question_id=95)) Why is it important that you maintain one unfiltered view when using filters with your Analytics account?	<div><div><input type="radio"/> A) Without one unfiltered view, you will not be able to use a filter for multiple views</div><div><input checked="" type="radio"/> B) An unfiltered view ensures that the original data can always be accessed</div><div><input type="radio"/> C) There is no reason to maintain an unfiltered view</div><div><input type="radio"/> D) You will need to configure your goals in the unfiltered view</div></div>
96 (question_id=96)) Which of the following are true about segmentation? Check all that apply.	<div><div><input type="checkbox"/> A) Segmentation allows you to combine data from multiple web properties in your reports.</div><div><input checked="" type="checkbox"/> B) Segmentation allows you to isolate and analyze subsets of your data.</div><div><input type="checkbox"/> C) Segmentation is a technique that should only be used by experienced analysts.</div><div><input checked="" type="checkbox"/> D) Segmentation can help you find the underlying causes of changes to your aggregate data.</div></div>
97 (question_id=97)) You should add Analytics tracking code to your site ____.	<div><div><input type="radio"/> A) when it is convenient for your IT team</div><div><input checked="" type="radio"/> B) after implementation planning</div><div><input type="radio"/> C) before documenting your business objectives</div><div><input type="radio"/> D) during measurement planning</div></div>
98 (question_id=98)) Which of the following are possible uses of views within a single Google Analytics account? select all that apply	<div><div><input checked="" type="checkbox"/> A) to look more closely at traffic to a specific part of a site (a page or selection of pages)</div><div><input type="checkbox"/> B) to track domains that belong to another account</div><div><input checked="" type="checkbox"/> C) to look more closely at traffic to a specific subdomain</div><div><input checked="" type="checkbox"/> D) to limit a users access to a subset of data</div></div>
99 (question_id=99)) Specifying a goal value allows Google Analytics to calculate ____ (select all that apply)	<div><div><input checked="" type="checkbox"/> A) Goal Revenue</div><div><input type="checkbox"/> B) Ecommerce Revenue</div><div><input type="checkbox"/> C) Revenue per Click</div><div><input checked="" type="checkbox"/> D) Average Order Value</div></div>

