Google Analytics Individual Qualification Exam Answers 2021
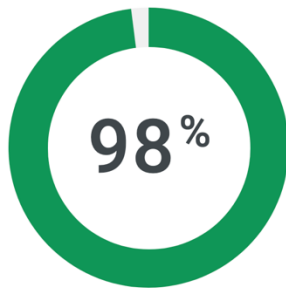
Assessment Passed

98%

Total Points: 69/70

考試時間：1.5 小時

考試題目：70 題

及格百分比：80%

1. What feature collects company-specific data such as Member Status?

   - Custom Filter
   - Event Tracking
   - **Custom Dimension**
   - Custom Metric

2. Which kinds of hits does Google Analytics track?

   - Pageview
   - Event
   - **All of the above**
   - Transaction

3. To recognize users across different devices, what feature must be enabled?

   - Audience Definitions
   - Attribution Models

- Google Ads Linking

- **User ID**

4. In Multi-Channel Funnel reports, how are default conversions credited?

- Second to last campaign, search or ad

- Equal credit along the conversion touchpoints

- **Last campaign, search or ad**

- First campaign, search or ad

5. What report indicates the pages of a website where users first arrived?

- **Landing Pages report**

- Pages report

- Location report

- All Pages report

6. What feature is required to send data from a web-connected device (like a point-of-sale system) to Google Analytics?

- **The Measurement Protocol**
- Data Import
- Browser cookies
- The Networking Protocol

7. What is not considered a default "medium" in Google Analytics?

- referral
- **google**
- organic
- cpc

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

- **Attribution modeling**
- Conversion tracking
- Channel Groupings
- Multi-Channel Funnels

9. What metric-dimension combination is not valid?

- Avg. Time on Page / Device Category
- **Sessions / Bounce rate**
- Sessions / Source
- Total Events / User Type

10. Which reports indicate how traffic arrived at a website?

- Demographics
- Geo
- **All Traffic**
- Behavior

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

- **TRUE**
- FALSE

12. Custom Dimensions can be used as what?

- Primary dimensions in Custom Reports
- **All of the above**
- Secondary dimensions in Custom Reports
- Secondary dimensions in Standard reports

13. What feature must be enabled to use Multi-Channel Funnels?

- Custom Dimensions
- Advertising Features

- **Goals or Ecommerce**
- In-page Analytics

14. What data table display compares report metrics to the website average?

- Pivot
- Percentage
- Performance
- **Comparison**

15. View filters are applied in what order?

- Creation date
- Random order
- **Sequential order**
- Alphabetical order

16. Auto-tagging is used to collect data from what kind of

traffic?

- Search engine traffic other than Google

- Social media traffic

- **Google Ads Campaign traffic**

- Website referral traffic

17. What report indicates where users start or exit the conversion funnel?

- **Goal Flow**

- Treemaps

- Cohort Analysis

- User Timings

18. Which parameters can be included with an event hit for reporting?

- Event, Category, Action, Label

- Category, Action, Label, Unique Events

- **Category, Action, Label, Value**

- Category, Action, Label, Total Events

19. What Remarketing audiences cannot be defined by default?

- Users who speak a particular language

- **Users who visited a physical store**

- Users who played a video on a website

- Users who visited a specific page on a website

20. What data is Google Analytics Goals unable to track?

- **Customer's lifetime value**

- Making a purchase

- Signing up for a newsletter

- Watching a video

21. In Custom Reports, what must metrics and

dimensions share in order to report accurately?

