

Google Analytics (分析) 個人認證測驗

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評量

70 個問題 剩餘時間：90 分鐘

此評量有時間限制。請於測驗時間結束前提交答案，以免系統自動判定評量結果為未通過。

開始

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 a 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.

- A) conversion rates**
- B) conversion paths**
- C) bounce rate
- D) a list of transactions
- E) commerce revenue

20 (?question_id=20)) Which of the following technologies on your site influence how you implement Analytics? Select all that apply.

- A) responsive web design**
- B) query string parameters**
- C) Flash and AJAX events**
- D) server redirects**

21 (?question_id=21)) Which of the following metrics would be most useful in measuring how many conversions were initiated by Paid Search?

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

22 (?question_id=22)) Which of the following are advantages of implementing Google Tag Manager? Select all that apply.

- A) You can add AdWords tags to your site without editing code**
- B) You can add non-Google tags to your site without editing site code**
- C) You can add Google Analytics tags to your site without editing site code**
- D) You can change configuration values in your mobile app without rebuilding a new binary**

23 (?question_id=23)) Using filters, you can _____. Select all that apply.

- A) exclude data from a view**
- B) change how the data looks in your reports**
- C) include data in a view**

24 (?question_id=24)) You want to explore traffic metrics by gender and age. Which of the following sections in Analytics will be most useful?

- A) Conversion
- B) Acquisition
- C) Behavior
- D) Admin
- E) Audience**

25 (?question_id=25)) Which of the following is not a standard campaign parameter?

- A) utm_adgroup**
- B) utm_content
- C) utm_source
- D) utm_campaign

26 (?question_id=26)) Which of the following are metrics? Select all that apply.

- A) City
- B) Pageviews**
- C) % New Visits**
- D) Browser

27 (?question_id=27)) Your commerce site sells colorful wrist watches that visitors can customize using a tool online. Which of the following represent(s) a micro conversion for your site? Select all that apply.

A) use of the "customize your watch" tool

B) an exit from your homepage

C) an email signup

D) an online sale

E) an exit from a product page

28 (?question_id=28)) What is the purpose of the URL builder?

A) to generate the URL tracking parameters that need to be appended to an organic search result

B) using the URL builder is required in order to track AdWords visits

C) to generate a URL with tracking parameters

D) to optimize landing pages

29 (?question_id=29)) If a paid keyword has an Assisted/Last Click or Direct Conversions value of .5, which of the following is true?

A) The keyword played an assist role in exactly one conversion

B) The keyword played an assist role less often than it played a last click role

C) The keyword played an assist role in exactly five conversions

D) none of these answers

30 (?question_id=30)) True or False: The order in which filters appear in your view settings matters.

A) True. Filters are executed in the order which they appear

B) False. Filters are not necessarily executed in the order which they appear

31 (?question_id=31)) You want to measure the percentage of sessions during which the user clicks a "product details" button. Which of the following would you need to do in order to see this information?

A) set up a "product details" button in the commerce JavaScript

B) enable the button as a KPI and set up a dashboard

C) track the button as a page view and look at the Events Overview

D) track the button with an event and set up an event goal

E) none of these options will work

32 (?question_id=32)) To calculate ROI correctly, Google Analytics needs Select all that apply.

A) Operating Cost

B) Interest Rate

C) Margin

D) Cost

E) Revenue

33 (?question_id=33)) Which of the following questions can be answered using the goal flow report?.

- A) Do visitors usually start my conversions process from the first step or somewhere in the middle?**
- B) Is there a place in my funnel where traffic loops back to the beginning of the conversion process to start over?**
- C) Are there a lot of unexpected exits from a step in the middle of my conversion funnel?**
- D) Are there any steps in my conversion process that do not perform well on mobile devices compared to desktop devices?**

34 (?question_id=34)) When do the Google Analytics Terms of Service permit sending personally identifying information (PII) to Google?

- A) when encrypted
- B) never**
- C) in custom campaigns only

35 (?question_id=35)) When configuring a goal, why is it useful to assign a goal value?

- A) to determine the popularity of each of your pages
- B) to determine the conversion rate
- C) to attribute monetary value to non-ecommerce conversions**
- D) to calculate ecommerce metrics

36 (?question_id=36)) Which of the following are possible uses of filters? Select all that apply.

- A) include only traffic coming from a particular campaign**
- B) replace complicated page URLs with readable text strings**
- C) exclude visits from a particular IP address**
- D) report on only a subdomain or directory**

37 (?question_id=37)) A macro conversion

- A) always occurs prior to a micro conversion
- B) occurs when over 50% of visitors buy an item
- C) is your highest converting campaign
- D) occurs when someone completes an action that is important to your business**
- E) is a large revenue sale that that is directly attributable to a display campaign

38 (?question_id=38)) Which of the following would be most useful for optimizing landing pages?

- A) Visits
- B) Unique Pageviews
- C) Pageviews
- D) Unique Visits
- E) Bounce Rate**

39 (?question_id=39)) Which of the following are tracked by Site Speed reports? Select all that apply.

- A) page-load time for a sample of page views on your site**
- B) how quickly images load**
- C) how quickly the browser parses a page and makes it available for user interaction**
- D) button click response time**

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?