<div><div><div><div><div><div></div></div></div><div><div><div></div><div></div></div></div><div><div><div></div><div></div></div></div><div><div><div></div></div></div></div></div><div><div>E</div><div>Bounce Rate</div></div></div>
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<div><div><div><div><div><div></div></div></div><div><div><div></div><div></div></div></div><div><div><div></div><div></div></div></div><div><div><div></div><div></div></div></div><div><div><div></div><div></div></div></div></div></div><div>101 (question_id=101)) Which of the following metrics allow you to assess Adwords campaign profitability. (Select all that apply.)</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>CPM</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>Margin</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>CTR</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>ROI</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>Revenue per click</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>102 (question_id=102)) Digital analytics is:</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>The analysis of qualitative data from your business</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>The analysis of data from your business and the competition</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>The analysis of quantitative data from your business</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>A process of continual improvement of the online experience</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>All of the above</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>103 (question_id=103)) Your Multi-Channel funnel reports have no data, what is the most likely reason?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>You have not implemented goals or commerce</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>You have not enabled demographic data</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>You are not using Content Experiments</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>You are not using Google Tag Manager</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>You have not set up Goal Funnels</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>104 (question_id=104)) You've noticed that many users visit your site several times before converting and you want to understand in more detail how they arrive at your site. Which of the following metrics would be most helpful in showing you whether a keyword is part of a conversion path?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>Impressions</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>Bounce Rate</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>Clicks</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>Visits</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>Assisted Conversions</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>105 (question_id=105)) Which of the following is an example of adding internal context to your data?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>Using third party data for your competition to set targets for your own site performance.</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>Using a monthly visits benchmark from your industry as a whole to set targets for your own site performance.</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>Using your site's historical monthly visits data to set a future monthly visits target.</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>106 (question_id=106)) Which of the flowing are valid scopes for dimensions?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>Campaign level, session level, hit leve</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>User level, session level, hit level, product level</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>Session level, hit level</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>User level, campaign level, session level, hit level</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>107 (question_id=107)) Which of the following is a session level interaction?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>Ecommerce transaction</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>Pageview</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>Social interaction</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>Event</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>All of these answers are correct</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>Source (https://support.google.com/analytics/answer/2731565?hl=en)</div></div>
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<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>109 (question_id=109)) In which of the following circumstances would you want to increase the default session timeout length in Google Analytics</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>A typical session on your site involves filling out at least 3 forms</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>The average article on your site takes 4 minutes to read</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>The default session timeout length is set dynamically by Google Analytics and you cannot change it</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>The average length of videos on our site is 35 minutes</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>The games on our site are highly interactive</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>110 (question_id=110)) What is the hierarchy of the Google Analytics Data Model?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>Sessions > Visitors > Interactions</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>Sessions > Users > Interactions</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>Interactions > Users > Sessions</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>Users > Sessions > Interactions</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>111 (question_id=111)) Google Analytics can recognize returning users</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>Google Analytics cannot recognize returning users on any device</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>on websites, IOS mobile apps, Android mobile apps</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>on websites only</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>on websites, Android mobile apps</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>112 (question_id=112)) Which of the following are "hit" types tracked by Google Analytics</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>all of these answers are correct</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>transactions</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>pageviews</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>events</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>113 (question_id=113)) Which of the following would you use to send data from a website to Google Analytics?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>Javascript tracking code</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>none of these would be appropriate</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>Campaign Tracking parameter</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>Google Analytics mobile SDK</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>114 (question_id=114)) Your ecommerce site sells colorful wrist watches that visitors can customize using a tool online. Which of the following represent a micro conversion for your site?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>use of the "customize your watch" tool</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>All of these are micro conversions for this site</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>a view of the home page</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>an offline sale</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>an online sale</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>115 (question_id=115)) Which of the following are examples of sources?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>example.com</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>mail.google.com</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>(direct)</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>google</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>All of these are possible Sources</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>Source (https://support.google.com/analytics/answer/1033173?hl=en)</div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>116 (question_id=116)) Which of the following could be measured by defining a goal in Google Analytics?</div><div><div><div><div><div></div><div>A</div></div><div><div></div><div>the percentage of visits that result in a site registration</div></div></div><div><div><div></div><div>B</div></div><div><div></div><div>All of these could be measured by defining a goal in Google Analytics</div></div></div><div><div><div></div><div>C</div></div><div><div></div><div>the percentage of visits during which visitors spent at least two minutes on the site</div></div></div><div><div><div></div><div>D</div></div><div><div></div><div>the percentage of visits that contain only one page view</div></div></div><div><div><div></div><div>E</div></div><div><div></div><div>conversion rate</div></div></div></div></div></div>
<div><div><div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div><div><div><div></div></div></div></div></div><div>Source (https://blog.kissmetrics.com/critical-goal-types/)</div></div>
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<div><div>119 (question_id=119) In which of the following circumstances would you want to increase the default session timeout length in Google Analytics?</div><div><div><div></div><div>A) Users typically spend less than 2 minutes on each page of your site</div></div><div><div></div><div>B) The default session timeout length is set dynamically by Google Analytics and you cannot change it</div></div><div><div></div><div>C) You need to start collecting Real-Time data</div></div><div><div></div><div>D) The average length of videos on your site is 35 minutes</div></div></div></div>
<div><div>120 (question_id=120) Which of the following reporting dimensions would be useful to reference if you were rebuilding a website to improve accessibility?</div><div><div><div></div><div>A) Browser</div></div><div><div></div><div>B) All of these dimensions</div></div><div><div></div><div>C) Device Category</div></div><div><div></div><div>D) Language</div></div><div><div></div><div>E) None of these dimensions</div></div></div></div>
<div><div>121 (question_id=121) You publish articles by many different authors on your site. You want to create a report that shows the total number of pageviews for each author. Which of the following features will allow you to add author information to Google Analytics?</div><div><div><div></div><div>A) Custom Reports</div></div><div><div></div><div>B) Analytics Intelligence</div></div><div><div></div><div>C) Data Import</div></div><div><div></div><div>D) Annotations</div></div><div><div></div><div>E) Segments</div></div></div></div>
<div><div>122 (question_id=122) Which of the following is not a default Medium in Google Analytics?</div><div><div><div></div><div>A) All of these are default Mediums</div></div><div><div></div><div>B) cpc</div></div><div><div></div><div>C) referral</div></div><div><div></div><div>D) email</div></div><div><div></div><div>E) organic</div></div></div></div>
<div><div>123 (question_id=123) If a paid keyword has an Assisted/Last Click or Direct Conversion Value of .5, which of the following is true?</div><div><div><div></div><div>A) The keyword played an assist role in exactly five conversions</div></div><div><div></div><div>B) The keyword played an assist role in exactly one conversion</div></div><div><div></div><div>C) The keyword played an assist role less often than it played a last click role</div></div><div><div></div><div>D) none of these answers</div></div></div></div>
<div><div>124 (question_id=124) Your company has a website and a mobile app, and you want to track each separately in Google Analytics. How should you structure your account(s)?</div><div><div><div></div><div>A) one account, one property, one view</div></div><div><div></div><div>B) one account, no properties, two views</div></div><div><div></div><div>C) one account, two properties, two views</div></div><div><div></div><div>D) one account, one property, no views</div></div></div></div>
<div><div>125 (question_id=125) Which of the following are dimensions?</div><div><div><div></div><div>A) Conversion Rate</div></div><div><div></div><div>B) Region</div></div><div><div></div><div>C) % New Sessions</div></div><div><div></div><div>D) Bounce rate</div></div></div></div>
<div><div>126 (question_id=126) You can combine a metric X with a dimension Y in Google Analytics</div><div><div><div></div><div>A) If X and Y have been precalculated together in an aggregate table</div></div><div><div></div><div>B) If X and Y have the same scope</div></div><div><div></div><div>C) If X and Y are in the same channel grouping</div></div><div><div></div><div>D) If X and Y have the same campaign</div></div><div><div></div><div>E) as long as sampling is not required</div></div></div></div>
<div><div>127 (question_id=127) You can adjust the report sample size in Google Analytics by</div><div><div><div></div><div>A) adjusting the session timeout control</div></div><div><div></div><div>B) adding a segment to your report</div></div><div><div></div><div>C) any of these actions will adjust the sample size</div></div><div><div></div><div>D) adjusting a control in the reporting interface</div></div></div></div>
<div><div>128 (question_id=128) You want to be notified whenever weekly revenue for your "spring sale" campaign increases or decreases by 10%. Which of the following would be most useful?</div><div><div><div></div><div>A) Secondary Dimensions</div></div><div><div></div><div>B) Intelligence Alerts</div></div><div><div></div><div>C) Real-Time</div></div><div><div></div><div>D) Annotations</div></div></div></div>
<div><div>129 (question_id=129) Which of the following would prevent URL destination goal conversions from being recorded?</div><div><div><div></div><div>A) The tracking code is missing from the conversion page</div></div><div><div></div><div>B) No URL destination goals have been defined</div></div><div><div></div><div>C) The match type in the goal definition is incorrect</div></div><div><div></div><div>D) There was a misspelling in the URL of the goal definition</div></div><div><div></div><div>E) All of these answers apply</div></div></div></div>
<div><div>130 (question_id=130) Setting up goals allows you to see ____.</div><div><div><div></div><div>A) conversion rates</div></div><div><div></div><div>B) a list of transactions</div></div><div><div></div><div>C) bounce rate</div></div><div><div></div><div>D) ecommerce revenue</div></div></div></div>
<div><div>131 (question_id=131) Which of the following are possible uses of views within a single Google Analytics account?</div><div><div><div></div><div>A) to look more closely at traffic to a specific part of a site (a page or selection of pages)</div></div><div><div></div><div>B) to look more closely at traffic to a specific subdomain</div></div><div><div></div><div>C) all of these are possible uses of views</div></div><div><div></div><div>D) to limit a user's access to a subset of data</div></div></div></div>
<div><div>132 (question_id=132) Which of the following techniques would you use to exclude rows with fewer than 10 visits from a report table?</div><div><div><div></div><div>A) use a pivot table with two dimensions</div></div><div><div></div><div>B) add a secondary dimension</div></div><div><div></div><div>C) sort the table by sessions from highest to lowest</div></div><div><div></div><div>D) apply a table filter</div></div><div><div></div><div>E) add a primary dimension</div></div></div></div>
<div><div>133 (question_id=133) Which of the following technologies or features can be used to add data to Google Analytics?</div><div><div><div></div><div>A) Data Import, Real-Time</div></div><div><div></div><div>B) Data Import, Measurement Protocol</div></div><div><div></div><div>C) Real-Time, Intelligence</div></div><div><div></div><div>D) Data Import, Intelligence</div></div></div></div>
<div><div>134 (question_id=134) Which of the following are dimensions?</div><div><div><div></div><div>A) Conversion Rate</div></div><div><div></div><div>B) % New Sessions</div></div><div><div></div><div>C) Region</div></div><div><div></div><div>D) Bounce Rate</div></div></div></div>
<div><div>135 (question_id=135) Specifying a goal value allows Google Analytics to calculate ____.</div><div><div><div></div><div>A) Bounce Rate</div></div><div><div></div><div>B) Average Order Value</div></div><div><div></div><div>C) Revenue per Click</div></div><div><div></div><div>D) Ecommerce Revenue</div></div></div></div>
<div><div>136 (question_id=136) Which of the following are true about segmentation?</div><div><div><div></div><div>A) Segmentation allows you to isolate and analyze subsets of your data</div></div><div><div></div><div>B) Segmentation does not work on historical data</div></div><div><div></div><div>C) Segmentation is a technique that should only be used by experienced analysts</div></div><div><div></div><div>D) All of these answers are correct</div></div><div><div></div><div>E) Segmentation should generally not be used without Real-Time reporting</div></div></div></div>
<div><div>137 (question_id=137) Your web property is "www.example.com". You set up a URL goal of "thankyou" and a Match Type of "Begins with". Which of the following URLs will count as goals?</div><div><div><div></div><div>A) All of these would count as goals</div></div><div><div></div><div>B) www.example.com/thankyou.php</div></div><div><div></div><div>C) www.example.com/thankyou/receipt.php</div></div><div><div></div><div>D) www.example.com/thankyou.html</div></div></div></div>
<div><div>138 (question_id=138) Which of the following is a valid tagged custom campaign?</div></div>

- ☐ A) www.example.com?utm_campaign=fall&utm_medium=email&utm_source=newsletter1&utm_content=a1
- ☐ B) www.example.com?utm_medium=email&utm_source=newsletter1&utm_campaign=spring
- ☐ C) www.example.com?utm_medium=cpa&utm_source=mysearch&utm_campaign=spring&utm_term=backpacks
- ☒ D) All of these are valid
- ☐ E) www.example.com?utm_medium=referral&utm_source=example&utm_campaign=winter

139 (question_id=139) Which of the following technologies on your site influence how you implement Analytics?

- ☒ A) All of these answers are correct
- ☐ B) server redirects
- ☐ C) Flash and AJAX events
- ☐ D) responsive web design
- ☐ E) query string parameters

140 (question_id=140) Which of the following should you NOT collect with the Google Analytics ecommerce Javascript

- ☐ A) billing city
- ☐ B) purchase amount
- ☒ C) credit card number
- ☐ D) tax amount
- ☐ E) product SKU(s)

141 (question_id=141) Which of the following types of data can be collected and reported in the Site Speed reports?

- ☐ A) page-load time for a sample of pageviews on your site
- ☒ B) All of these are tracked by the Site Speed reports
- ☐ C) how quickly images load
- ☐ D) button click response time
- ☐ E) how quickly the browser parses a page and makes it available for user interaction

142 (question_id=142) Which report would you use to determine the percent of your site traffic that has already been to your site before?

- ☒ A) Behavior - New vs returning report
- ☐ B) Behavior - Frequency & Recency report
- ☐ C) Interests - Affinity categories report
- ☐ D) All traffic - Referrals report
- ☐ E) Ecommerce - Sales performance report

Source (<https://searchenginewatch.com/seo/how-to-2280159/how-to-use-the-google-analytics-new-vs-returning-report>)

143 (question_id=143) Which dimension is not included in the Adwords reporting section of Google Analytics?

