Vendor: Google

Exam Code:GOOGLE-ANALYTICS

Exam Name: Google Analytics Individual Qualification (IQ)

Version: Demo

QUESTION 1

What feature would you set up to collect company-specific data such as Member Status?

A. Custom Dimension

B. Custom Metric

C. Custom Filter

D. Event Tracking

Correct Answer: A

QUESTION 2

Which report can compare metrics based on user acquisition date over a series of weeks?

A. User Explorer report

B. Users Flow report

C. Cohort Analysis report

D. Active Users report

Correct Answer: C

QUESTION 3

Which user characteristic may NOT be used to change keyword bids in AdWords?

A. ad preference

B. location

C. device

D. time of day

Correct Answer: A

QUESTION 4

Which report shows a visual representation of user interactions on your website?

A. Landing Pages report

B. Behavior Flow report

C. Content Drilldown report

D. Treemaps report

Correct Answer: B

QUESTION 5

To recognize users across different devices, what feature must you enable?

A. Audience Definitions

B. Attribution Models

C. User ID

D. AdWords Linking

Correct Answer: C

QUESTION 6

Which of the following criteria could NOT be used for a Dynamic Remarketing audience?

A. Users who viewed your homepage

B. Users who viewed a search result page on your website

C. Users who returned an item they purchased

D. Users who viewed product detail pages

Correct Answer: C

QUESTION 7

Google Analytics filters are applied in the order in which they are set in your view.

A. False

B. True

Correct Answer: B

QUESTION 8

Filters let you include, exclude, or modify the data you collect in a view.

A. False

B. True

Correct Answer: B

QUESTION 9

By default, which of these is NOT considered a "source" in Google Analytics?

A. email

B. (direct)

C. googlemerchandisestore.com

D. google

Correct Answer: A

QUESTION 10

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

A. Attribution modeling

B. Conversion tracking

C. Multi-Channel Funnels

D. Channel Groupings

Correct Answer: A

QUESTION 11

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

A. /ordercomplete/thank_you.html

B. /ordercomplete.php

C. /order/complete.php

D. /ordercomplete/index.html

Correct Answer: C

QUESTION 12

Assigning a value to a Google Analytics Goal allows you to do which of the following?

A. Track actual revenue from your conversions

B. Analyze the conversion funnel on your website

C. Compare goal conversions and measure changes and improvements to your site

D. Track real-time revenue for your business

Correct Answer: C