- A) Annotations
- B) secondary dimensions
- C) Analytics Intelligence
- D) Real-Time**

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

- A) www.example.com/thankyou/receipt.php**
- B) www.example.com/thankyou.php**
- C) www.example.com/receipt/thankyou.php
- D) www.example.com/thankyou.html**

42 (?question_id=42)) Which of the following would help you to determine the conversion value of a paid keyword?

A) CPM

B) CTR

C) Real-Time

D) Multi-Channel Funnels

E) none of these answers

43 (?question_id=43)) Which of the following are examples of channels? Select all that apply.

A) Email

B) Audience

C) Display

D) Conversion

E) Organic Search

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?

A) Intelligence

B) secondary dimensions

C) Real-Time

D) Annotations

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

A) First Interaction attribution model

B) Last Click attribution model

C) Position Based attribution model

D) Last Non-Direct Click attribution model

E) Linear attribution model

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

A) collecting user information for sales teams to connect with potential leads

B) encourage engagement and frequent visitation

C) selling products or services

D) all these options are equally relevant as business objectives for content publishers.

47 (?question_id=47)) The demographics and interest category information in Google Analytics comes from

A) Google Tag Manager

B) the DoubleClick third-party cookie

C) survey data filled out by users

- D) the AdWords first-party cookie
- E) information that you upload from your CRM

48 (?question_id=48)) Which of the following are examples of sources? Select all that apply.

A) Google

B) Email

C) Search

D) Display

E) Example.com

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?

A) First Interaction model

B) Linear model

C) Last Non-Direct Click model

D) Last Interaction Model

50 (?question_id=50)) Which of the following Behavior metrics shows the number of sessions that included a view of a page?

A) Bounce Rate

B) Unique Visits

C) Visits

D) Unique Pageviews

E) Pageviews

51 (?question_id=51)) Which of the following are examples of mediums? Select all that apply.

A) Example.com

B) Conversion

C) Email

D) Google

52 (?question_id=52)) Which of the following most accurately describes the concept of attribution in digital analytics?

A) assigning credit for conversions

B) determining a traffic source

C) determining a user's device

D) calculating ROI

E) calculating cost per click

53 (?question_id=53)) What is the first step of analytics planning?

A) Create your implementation plan

B) Document your technical infrastructure

C) Implement Google Analytics

D) Define your overall measurement plan and business objectives

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?

A) Audience

B) Acquisition

C) Conversion

D) Admin

E) Behavior

55 (?question_id=55)) Which of the following would be most useful for ranking pages according to revenue contribution?

A) Page Value

B) Margin

C) Revenue

D) ROI

E) Bounce Rate

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.

A) Search Engine Optimization report

B) Affinity Categories

C) Site Search report

D) Keyword report

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?

A) secondary dimensions

B) Real-Time

C) Annotations

D) Intelligence

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?

A) Create a second Google Analytics account, and apply the new tracking code to the pages in the subdirectory

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

C) Create a new web property and add the new tracking code to the pages on the subdirectory

D) Create a new view and apply an advanced filter that deletes pages outside of the subdirectory

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?

A) The visitor's session expires after 5 minutes of inactivity

B) The visitor's session expires once the visitor has exited your site

C) Google Analytics does not keep track of sessions by default

D) The visitor's session expires after 30 minutes of inactivity

60 (?question_id=60)) In the Linear Attribution Model?

A) the last touchpoint receives 100% of the credit for the conversion

B) each touchpoint in the conversion path shares equal credit for the conversion

C) the touch points closest in time to the conversion get most of the credit

D) the first touchpoint receives 100% of the credit for the conversion

61 (?question_id=61)) Which of the following is true of ROI?

A) If Cost is \$5 and Revenue is \$5, your ROI is 0%

B) If Cost is \$5 and Revenue is \$5, your ROI is 20%

C) If Cost is \$5 and Revenue is \$5, your ROI is 50%

D) If Cost is \$5 and Revenue is \$5, your ROI is 100%

E) None of these answers are true of ROI

62 (?question_id=62)) Which of the following are dimensions?

A) Screen resolution

B) Bounce rate

C) Region

D) % new visits

63 (?question_id=63)) 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

A) remove the existing Google Analytics tracking code from the site

B) make sure that the existing Google Analytics tracking code is placed after the opening tag

C) replace the account ID in the existing Google Analytics tracking code with the container ID

D) update the Google Analytics tracking code with analytics.js

64 (?question_id=64)) 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?

A) 50%

B) 100%

C) 33%

D) 0%

E) 200%

65 (?question_id=65)) Which of the following reporting dimensions would be useful to reference if you were rebuilding a website?

- A) Browser
- B) Language
- C) Screen Colors
- D) All of these dimensions**
- E) None of these dimensions

66 (?question_id=66)) Which of the following would be valid segments to consider when looking at data. Select all that apply.

- A) traffic by device**
- B) traffic by marketing channel**
- C) traffic by time of day**
- D) traffic by geography**

67 (?question_id=67)) Which two metrics below would be the best KPIs for measuring the performance of an commerce business?
Select two.

- A) average order value**
- B) bounce rate
- C) revenue**
- D) pageviews

68 (?question_id=68)) 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?

A) Destination URLs

B) Day Parts (Hour of Day)

C) Campaigns

D) Placements

E) AdWords Keywords

69 (?question_id=69)) You are interested in identifying the most popular content on your site. Which of the following sections will have this report information by default?

A) Search

B) Acquisition

C) Conversion

D) Audience

E) Behavior

70 (?question_id=70)) 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?

A) 0

B) 1

C) 5

D) 2