- ☐ A) Bid adjustment
- ☐ B) Keyword
- ☒ C) Invalid click
- ☐ D) Destination URL
- ☐ E) TrueView Video ad

Source (<https://support.google.com/analytics/answer/4355493?hl=en>)

144 (question_id=144) Which of the following metrics is available when Site Search tracking is enabled?

- ☐ A) Sessions with Search: The number of session that used your site's search function at least once.
- ☐ B) Search Exits: The number of searches made immediately before leaving the site.
- ☐ C) Time after Search: The amount of time users spend on your site after performing a search.
- ☐ D) Search Refinements: The number of times a user searched again immediately after performing a search.
- ☒ E) All of the above

Source (<https://support.google.com/analytics/answer/1032321?hl=en>)

145 (question_id=145) The User ID feature lets you associate engagement data from multiple devices and different sessions with unique IDs. In order to use the User ID feature in Analytics you must

- ☐ A) use Google Tag Manager for your Analytics tracking
- ☒ B) be able to generate your own unique IDs
- ☐ C) create a new Analytics account for User ID reporting
- ☐ D) all of the above

Source (<https://support.google.com/analytics/answer/3123662?hl=en>)

146 (question_id=146) You decide to run an email campaign that includes a link to your website. What would you need to do in order to track traffic from this email campaign?

- ☐ A) Email traffic will always appear as referral and cannot be tracked separately.
- ☒ B) Email is a default medium in Google Analytics and will automatically appear in your reports.
- ☐ C) Email traffic can be tracked using manual tagging with UTM parameters.

Source (<https://support.google.com/analytics/answer/3297892?hl=en>)

147 (question_id=147) When analyzing the goal flow report, you see that many users are dropping off after the second step in the funnel. With this information you can infer that:

- ☐ A) You are possibly targeting the wrong audience who is not as interested in your product
- ☒ B) The navigation between the second and third steps of the purchase process could be improved
- ☐ C) You should consider directing traffic through a different entrance point for your goal
- ☐ D) All of the above

Source (<https://support.google.com/analytics/answer/2519086?hl=en>)

148 (question_id=148) Which of the following values is sent to Google Analytics in the campaign or traffic source fields using the SDKs or tracking code?

- ☐ A) Location
- ☒ B) Campaign Medium
- ☐ C) Device Category
- ☐ D) Interest Category

Source (<https://developers.google.com/analytics/devguides/collection/ios/v3/campaigns#campaign-params>)

149 (question_id=149) What is a benefit of using Google Analytics for Remarketing?

- ☐ A) You can target customers who have previously been to your site with customized creatives.
- ☐ B) You can create remarketing lists without making any changes to your existing GA tag.
- ☐ C) You can create remarketing lists based on custom segments and targets, for example, users who've been to your site more than once in a 30 day period.
- ☐ D) A and C only
- ☒ E) A, B, and C

Source (<https://support.google.com/analytics/answer/2611268?hl=en>)

150 (question_id=150) You launched several new marketing campaigns and want to be notified if any of the campaigns lead to over a 10% increase in goal conversions on a given day. Which tool in Google Analytics would you use to set up this alert?

- ☐ A) Annotations
- ☒ B) Intelligence Events
- ☐ C) Real-Time
- ☐ D) Secondary Dimensions
- ☐ E) Advanced Segments

Source (<https://blog.kissmetrics.com/7-essential-intelligence-events/>)

151 (question_id=151) Which reporting dimension would be useful to reference if you were looking to improve the user experience on your landing pages?

- ☐ A) Traffic type
- ☐ B) Language
- ☐ C) Device Category
- ☒ D) B and C only
- ☐ E) A, B, and C

Source (https://developers.google.com/analytics/devguides/reporting/cookie/dimsmeta#?traffic&cats=user.session,traffic_sources,adwords_goal_conversions,platform_os,device_geo_network,system_social_activities,page_tracking,content_grouping,internal_search,site_speed,app_tracking,event_tracking,ecommerce,social_interactions,user_timings,exceptions,content_experiments,custom_variables_or_columns,time_doubleclick_campaign_manager,audience,adense_ad_exchange_channel_g)

152 (question_id=152) Adding filters to a view in Google Analytics allows you to

- ☐ A) exclude visits from a particular IP address
- ☐ B) replace complicated page URLs with readable text strings
- ☐ C) modify historical data
- ☒ D) A and B only
- ☐ E) A, B, and C

Source (https://support.google.com/analytics/topic/1034830?hl=en&ref_topic=1032939)

153 (question_id=153) How would you determine the mobile ecommerce conversion rate for paid traffic (CPC)?

- ☒ A) Go to Audience > Mobile > Overview. Add a secondary dimension showing Traffic type in order to see the traffic coming from paid search
- ☐ B) Go to Acquisition > All traffic > Channels. Add a secondary dimension showing device category in order to see the paid search traffic coming from mobile
- ☐ C) Both A and B are correct steps for determining the mobile ecommerce conversion rate for paid traffic
- ☐ D) In Analytics you can only see traffic coming from desktop or from Mobile/tablet together. There is no way you can see mobile traffic only

Source (<https://support.google.com/analytics/answer/2659294?hl=en>)

154 (question_id=154) True or False: If you have updated your tracking code to analytics.js, then no additional configuration is required to track subdomains.

- ☐ **A) True. With analytics.js you can track across your domain and subdomains with no additional configuration.**
- ☐ B) False. You must always set up cross domain tracking in order to track subdomains

Source (<https://support.google.com/analytics/answer/1034148?hl=en>)

155 (question_id=155) What is the best analysis tool to use in order to see a traffic comparison of Converters vs. Non Converters?

- ☐ A) View filters
- ☐ **B) Advanced Segments**
- ☐ C) Report filters
- ☐ D) Custom Dimensions

Source (<https://support.google.com/analytics/answer/3125360?hl=en&fcompare>)

156 (question_id=156) Google Analytics can collect behavioral data from which systems?

- ☐ A) E-commerce platforms
- ☐ B) Mobile Applications
- ☐ C) Online point-of-sales systems
- ☐ D) A and B only
- ☐ **E) A, B, and C**

Source (<https://support.google.com/analytics/answer/60086079?hl=en>)

157 (question_id=157) Which of the following features allows you to join the data generated by your offline business systems with the online data collected by Google Analytics?

- ☐ A) Custom dimensions
- ☐ B) Goal tracking
- ☐ **C) Data Import**
- ☐ D) Custom channel groupings

Source (<https://support.google.com/analytics/answer/3191589?hl=en>)

158 (question_id=158) Which of the following is a benefit of using segments in your data analysis?

- ☐ A) You can compare behavior metrics for groups of users like Converters vs non Converters.
- ☐ B) You can analyze your users and/or their sessions according to single or multi-session conditions.
- ☐ C) You can isolate and analyze specific conversion paths using conversion segments.
- ☐ D) You can permanently modify the data in your view, for example excluding internal or bot traffic.
- ☐ **E) A, B, and C only**
- ☐ F) A, B, C & D

Source (<https://support.google.com/analytics/answer/3125360?hl=en&fchopt>)

159 (question_id=159) The User ID feature is commonly used with which of the following website layouts?

- ☐ **A) Users can create an account on your website and log in on all types of devices**
- ☐ B) Users can navigate between your website and multiple subdomains within one session
- ☐ C) Users must navigate to a 3rd party shopping cart domain to complete a purchase
- ☐ D) You have content that displays on another domain through an iFrame

Source (<https://support.google.com/analytics/answer/3123662?hl=en>)

160 (question_id=160) Which report would give you insight into how many Display conversions were assisted by Search paid traffic?

- ☐ A) Ecommerce reports
- ☐ **B) Multi channel funnels reports**
- ☐ C) Interests report
- ☐ D) Goals reports
- ☐ E) Campaigns reports

Source (<https://support.google.com/analytics/answer/1191180?hl=en>)

161 (question_id=161) What is an attribution model in Google Analytics?

- ☐ A) the set of rules that determine which AdWords ads are credited with a conversion
- ☐ B) the set of rules for assigning sessions to new vs returning users
- ☐ **C) the set of rules that determine how credit for sales and conversions is assigned to touchpoints in conversion paths**
- ☐ D) the set of rules for assigning specific interest categories to each session

Source (<https://support.google.com/analytics/answer/1662518?hl=en>)

162 (question_id=162) What does the Time Lag report indicate?