- Same view
- **Same scope**
- Same Custom Report
- Same index

22. What is used to create Smart Goals?

- **Machine-learning algorithms**
- Custom Reports
- Analytics Goals
- Remarketing audience

23. Which three campaign parameters are recommended to manually track campaigns?

- Medium, Source and Content
- Campaign, Content and Term
- **Medium, Source and Campaign**

- Source, Content and Term

24. Filters cannot perform what action on collected data?

- Include data from specific subdomains

- **Include shopping preferences**

- Convert dynamic page URLs to readable text strings

- Exclude traffic from particular IP addresses

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

- 2

- 6

- **1**

- 3

26. What scope levels available for dimensions and metrics?

- Event-level, duration-level, transaction-level, or user-level scope
- Event-level, session-level, transaction-level, or user-level scope
- Location-level, duration-level, product-level, or user-level scope
- **Hit-level, session-level, product-level, or user-level scope**

27. Which assets cannot be shared in the Solutions Gallery?

- Goals
- Segments
- Custom reports
- **Custom Dimensions**

28. Which Goals are available in Google Analytics?

- **Destination, Event, Duration, Pages/Screens per Session**

- Location, Event, Time, Users per Session

- Destination, Event, Pageview, Social

- Pageview, Event, Transaction, Social

29. What report identifies browsers that may have had problems with a website?

- The Active Users report

- **The Browser and OS report**

- The Source/Medium report

- The New vs Returning report

30. What scope would be set for a Custom Dimension that reports membership status for a customer rewards

program?

- Session

- Hit

- Product

- **User**

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

- Data Import

- Ad Exchange Linking

- **Cross-domain tracking**

- Google Ads Linking

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

- Analytics will associate users and sessions with a

  single domain

- Analytics will not associate users and sessions with any domain
- Analytics will send an alert about duplicate data collection
- **Analytics will associate users and sessions with their respective domains**

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

- Custom Report
- **Event Tracking**
- Calculated Metrics
- Custom Dimension

34. What is a "secondary dimension" in Google Analytics?

- **An additional report dimension for more specific analysis**

- A dashboard widget that offers more specific analysis
- A visualization to understand the impact of data
- An additional report metric for more specific analysis

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

- When the sessions happen in the same browser on the same device
- When the sessions share the same browser cookie
- **When the sessions happen in different browsers on the same device**
- When the sessions happen in the same browser on the same day

36. What report shows which web pages get the most

traffic and highest engagement?

- Frequency and Recency report

- Active Users report

- Engagement report

- **All Pages report**

37. What is not considered a "source" in Google
Analytics by default?

- **email**

- (direct)

- google

- googlemerchandisestore.com

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

- As an event

- As a click

- **As a bounce**

- As an interaction

39. What is not a benefit of Google Analytics

    Remarketing?

    - Show customized ads to customers who have

      previously visited your site

    - **Allow customers to quickly reorder an item**

      they have previously purchased

    - Create remarketing lists without making changes

      to your existing Analytics snippet

    - Create remarketing lists based on custom

      segments and targets

40. View filters may be applied retroactively to any data

that has been processed.

- **False**
- True

41. What report shows the percentage of traffic that previously visited a website?

- Behavior > Frequency and Recency report
- Interests > Affinity categories report
- All traffic > Referrals report
- **Behavior > New vs returning report**

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

- **Filtered data is not recoverable**
- Data may be recovered within 10 days
- Data may be recovered within 30 days
- Data may be recovered within 5 days

43. For autotagging, what parameter does Google Ads include in the destination URL?

- adid=
- urlid=
- utm=
- **gclid=**

44. What report shows the percent of site traffic that visited previously?

- Sales Performance report
- Frequency & Recency report
- Referrals report
- **New vs Returning report**

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

- **Active Users report**

- User Explorer report

- Users Flow report

- Cohort Analysis report

46. To view accurate data in a Custom Report, what action should be avoided?

   - **Pair metrics and dimensions of different scopes**

   - Use multiple dimensions together in the same report

   - Create a report with Custom Metrics

   - Use a Custom Dimension as a primary dimension

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

   - Filter 1: include Brazil > Filter 2: include Argentina

- Filter 1: include Argentina > Filter 2: include Brazil
- **Filter 1: include Brazil or Argentina**
- Filter 1: exclude all countries except Brazil and Argentina

48. What cannot be collected by the default Analytics tracking code?

- Device and operating system
- **User's favorite website**
- Page visits
- Browser language setting

