DUMPSQUEEN

Google Analytics Individual Qualification (IQ)

Google Google-Analytics

Version Demo

Total Demo Questions: 10

Total Premium Questions: 70

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QUESTION NO: 1

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

A. False

B. True

ANSWER: B

QUESTION NO: 2

Segments are applied before sampling in reports.

A. False

B. True

ANSWER: A

QUESTION NO: 3

By default, Google Analytics can only collect behavioral data from web-connected systems.

A. True

B. False

ANSWER: A

QUESTION NO: 4

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

A. organic

B. cpc

C. referral

D. google

ANSWER: D

QUESTION NO: 5

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

ANSWER: C

QUESTION NO: 6

Which campaigns require you to add manual tags to destination URLs for tracking?

A. AdWords and email campaigns

B. Email campaigns

C. AdWords campaigns

D. None of the above

ANSWER: B

QUESTION NO: 7

Which of these CANNOT be collected by the default Analytics tracking code?

A. Browser language setting

B. User's favorite website

C. Device and operating system

D. Page visits

ANSWER: B

QUESTION NO: 8

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 adds an event to their calendar

D. Every time a user performs an action with pageview tracking implemented

ANSWER: A

QUESTION NO: 9

Which reports show websites that send traffic to your pages?

A. Demographics

B. All Traffic

C. Behavior

D. Geo

ANSWER: B

QUESTION NO: 10

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

ANSWER: B