- ☐ A) Time lag between goal completions
- ☐ B) Lag on the load time of the site
- ☐ **C) Time lag between the original session and a goal completion**
- ☐ D) Time lag between page views in the goal funnel

Source (<https://support.google.com/analytics/answer/1191209?hl=en>)

163 (question_id=163) Why can AdWords clicks sometimes differ from Analytics sessions in your reports?

- ☐ A) some visitors may have javascript disabled
- ☐ B) some visitors may be blocking cookies
- ☐ C) clicks and sessions are different metrics
- ☐ **D) all of the above**

Source (<https://support.google.com/analytics/answer/1034383?hl=en>)

164 (question_id=164) When should you use manual tagging?

- ☐ A) You should use manual tagging in order to track all of your advertising campaigns, like AdWords or Facebook.
- ☐ **B) You should use manual tagging for any non-AdWords custom campaign.**
- ☐ C) You should use manual tagging to track only AdWords campaigns.

Source (<https://support.google.com/analytics/answer/1733663?hl=en>)

165 (question_id=165) In the Multi-Channel funnel reports, which of the following metrics would be most useful in measuring how many conversions were initiated by Paid Search?

- ☐ **A) Assisted Conversion Value**
- ☐ B) Conversion Rate
- ☐ C) First Interaction (Click) Conversions
- ☐ D) none of these metrics

Source (<https://support.google.com/analytics/answer/1191180?hl=en>)

166 (question_id=166) Which of the following are possible uses of views within a single Google Analytics account?

- ☐ A) to look more closely at traffic to a specific subdomain
- ☐ B) to look more closely at traffic to a specific part of a site (a page or selection of pages)
- ☐ C) to limit a user's access to a subset of data
- ☐ D) A and C only
- ☐ **E) A, B, and C**

Source (<https://support.google.com/analytics/answer/2648653?hl=en>)

167 (question_id=167) When you create a new Channel Grouping in a view, you can

- ☐ A) immediately select it in the Acquisition Overview and Channels reports
- ☐ B) apply it retroactively and see historical data classified by your new channel definitions
- ☐ C) change how reports display your data, without changing the data itself
- ☐ D) A and C only
- ☐ **E) A, B, and C**

Source (<https://support.google.com/analytics/answer/6010087?hl=en>)

168 (question_id=168) Which reporting or data collection feature(s) do you get access to by activating Advertising Features in Google Analytics?

- ☐ A) Remarketing
- ☐ B) Interest Categories
- ☐ C) Demographic reporting
- ☐ **D) B and C only**
- ☐ E) A, B, and C

Source (<https://support.google.com/analytics/answer/2444872?hl=en>)

169 (question_id=169) You receive an intelligence alert notifying you that there has been an unexpected spike in your traffic. Which of the following could be possible reasons for this spike?

- ☐ A) The tracking code has been altered and is reporting incorrectly
- ☐ **B) There is a new referral source that is directing a lot of new traffic to the site**
- ☐ C) There is unidentified referral traffic that is likely bot traffic
- ☐ D) New pages or subdomains have been recently indexed in organic search

- ☐ E) All of the above

Source (<http://www.kissmetrics.com/blog/2012/09/24/55-google-analytics-custom-alerts-check-engine-light-data/>)

170 (?question_id=170) What is the main purpose of the Multi-Channel funnel report?

- ☐ A) To show which goals are bringing in the most revenue
- ☒ B) **To evaluate the interaction and contribution of multiple channels in the conversion/purchase cycle for your site**
- ☐ C) To analyze the funnel steps for multiple goals
- ☐ D) To see which channels resulted in the highest number of pageviews

Source (<https://support.google.com/analytics/answer/1191180?hl=en#MCFReports>)

171 (?question_id=171) How would you track visitors coming from an email or newsletter campaign?

- ☐ A) By turning auto-tagging on
- ☐ B) Analytics will track visits coming from any campaign automatically
- ☒ C) **By manually tagging the destination urls of the campaign**
- ☐ D) It is not possible to track visitors coming from non adwords campaigns

Source (<https://developers.google.com/analytics/devguides/collection/protocol/v1/email#client-id-cid>)

172 (?question_id=172) The Google Analytics Data Model consists of users, sessions, and interactions. In this heirarchy, interactions include:

- ☐ A) pageviews
- ☐ B) events
- ☐ C) transactions
- ☐ D) A and B only
- ☒ E) **A, B, and C**

Source (<https://support.google.com/analytics/answer/2731565?hl=en>)

173 (?question_id=173) Which of the following would prevent destination goal conversions from being recorded?

- ☐ A) There was a misspelling in the URL of the goal definition.
- ☐ B) The tracking code is missing from the conversion page.
- ☐ C) The match type in the goal definition is incorrect.
- ☒ D) **All of these would prevent a destination goal from recording.**

Source (<https://support.google.com/analytics/answer/1033158?hl=en>)

174 (?question_id=174) Each dimension and metric has a scope that aligns with a level of the analytics data hierarchy -- user, session, or hit-level. In most cases, it only makes sense to combine dimensinos and metrics in your reports that belong to the same scope. Which of the following is a valid dimension/metric combination?

- ☐ A) Session (metric) * Page (dimension)
- ☐ B) Bounce rate (metric) / Even Action (dimension)
- ☒ C) **Sessions (metric) / city (dimension)**
- ☐ D) All of the above are valid dimension / metric combinations

Source (<https://support.google.com/analytics/answer/1033861?hl=en>)

175 (?question_id=175) Segments are subsets of your Analytics data. Which of the following statements are NOT true of Analytics segments?

- ☒ A) **Segments are filters that permanently change your data.**
- ☐ B) Segments let you isolate and analyze your data.
- ☐ C) You can use segments to build custom Remarketing lists.
- ☐ D) Segments represent either subsets of sessions or subsets of users.

Source (<https://support.google.com/analytics/answer/3123951?hl=en>)

176 (?question_id=176) Which of the following is an advantage of implementing Google Tag Manager?

- ☐ A) You can add Google Analytics tags to your site without editing site code.
- ☐ B) You can add AdWords tags to your site without editing site code.
- ☐ C) You can add non-Google tags to your site without editing site code.
- ☐ D) You can change configuration values in your mobile app without rebuilding a new binary.
- ☒ E) **All of these answers are correct**

Source (<https://support.google.com/analytics/answer/6163791?hl=en>)

177 (?question_id=177) True or False: Once a view is deleted it cannot be restored.

- ☐ A) True. Deleted views cannot be restored at any time.
- ☒ B) **False. You have 35 days to restore a view after it is deleted.**

Source (<https://support.google.com/analytics/answer/6154772?hl=en>)

178 (?question_id=178) You define a Destination URL goal by

- ☐ A) creating a new dashboard to report only on that goal page
- ☐ B) adding the conversion ID to the tracking code on the goal page
- ☒ C) **editing the view Goals and specifying the request URL of the conversion page**
- ☐ D) adding the ecommerce code to the goal page

Source (<https://support.google.com/analytics/answer/1116091?hl=en>)

179 (?question_id=179) What analysis tool would you use to analyze the behavior of new customers vs. returning customers on your website?

- ☐ A) Real Time reporting
- ☒ B) **Segmentation**
- ☐ C) View filters
- ☐ D) Multi-channel funnels

Source (<https://searchenginewatch.com/seo/how-to/2280159/how-to-use-the-google-analytics-new-vs-returning-report/>)

180 (?question_id=180) What are UTM parameters?

- ☐ A) parameters that are added to custom campaigns in order to correctly track the performance of these campaigns in your Analytics reports
- ☐ B) parameters that are added in your website source code that allow Analytics to identify traffic coming from AdWords campaigns
- ☒ C) **parameters that are added to URLs in order to track organic traffic, referral traffic, and CPC traffic**
- ☐ D) parameters that are added to your site for Event tracking

Source (<https://blog.kissmetrics.com/how-to-use-utm-parameters/>)

181 (?question_id=181) What reports would you use to determine if you should consider expanding your advertising to new markets?