49. Views can include website data collected before the view was created.

- **FALSE**
- TRUE

50. What report shows which types of mobile devices visited a website?

- Technology > Network report
- Site Content > Landing Page report
- **Mobile > Devices report**
- All Traffic > Source/Medium report

51. Within how many days can a deleted view be restored?

- 25
- 5
- **35**
- 15

52. What is not a benefit of using segments to analyze data?

- Isolate and analyse specific conversion paths using conversion segments
- **Permanently modify the data in a view**
- Analyse users by single or multi-session conditions
- Compare behavior metrics for groups of users like Converters vs non Converters

53. What report provides data on how specific sections of a website performed?

- Location report
- Frequency and Recency report
- **Content Drilldown report**
- Top Events report

54. What criteria could not be used to create a Dynamic Remarketing audience?

- **Users who returned an item they purchased**

- Users who viewed a homepage

- Users who viewed a search result page on a
  website

- Users who viewed product-detail pages

55. What report shows a visual representation of user
    interactions on a website?

- **Behavior Flow report**

- Landing Pages report

- Content Drilldown report

- Treemaps report

56. A new Custom Channel Group may be applied
    retroactively to organise data that has been previously
    collected.

- **True**

- False

57. When linking a Google Ads account to Google Analytics, what is not possible?

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

58. What asset is used to build a remarketing list?

- Custom Dimension
- **Custom Segment**
- Custom Report

- Custom Metric

59. If the Google Merchandise Store sets up a URL goal of "/ordercomplete" and a Match Type of "Begins with", which of the following pages on www.googlemerchandisestore.com will NOT count as a goal?

- /ordercomplete.php
- /ordercomplete/index.html
- /ordercomplete/thank_you.html
- **/order/complete.php**

60. What does assigning a value to a Google Analytics Goal enable?

- Track actual revenue from conversions
- Track real-time business revenue

- Analyze a website conversion funnel

- **Compare goal conversions and measure changes to a website**

61. When does a default Analytics session expire?

- **When a user is inactive on a web page for more than 30 minutes**

- After 30 minutes, regardless of user activity on a web page

- At noon every day

- When a user opens a new browser window

62. What report indicates the last page users viewed before leaving a website?

- Landing Pages report

- All Pages report

- **Exit Pages report**

- Pages report

63. Google Analytics cannot collect data from which systems by default?

- **Offline inventory database**

- Websites

- Online point-of-sale systems

- Mobile devices

64. What would prevent data from appearing in a Custom Report?

- Too many metrics in a Custom Report

- **A filter that removes all the data**

- Custom Report isn't shared with users in the same view

- Too many dimensions in a Custom Report

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

- Just after the opening <head> tag

- Just before the closing </body> tag

- Just after the opening <body> tag

- **Just before the closing </head> tag**

66. Segments will not allow you to do what?

- Create subsets of sessions or users

- **Permanently alter data**

- Build custom Remarketing lists

- Isolate and analyze data

67. To recognize users across different devices, what is required for User ID?

- A new Analytics account for reporting

- Google Tag Manager

- **Sign-in that generates and sets unique IDs**

- All of the above

68. What channel is not included in the default Channels report?

- Direct

- Display

- Organic Search

- **Device**

69. What is not a filter setting for data in views?

- Modify

- Include

- **Restore**

- Exclude

70. What feature can join offline business systems data

with online data collected by Google Analytics?

