DUMPSQUEEN

Google Analytics Individual Qualification

Google Google-Analytics-Individual-Qualification

Version Demo

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QUESTION NO: 1

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

A. Compare behavior metrics for groups of users like Converters vs non Converters

B. Isolate and analyze specific conversion paths using conversion segments

C. Permanently modify the data in a view

D. Analyze users by single or multi-session conditions

ANSWER: C

QUESTION NO: 2

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

A. Performance

B. Percentage

C. Pivot

D. Comparison

ANSWER: D

QUESTION NO: 3

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

A. New vs Returning report

B. Frequency & Recency report

C. Referrals report

D. Sales Performance report

ANSWER: A

QUESTION NO: 4

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

A. Flat Table

B. Pivot Table

C. Explorer

D. Map Overlay

ANSWER: A

QUESTION NO: 5

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

A. Users who viewed a homepage

B. Users who viewed product-detail pages

C. Users who viewed a search result page on a website

D. Users who returned an item they purchased

ANSWER: D

QUESTION NO: 6

What data does Google Analytics prohibit collecting?

A. Personally identifiable information

B. Product SKU(s)

C. Purchase amount

D. Billing city

ANSWER: A

QUESTION NO: 7

When does a default Analytics session expire?

A. At noon every day

B. When a user is inactive on a web page for more than 30 minutes

C. When a user opens a new browser window

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

ANSWER: B

QUESTION NO: 8

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

A. Google Tag Manager

B. Sign-in that generates and sets unique IDs

C. A new Analytics account for reporting

D. All of the above

ANSWER: B

QUESTION NO: 9

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/index.html

B. /ordercomplete/thank_you.html

C. /ordercomplete.php

D. /order/complete.php

ANSWER: D

QUESTION NO: 10

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

A. Location report

B. Content Drilldown report

C. Frequency and Recency report

D. Top Events report

ANSWER: B