- ☐ A) Location and Language reports
- ☒ B) **Frequency and recency reports**
- ☐ C) Intelligence events
- ☐ D) Source/Medium report

Source (<https://support.google.com/analytics/answer/1012034?hl=en#Behavior>)

182 (?question_id=182) Scenario: The Google Merchandise Store recently launched a mobile responsive website and started a few new ad campaigns. When looking at their overall traffic in Google Analytics, they noticed that they have a bounce rate of 85%. Which of the following dimensions would be useful when analyzing their traffic to determine the cause of this high bounce rate?

- ☐ A) Device Category
- ☐ B) landing page
- ☐ C) Campaign
- ☐ D) A and C only
- ☒ E) **A, B, and C**

Source (<https://support.google.com/analytics/answer/1009409?hl=en>)

183 (?question_id=183) You recently set up a new AdWords campaign and you are interested in using Smart Goals to optimize your performance. Which of the following is a prerequisite to using Smart Goals?

- ☒ A) **You must have at least 500 sessions from AdWords ad clicks in the Google Analytics view over the past 30 days.**
- ☐ B) You must modify your tracking code to support Smart Goal data collection.
- ☐ C) You must enable 'Smart Goals' in your property settings.
- ☐ D) The selected Google Analytics account must have at least 1000 pageviews over the past 30 days.

Source (<https://support.google.com/analytics/answer/6153083?hl=en>)

184 (?question_id=184) Which Analytics API allows you to access your Google Analytics account configuration data?

- ☐ A) Core Reporting API
- ☐ B) Embed API
- ☒ C) **Management API**
- ☐ D) You cannot access this data with an API

Source (<https://developers.google.com/analytics/devguides/config/mgmt/v3/>)

185 (?question_id=185) What is an assisted conversion?

- ☐ A) When one goal completion leads to another

- Ⓐ **B) When one traffic source results in a later goal completion through another traffic source**
- Ⓑ C) An AdWords view through conversion
- Ⓒ D) When an AdWords visitor returns to the site directly to convert

Source (<https://support.google.com/analytics/answer/1191204?hl=en>)

186 ("question_id=186") Auto-tagging is a feature that is used with which type of traffic?

- Ⓐ A) Any search engine traffic that is not from Google
- Ⓑ **B) AdWords campaign traffic**
- Ⓒ C) Website referrals
- Ⓓ D) Social media referrals

Source (<https://support.google.com/analytics/answer/1033981?hl=en>)

187 ("question_id=187") Which of the following statements is true about Multi-Channel Funnel (MCF) reports?

- Ⓐ A) You can create your own custom channel grouping in addition to the default MCF Channel grouping.
- Ⓑ B) The channel labels that you see in Multi-Channel Funnels reports are defined as part of the MCF Channel Grouping.
- Ⓒ C) When you share a Custom Channel Grouping, only the configuration information is shared. Your data remains private.
- Ⓓ **D) All of these statements are true.**

Source (<https://support.google.com/analytics/answer/1250116?hl=en>)

188 ("question_id=188") The Measurement Protocol is a standard set of rules for collecting and sending hits to Google Analytics. Using the Measurement Protocol you can

- Ⓐ A) send data to Google Analytics from any web-connected device
- Ⓑ B) send data to Google Analytics from a kiosk or a point of sale system
- Ⓒ C) upload aggregated data tables to Google Analytics
- Ⓓ **D) A and B only**
- Ⓔ E) A, B, and C

Source (<https://developers.google.com/analytics/devguides/collection/protocol/v1/>)

189 ("question_id=189") Which of the following is not a required parameter in the URL builder?

- Ⓐ A) Campaign Name
- Ⓑ B) Campaign Medium
- Ⓒ **C) Campaign Content**
- Ⓓ D) Campaign Source
- Ⓔ E) All of these are required

Source (<https://support.google.com/analytics/answer/1033867?hl=en>)

190 ("question_id=190") The Solutions Gallery allows you to import or share which of the following reporting tools or assets?

- Ⓐ A) Goals
- Ⓑ B) Segments
- Ⓒ C) Custom reports
- Ⓓ D) B & C only
- Ⓔ **E) A, B, and C**

Source (<https://support.google.com/analytics/answer/3314024?hl=en>)

191 ("question_id=191") Google Analytics can identify that two sessions are from the same user if

- Ⓐ A) the sessions happen in the same browser on the same device
- Ⓑ B) the sessions happen on the same day
- Ⓒ C) the sessions happen in the same browser
- Ⓓ **D) the sessions occur within 30 minutes of each other**

Source (<https://support.google.com/analytics/answer/2731565?hl=en>)

192 ("question_id=192") True or False: When a new view is created, it will show the historical data from the first view you created for the property.

- Ⓐ A) True. Any new view will include all historical website data
- Ⓑ **B) False. Views will report data from the day they are created.**

Source (<https://www.en.advertisercommunity.com/t5/Reports/how-to-create-new-view-with-historical-data-from-RAW-DATA-view/t5-p1480319>)

193 ("question_id=193") Which of the following is a hit type tracked by Google Analytics?

- Ⓐ A) page tracking hit
- Ⓑ B) event tracking hit
- Ⓒ C) ecommerce tracking hit
- Ⓓ **D) all of these are hit types tracked in Google Analytics**

Source (<https://support.google.com/analytics/answer/608082?hl=en>)

194 ("question_id=194") When a report is based on data from a large number of sessions, you may see the following notice at the top of the report: "This report is based on N sessions." You can adjust the sampling rate of the report by:

- Ⓐ A) changing the sampling rate in your view settings
- Ⓑ B) adjusting the session timeout control
- Ⓒ **C) adjusting a control in the reporting interface for greater or less precision**
- Ⓓ D) You cannot adjust the sample rate

Source (<https://support.google.com/analytics/answer/1042498?hl=en>)

195 ("question_id=195") Why would it be useful to assign a value to your goal in Google Analytics?

- Ⓐ **A) Assigning a goal value allows you to track actual revenue from your conversions.**
- Ⓑ B) Assigning a goal value allows you to compare goal conversions and measure changes and improvements to your site.
- Ⓒ C) Assigning a goal value allows you to use the Funnel Visualization report to analyze the conversion funnel on your website.

Source (<https://blog.kissmetrics.com/google-analytics-goal-values/>)

196 ("question_id=196") True or False: If a user views one page of a website, completes an Event on this page, and then leaves the site, this session will be counted as a bounce in Google Analytics.

- Ⓐ A) True. A session is considered a 'bounce' if the user views one page of the site and then leaves.
- Ⓑ **B) False: Because there was more than one interaction hit in the session (pageview hit and event hit) this session would not be considered a bounce.**

Source (<https://support.google.com/analytics/answer/1033068?hl=en>)

197 ("question_id=197") Your company runs a holiday email campaign for the month of December to drive newsletter signups. Which of the following metrics would be the best indicator of the campaign's success?

- Ⓐ A) bounce rate
- Ⓑ B) avg. session duration
- Ⓒ C) pageviews
- Ⓓ **D) conversion rate**

198 ("question_id=198") Google Analytics uses which model by default when attributing conversion values in non-Multi-Channel Funnel reports?

- Ⓐ A) First Interaction model
- Ⓑ B) Last Interaction model
- Ⓒ **C) Last Non-Direct Click model**
- Ⓓ D) Linear model

Source (<https://support.google.com/analytics/answer/1665189?hl=en>)

199 ("question_id=199") What is the URL parameter that autotagging appends to an AdWords destination URL?

- Ⓐ A) userid=
- Ⓑ B) _ga=
- Ⓒ **C) gclid=**
- Ⓓ D) clickid=
- Ⓔ E) utm=

Source (<https://support.google.com/analytics/answer/1033981?hl=en>)

200 ("question_id=200") Your Multi-Channel funnel reports have no data. What is the most likely reason?

- Ⓐ **A) You haven't implemented goals or ecommerce**
- Ⓑ B) You haven't enabled demographic data
- Ⓒ C) You are not using Content Experiments
- Ⓓ D) You are not using Google Tag Manager
- Ⓔ E) You haven't set up Goal Funnels

201 ("question_id=201") Which of the following metrics would most strongly suggest a poorly performing website?