- 🔴 **Data import**

- ⚫ Goal tracking

- ⚫ User ID

- ⚫ Google Ads Linking

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

- ⚫ Goals reports

- ⚫ Acquisition reports

- 🔴 **Multi-Channel Funnel reports**

- ⚫ Ecommerce reports

72. In Multi-Channel Funnel Reports, what channel would not be credited with a conversion?

- ⚫ Paid and organic search

- ⚫ Website referrals

- Social network

- **Television commercials**

73. What type of Custom Report shows a static sortable table with rows of data?

- **Flat Table**

- Explorer

- Map Overlay

- Pivot Table

74. What feature is required to track customer search terms on a website?

- Enhanced Ecommerce

- **Site Search**

- Data Import

- Search filters

75. What is a "metric" in Google Analytics?

- **The numbers in a data set often paired with dimensions**
- The dates in a date range
- A segment of data separated out in a report for comparison
- A dimension that can help analyze site performance

76. What criteria cannot be used to create a Custom Segment?

- **Ad type**
- Dimensions
- Metrics
- Sequences of user actions

77. Which default traffic source dimensions does Google

Analytics report for each website visitor?

- Campaign and Ad Content

- Source and Campaign

- **Source and Medium**

- Campaign and Medium

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

- time of day

- location

- device

- **ad preference**

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

- Every time a user adds an item to an online shopping cart

- Every time a user clicks a video on a website
- Every time a user searches on a website
- **Every time a user loads a webpage with embedded tracking code**

80. What campaigns require manual tags on destination URLs for tracking?
- None of the above
- Google Ads campaigns
- Autotagged campaigns
- **Email campaigns**

81. What filter would only include data from a campaign titled "Back to School" in Campaign reports?
- Custom Include filter with field "Page Title" and pattern "back to school"

- **Custom Include filter with field "Campaign Name" and pattern "back to school"**

- Custom Search and Replace filter with field "Campaign Name", string "back to school", and pattern "include"

- Predefined Include filter with "traffic to the hostname" "that are equal to" "back to school"

82. What scope applies to Custom Metrics?

- Customer

- Session

- **Hit**

- User

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

- User Explorer

- Active Users

- Users Flow

- **Cohort Analysis**

84. The default session timeout duration in Google Analytics is how many minutes?

- 5

- 10

- **30**

- 20

85. What data does Google Analytics prohibit collecting?

- Product SKU(s)

- Billing city

- Purchase amount

- **Personally identifiable information**

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

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

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

- **3**
- 2

- 6

- 1

88. What is a "dimension" in Google Analytics?

- **An attribute of a data set that can be organized for better analysis**

- The lifetime value of a user in a given date range

- A report that offers different demographic information about your audience

- A comparison of data between two date ranges

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

- Custom Channel Groupings

- Calculated Metric

- Custom Dimension

- **Custom Metric**

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

- Primary conversion
- Second-to-last-click attribution
- **Assisted conversion**
- Secondary conversion

91. What is the "Bounce Rate" in Google Analytics?

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

92. What model represents the hierarchical structure of a Google Analytics account?

- Property > Account > View

- **Account > Property > View**

- View > Account > Property

- Account > View > Property

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

- **Choose "Faster response" in the sampling pulldown menu**

- Apply an advanced filter to the report

- Remove any filters on the view

- Choose "Greater precision" in the sampling pulldown menu

94. Sampling is applied to reports before segmentation.

- TRUE

- **FALSE**

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

- **All of the above**

- Analytics will set a new browser cookie the next time a browser loads a tracked page

- Analytics will set a new unique ID the next time a browser loads a tracked page

- Analytics will not be able to associate user behavior data with past data collected

96. Which reports require the activation of Advertising Features?

- Geo reports

- Cohort Analysis reports

- Real-time reports

- **Demographics and Interests reports**

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

- Every time a user performs an action with pageview tracking implemented

- Every time a user adds an event to their calendar

- **Every time a user performs an action with event tracking implemented**

- Every time a user makes a reservation

98. What campaign parameter is not available by default in Google Analytics ?

- utm_content

- utm_source

- utm_medium

- **utm_adgroup**

99. Sharing a Custom Report will share the report configuration and data included in the report.

- TRUE

- **FALSE**

100. Which of the following is not a required parameter in the URL builder?

- Campaign Name

- Campaign Medium

- Campaign Content

- Campaign Source

- All of these are required

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

- False

- True

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

- Multi-Channel Funnel reports

- Goals reports

- Acquisition reports

- Ecommerce reports