



# GOOGLE-ANALYTICS<sup>Q&As</sup>

Google Analytics Individual Qualification (IQ)

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#### QUESTION 1

Which report indicates the last page users viewed before leaving your website?

- A. All Pages report
- B. Landing Pages report
- C. Exit Pages report
- D. Pages report

Correct Answer: C

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#### QUESTION 2

Smart Goals are created automatically by Google's machine-learning algorithms.

- A. True
- B. False

Correct Answer: A

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#### QUESTION 3

Custom Dimensions can be used as which of the following?

- A. Primary dimensions in Custom Reports
- B. Secondary dimensions in Standard reports
- C. All of the above
- D. Secondary dimensions in Custom Reports

Correct Answer: C

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#### QUESTION 4

Custom Reports will NOT let you do what?

- A. Create report with Custom Metrics



- B. Use multiple dimensions together in the same report
- C. Pair metrics and dimensions of different scopes
- D. Use a Custom Dimension as a primary dimension

Correct Answer: C

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#### QUESTION 5

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

- A. organic
- B. cpc
- C. referral
- D. google

Correct Answer: D

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