- Ⓐ **A) Bounce Rate > 90%**
- Ⓑ B) Bounce Rate < 90%
- Ⓒ C) % New Visits > 90%
- Ⓓ D) Avg. Session Duration > 5 minutes

Source (<https://megalytic.com/blog/does-bounce-rate-really-matter>)

202 (?question_id=202) The Google Analytics SDK or tracking code sends campaign and traffic source data through a number of different fields. Which of the following is one of the fields used to send campaign or traffic source data?

- ☐ A) Location
- ☒ B) **Campaign Medium**
- ☐ C) Device Category
- ☐ D) Interest Category

Source (<https://developers.google.com/analytics/devguides/collection/ios/v3/campaigns#campaign-params>)

203 (?question_id=203) You have defined goal X such that any PDF download qualifies as a goal conversion. A user comes to your site and in a single session downloads this PDF 5 times. How many goal conversions will be recorded?

- ☐ A) 0
- ☐ B) 1
- ☒ C) **5**
- ☐ D) 2

204 (?question_id=204) The User ID feature is commonly used with which of the following website scenarios?

- ☒ A) **Users can create an account on your website and log in on all types of devices**
- ☐ B) Users can navigate between your website and multiple subdomains within one session
- ☐ C) Users must navigate to a 3rd party shopping cart domain to complete a purchase
- ☐ D) You have content that displays on another domain through an iFrame

Source (<https://support.google.com/analytics/answer/3123662?hl=en>)

205 (?question_id=205) What is a "dimension" in Google Analytics?

- ☐ A) The total amount of revenue a business has made in a given date range.
- ☐ B) A comparison of data between two dates ranges.
- ☒ C) **An attribute of a data set that can be organized for better analysis.**
- ☐ D) A report that offers information about your audience.

Source (<https://support.google.com/analytics/answer/1033861?hl=en>)

206 (?question_id=206) What is a "secondary dimension" in Google Analytics?

- ☐ A) An additional widget you can add to a dashboard for more specific analysis.
- ☐ B) A visualization that allows you to understand the impact of your data.
- ☒ C) **An additional dimension you can add to a report for more specific analysis.**
- ☐ D) An additional metric you can add to a report for more specific analysis.

Source (<https://support.google.com/analytics/answer/1033861?hl=en>)

207 (?question_id=207) What URL tag does AdWords add to the destination URL using autotagging?

- ☐ A) utm=
- ☐ B) urlid=
- ☒ C) **gclid=**
- ☐ D) add=

Source (<https://support.google.com/analytics/answer/1033861?hl=en>)

208 (?question_id=208) How would you reduce the time it takes to compile reports in Google Analytics?

- ☐ A) Remove any Secondary Dimensions you have added to the report
- ☐ B) Choose "Greater precision" in the sampling pulldown menu
- ☐ C) Remove any filters you have added to the view
- ☒ D) **Choose "Faster response" in the sampling pulldown menu**

Source (<https://support.google.com/analytics/answer/1733979>)

209 (?question_id=209) Which of these is NOT possible when you link your AdWords account to Google Analytics?

- ☐ A) Import Analytics goals and transactions into AdWords as conversions
- ☒ B) **Adjust keyword bids inside Google Analytics**
- ☐ C) View AdWords click and cost data alongside your site engagement data in Google Analytics
- ☐ D) Create remarketing lists in Analytics to use in AdWords campaigns

Source (<https://support.google.com/adwords/answer/1704341?hl=en>)

210 (?question_id=210) Which of these user characteristics CANNOT be used to create a Custom Segment?

- ☐ A) Users that engaged in your social media or email campaigns
- ☐ B) Users 25 to 34 years of age who have their browser set to Spanish
- ☐ C) Users that viewed a page on your website and then watched a video
- ☒ D) **Users who have children**

Source (<https://support.google.com/analytics/answer/3124493?hl=en>)

211 (?question_id=211) Which report indicates the last page users viewed before leaving your website?

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

Source (<https://www.webanalyticsworld.net/2012/08/top-exit-page-analysis.html>)

212 (?question_id=212) Which report shows users who initiated sessions over 1-day, 7-day, 14-day, and 30-day periods?

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

Source (<https://support.google.com/analytics/answer/6171863?hl=en>)

213 (?question_id=213) Where in the HTML of your webpage should you place your analytics tracking code?

- ☐ A) Just after the opening <body> tag of your website
- ☒ B) **Just before the closing </head> tag of your website**
- ☐ C) Just after the opening <head> tag of your website
- ☐ D) Just before the closing </body> tag of your website

Source (<http://www.lunametrics.com/blog/2012/02/09/where-put-google-tracking-code/>)

214 (?question_id=214) You cannot change the default sessions timeout duration in Google Analytics.

- ☐ A) TRUE
- ☒ B) **FALSE**

Source (<https://support.google.com/analytics/answer/2795871?hl=en>)

215 (?question_id=215) By default, Google Analytics can only collect behavioral data from web-connected systems.

- ☐ A) TRUE
- ☒ B) **FALSE**

Source (<https://support.google.com/analytics/answer/7126596?hl=en>)

216 (?question_id=216) What will happen if a user clears the Analytics cookie from their browser?

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

Source (<https://www.e-nor.com/blog/google-analytics/cookies-and-cookie-deletion-in-google-analytics>)

217 (?question_id=217) Which report help you understand which kinds of mobile devices were used to visit your website?

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

Source (https://support.google.com/analytics/answer/1012034?hl=en&visit_id=1-4336289418005566798-3280170432&cd=1#Mobile)

218 (?question_id=218) Which of these is NOT a valid metric-dimension combination?

- ☐ A) Sessions / Bounce rate
- ☐ B) Sessions / Source
- ☒ C) **Total Events / User Type**
- ☐ D) Time on page / Device Type

219 (question_id=219) Which reports can show you how website referrals, organic search, and ad campaigns assisted in the conversion process?

- ☐ A) Goal reports
- ☐ B) Ecommerce reports
- ☐ C) Acquisition reports
- ☒ D) **Multi-Channel Funnel reports**

Source (<https://support.google.com/analytics/answer/1191180?hl=en>)

220 (question_id=220) Smart Goals are created automatically by Google's machine-learning algorithms

- ☒ A) **TRUE**
- ☐ B) FALSE

Source (https://support.google.com/analytics/answer/6153063?hl=en#how_smart_goals_work)

221 (question_id=221) By default, which of these is NOT considered a "medium" in Google Analytics?

- ☒ A) **google**
- ☐ B) organic
- ☐ C) referral
- ☐ D) cpc

Source (<https://support.google.com/analytics/answer/6099206?hl=en>)

222 (question_id=222) By default, when will Google Analytics NOT be able to identify sessions from the same user?

- ☐ A) When the sessions happen in the same browser on the same day
- ☒ B) **When the sessions happen in different browsers on the same device**
- ☐ C) When the sessions happen in the same browser on the same device
- ☐ D) When the sessions share the same browser cookie

Source (<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookies-user-id>)

223 (question_id=223) Which report helps identify which browsers may have had problems with your website?

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

Source (<https://searchenginewatch.com/sew/how-to/229345/how-to-use-the-browser-os-reports-in-google-analytics-plus-15-reasons-why/>)

224 (question_id=224) Which reports require you to activate Advertising Features?

- ☐ A) Real-time reports
- ☐ B) Geo reports
- ☐ C) Cohort Analysis reports
- ☒ D) **Demographics and Interests reports**

Source (<https://support.google.com/analytics/answer/2444872>)

225 (question_id=225) How does Google Analytics credit a channel that contributes to a conversion prior to a transaction?

- ☒ A) **Assisted conversion**
- ☐ B) Second-to-last-click attribution
- ☐ C) Last-click attribution
- ☐ D) Primary conversion

Source (<https://support.google.com/analytics/answer/1191180?hl=en>)

226 (question_id=226) Google Analytics filters are applied in the order in which they are set in your view.

- ☒ A) **TRUE**
- ☐ B) FALSE

Source (<https://support.google.com/analytics/answer/1034823?hl=en>)

227 (question_id=227) Which user characteristics may NOT be used to change keyword bids in AdWords?

- ☐ A) device
- ☒ B) **ad preference**
- ☐ C) time of day
- ☐ D) location

Source (<https://support.google.com/adwords/answer/2732132>)

228 (question_id=228) When will the Analytics tracking code send a pageview hit to Google Analytics?

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

229 (question_id=229) You can only apply a Custom Dimension to data that was collected after you created the dimension.

- ☒ A) **TRUE**
- ☐ B) FALSE

Source (<https://support.google.com/analytics/answer/2708628?hl=en#prerequisites>)

230 (question_id=230) Which of the following criteria could NOT be used for a Dynamic Remarketing audience?

- ☐ A) Users who viewed product detail pages
- ☐ B) Users who viewed your homepage
- ☐ C) Users who viewed a search result page on your website
- ☒ D) **Users who returned an item they purchased**

Source (<https://support.google.com/analytics/answer/3457161?hl=en>)

231 (question_id=231) What type of data does Google Analytics prohibit you from collecting?

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

Source (<https://support.google.com/analytics/answer/63366371?hl=en>)

232 (question_id=232) Filters may be applied retroactively to any data that has been processed.

- ☐ A) TRUE
- ☒ B) **FALSE**

Source (<https://support.google.com/analytics/answer/1033162?hl=en>)

233 (question_id=233) What is the "Bounce Rate" in Google Analytics?

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

Source (<https://support.google.com/analytics/answer/1009409?hl=en>)

234 (question_id=234) If a user visits the home page of a website with a video embedded and leaves without clicking on anything, Google Analytics will count this session as a bounce.

- ☒ A) **TRUE**
- ☐ B) FALSE

Source (<https://support.google.com/analytics/answer/1033068#NonInteractionEvents>)

235 (question_id=235) Which report indicates the pages of your website where users first arrived?

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

236 (question_id=236) By default, when does an Analytics session expire?

- ☐ A) After 30 minutes, regardless of user activity on your website
- ☒ B) **When a user is inactive on your website for more than 30 minutes**

- ☐ C) When a user opens another browser window
- ☐ D) At noon every day

Source (<https://support.google.com/analytics/answer/2731565?hl=en>)

237 (?question_id=237) Which campaign parameter is NOT standard in Google Analytics?

- ☐ A) utm_content
- ☐ B) utm_source
- ☒ C) utm_adgroup
- ☐ D) utm_medium

Source (<https://support.google.com/analytics/answer/1033803#parameters>)

238 (?question_id=238) If you wanted to track what search terms customers used to find products on your website, what would you set up?

- ☐ A) Enhanced Ecommerce
- ☐ B) Search Filters
- ☒ C) Site Search
- ☐ D) Data Import

Source (<https://support.google.com/analytics/answer/1012264?hl=en>)

239 (?question_id=239) If you want to track users and sessions across multiple domains, what must you set up?

- ☐ A) Ad Exchange Linking
- ☒ B) Cross-domain tracking
- ☐ C) Data Import
- ☐ D) AdWords Linking

Source (<https://support.google.com/analytics/answer/1034342?hl=en>)

240 (?question_id=240) Segments are applied before sampling in reports.

- ☐ A) TRUE
- ☒ B) FALSE

Source (<https://support.google.com/analytics/answer/2637192?hl=en>)

241 (?question_id=241) What will happen if you install the same default tracking code on pages with different domains?

- ☐ A) Analytics will alert you about duplicate data collection
- ☒ B) Analytics will associate these users and sessions with a single domain
- ☐ C) Analytics will not associate these users and sessions with any domain
- ☐ D) Analytics will associate these users and sessions with their respective domains

Source (<https://moz.com/blog/single-google-analytics-tracking-code-for-multiple-sites-when-to-use-how-to-report>)

242 (?question_id=242) Auto-tagging is used to collect data from which kinds of traffic?

- ☐ A) Website referral traffic
- ☐ B) Social media traffic
- ☒ C) AdWords Campaign traffic
- ☐ D) Search engine traffic other than Google

Source (<https://support.google.com/analytics/answer/1033981?hl=en>)

243 (?question_id=243) Which of these can you NOT share using The Solutions Gallery?

- ☐ A) Goals
- ☐ B) Segments
- ☐ C) Custom reports
- ☒ D) Custom Dimensions

Source (<https://support.google.com/analytics/answer/3314024?hl=en>)

244 (?question_id=244) To collect how many times users downloaded a product catalog, what would you set up?

- ☐ A) Custom Dimension
- ☐ B) Calculated Metrics
- ☒ C) Event Tracking
- ☐ D) Custom Report

Source (<https://developers.google.com/analytics/devguides/collection/analyticsjs/levents>)

245 (?question_id=245) 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.googlemerchadisestore.com will NOT count as a goal?

- ☐ A) /ordercomplete.php
- ☒ B) /ordercomplete.php
- ☐ C) /ordercomplete/thank_you.html
- ☐ D) /ordercomplete/index.html

246 (?question_id=246) To send data from a web-connected device like a point-of-sale system to Google Analytics, what would you use?

- ☒ A) The Measurement Protocol
- ☐ B) Data Import
- ☐ C) Browser cookies
- ☐ D) The Networking Protocol

Source (<https://support.google.com/analytics/answer/6086079?hl=en>)

247 (?question_id=247) Which of these channels is NOT included in the default Channels report?

- ☐ A) Organic Search
- ☐ B) Display
- ☒ C) Device
- ☐ D) Direct

Source (<https://support.google.com/analytics/answer/3297892?hl=en>)

248 (?question_id=248) Once Google Analytics has processed the data it collects, you can still recover any data that was filtered out.

- ☐ A) TRUE
- ☒ B) FALSE

Source (<https://support.google.com/analytics/answer/1033162?hl=en>)

249 (?question_id=249) Which report helps you determine the percent of your site traffic that has visited previously?

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

Source (<https://support.google.com/analytics/answer/1012034?hl=en#behavior>)

250 (?question_id=250) Which of the following statements about segments is incorrect?

- ☐ A) You can use segments to build custom Remarketing lists
- ☐ B) Segments let you isolate and analyze your data
- ☒ C) Segments are filters that permanently affect your data
- ☐ D) Segments are either subsets of sessions or subsets of users

Source (<https://support.google.com/analytics/answer/3123951?hl=en>)

251 (?question_id=251) Which filter would you apply if you only wanted to include data from a campaign titled "Back to School" in Campaign reports?

- ☒ A) Custom Include filter with field "Campaign Name" and pattern "back to school"
- ☐ B) Predefined Include filter with "traffic to the hostname" that are equal to "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 "Page Title" and pattern "back to school"

Source (<https://support.google.com/analytics/answer/1034832>)

252 (?question_id=252) What are the four scope levels available for dimensions and metrics in Google Analytics?

- ☐ A) Event-level, session-level, or user-level scope
- ☒ B) Hit-level, session-level, product-level, or user-level scope
- ☐ C) Event-level, duration-level, transaction-level, or user-level scope
- ☐ D) Location-level, duration-level, product-level, or user-level scope

Source (<https://support.google.com/analytics/answer/2708628?hl=en>)

253 (?question_id=253) By default, which of these is NOT considered a "source" in Google Analytics?

- ☐ A) (direct)
- ☐ B) google
- ☐ C) email
- ☐ D) **googlemerchandisestore.com**

Source (<https://support.google.com/analytics/answer/1033173?hl=en>)

254 (?question_id=254) What feature would you set up to collect company-specific data such as Member Status?

- ☐ A) Custom Filter
- ☐ B) **Custom Dimension**
- ☐ C) Event Tracking
- ☐ D) Custom Metric

Source (<http://www.lunametrics.com/blog/2013/09/10/access-custom-dimensions-google-analytics/>)

255 (?question_id=255) Which of these criteria CANNOT be used to create a Custom Segment?

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

Source (<https://support.google.com/analytics/answer/3124493?hl=en>)

256 (?question_id=256) Which of these CANNOT be collected by the default Analytics tracking code?

- ☐ A) Device and operating system
- ☐ B) **User's favorite website**
- ☐ C) Browser language setting
- ☐ D) Page visits

257 (?question_id=257) Which of these is NOT a benefit of using segments in your data analysis?

- ☐ A) You can analyze users by single or multi-session conditions
- ☐ B) You can compare behavior metrics for groups of users like Converters vs non Converters
- ☐ C) **You can permanently modify the data in your view**
- ☐ D) You can isolate and analyze specific conversion paths using conversion segments

Source (<https://support.google.com/analytics/answer/3123951?hl=en>)

258 (?question_id=258) Which report can compare metrics based on user acquisition date over a series of weeks?

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

Source (<https://support.google.com/googleplay/android-developer/answer/6263332?hl=en>)

259 (?question_id=259) Which of these is a scope for Custom Metrics?

- ☐ A) **Event**
- ☐ B) User
- ☐ C) Session
- ☐ D) Hit

Source (<https://support.google.com/analytics/answer/2709828?hl=en>)

260 (?question_id=260) Which tags does Google Analytics recommend to accurately track campaigns?

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

Source (<https://support.google.com/analytics/answer/6205762?hl=en>)

261 (?question_id=261) Which of these would prevent data from appearing in a Custom Report?

- ☐ A) You've applied too many metrics to the Custom Report
- ☐ B) You've applied too many dimensions to the Custom Report
- ☐ C) You haven't shared that Custom report with users in the same view
- ☐ D) **You've applied a filter that filters out all of your data**

Source (<https://support.google.com/analytics/answer/1151300?hl=en&AccessManagerShare>)

262 (?question_id=262) Which reports show websites that send traffic to your pages?

- ☐ A) Geo
- ☐ B) **All Traffic**
- ☐ C) Demographics
- ☐ D) Behavior

Source (<https://support.google.com/analytics/answer/6205762?hl=en&runderstanding>)

263 (?question_id=263) If you define a Destination Goal 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) 0
- ☐ B) 1
- ☐ C) 2
- ☐ D) **3**

Source (<https://support.google.com/analytics/answer/2673221?hl=en>)

264 (?question_id=264) By default, which of these traffic source dimensions does Google Analytics capture for each user that visits your website?

- ☐ A) **Source and Medium**
- ☐ B) Campaign and Ad Content
- ☐ C) Source, Medium, Campaigns, and Ad Content
- ☐ D) Campaign and Medium

Source (<https://support.google.com/analytics/answer/1033173?hl=en>)

265 (?question_id=265) Which report demonstrates how well specific parts of your website performed?

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

Source (<https://support.google.com/analytics/answer/2853423?hl=en>)

266 (?question_id=266) Which report shows which pages on your site get the most traffic and highest engagement?

- ☐ A) **All Pages report**
- ☐ B) Engagement report
- ☐ C) Active Users report
- ☐ D) Frequency and Recency report

Source (<https://support.google.com/analytics/answer/1009409?hl=en>)

267 (?question_id=267) What is a "metric" in Google Analytics?

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

Source (<https://support.google.com/analytics/answer/1033861?hl=en>)

268 (?question_id=268) Which of these could NOT be tracked using Goals in Google Analytics?

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

Source (<https://support.google.com/analytics/answer/1012040?hl=en>)

269 (?question_id=269) Which type of Custom Report shows a static sortable with rows of data?

- ☐ A) Pivot Table
- ☐ B) Explorer
- ☐ C) Map Overlay

- ☐ D) **Fiat Table**
- Source (<https://support.google.com/analytics/answer/1151300>)
- 270 (?question_id=270) Which of these does Google Analytics use to distinguish new and returning users?
- ☐ A) Artificial intelligence
- ☒ B) **A randomly-assigned unique identifier and browser cookie**
- ☐ C) A sequentially-assigned unique identifier and browser cookie
- ☐ D) Facial recognition technology

Source (<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookies-user-id>)

- 271 (?question_id=271) When will the Analytics 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 makes a reservation
- ☐ C) Every time a user performs an action with pageview tracking implemented
- ☐ D) Every time a user adds an event to their calendar

Source (<https://developers.google.com/analytics/devguides/collection/analyticsjs/events>)

- 272 (?question_id=272) Which view filter(s) would you apply if you wanted to include only users from Brazil or Argentina?
- ☒ A) **Filter 1: include Brazil or Argentina**
- ☐ B) Filter 1: include Brazil > Filter 2: include Argentina
- ☐ C) Filter 1: include Argentina > Filter 2: include Brazil
- ☐ D) Filter 1: exclude Peru or Bolivia

Source (<https://support.google.com/analytics/answer/1033162?hl=en>)

- 273 (?question_id=273) If a filter excludes data from a view, that data can never be recovered for that view.
- ☒ A) **TRUE**
- ☐ B) FALSE

Source (<https://support.google.com/analytics/answer/1033162?hl=en>)

- 274 (?question_id=274) Which of these is NOT a benefit of Remarketing in Google Analytics?
- ☒ A) **Allow customers to reorder an item they have previously purchased**
- ☐ B) Create remarketing lists based on custom segments and targets
- ☐ C) Create remarketing lists without making changes to your existing Analytics snippet
- ☐ D) Show customized ads to customers who have previously visited your site

Source (<https://support.google.com/analytics/answer/2611404?hl=en>)

- 275 (?question_id=275) In Multi-Channel Funnel Reports, which channel could NOT be credited with a conversion?
- ☒ A) **Television commercials**
- ☐ B) Paid and organic search
- ☐ C) Website referrals
- ☐ D) Social network

Source (<https://support.google.com/analytics/answer/1191180?hl=en>)

- 276 (?question_id=276) In Multi-Channel Funnel Reports, conversions and ecommerce transactions are attributed to the last campaign, search, or ad that referred the user.
- ☒ A) **TRUE**
- ☐ B) FALSE

Source (<https://support.google.com/analytics/answer/1191180?hl=en>)

- 277 (?question_id=277) Assigning a value to a Google Analytics Goal allows you to do which of the following?
- ☐ A) Analyze the conversion funnel on your website.
- ☐ B) Compare goal conversions and measure changes and improvements to your site.
- ☐ C) Track real-time revenue for your business
- ☒ D) **Track actual revenue from your conversions**

Source (<https://support.google.com/analytics/answer/1012040?hl=en>)

- 278 (?question_id=278) To recognize users across different devices, what feature must you enable?
- ☐ A) AdWords Linking
- ☒ B) **User ID**
- ☐ C) Audience Definitions
- ☐ D) Attribution Models

Source (<https://support.google.com/analytics/answer/3123662?hl=en>)

- 279 (?question_id=279) Which of these are required for Multi-Channel Funnels?
- ☒ A) **Advertising Features**
- ☐ B) Custom Dimensions
- ☐ C) In-page Analytics
- ☐ D) Goals or Ecommerce

Source (<https://support.google.com/analytics/answer/3450482?hl=en>)

- 280 (?question_id=280) Which report shows a visual representation of users interactions on your website?
- ☒ A) **Behavior Flow report**
- ☐ B) Landing Pages report
- ☐ C) Content Drilldown report
- ☐ D) Treemaps report

Source (<https://support.google.com/analytics/answer/2785577?hl=en>)

- 281 (?question_id=281) By default, which of these are NOT Remarketing audiences that you can define?
- ☐ A) Users who speak a particular language
- ☐ B) Users who played a video on your website
- ☒ C) **Users who visited your physical store**
- ☐ D) Users who visited a specific page on your website

Source (<https://support.google.com/analytics/answer/2611268?hl=en>)

- 282 (?question_id=282) Which report would you use to determine where users start or exit the conversion funnel?
- ☐ A) Cohort Analysis report
- ☐ B) Treemaps report
- ☐ C) User Timings report
- ☒ D) **Goal Flow report**

Source (<https://support.google.com/analytics/answer/2520139?hl=en>)

- 283 (?question_id=283) What scope would you apply for a Custom Dimension that collects data for users who log in to your website?
- ☐ A) Product
- ☐ B) Session
- ☐ C) Hit
- ☒ D) **User**

Source (<https://support.google.com/analytics/answer/2709828#example-user>)

- 284 (?question_id=284) Filters let you include, exclude, or modify the data you collect in a view.
- ☒ A) **TRUE**
- ☐ B) FALSE

Source (<https://support.google.com/analytics/answer/1033162?hl=en>)

- 285 (?question_id=285) What four parameters can you include with an event hit for reporting?
- ☐ A) Category, Action, Label, Unique Events
- ☐ B) Category, Action, Label, Total Events
- ☒ C) **Category, Action, Label, Value**
- ☐ D) Event, Category, Action, Label

Source (<https://support.google.com/analytics/answer/1033068>)

- 286 (?question_id=286) What is required for User ID to track users across different devices?
- ☒ A) **Google Tag Manager**

- Source (<https://support.google.com/analytics/answer/2649553>)

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