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QUESTION 1

To send data from a web-connected device like a point-of-sale system to Google Analytics, what would you use?

- A. Data Import
- B. The Measurement Protocol
- C. Browser cookies
- D. The Networking Protocol

Correct Answer: B

QUESTION 2

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 3

Which of these can you NOT share using The Solutions Gallery?

- A. Segments
- B. Custom reports
- C. Custom Dimensions
- D. Goals

Correct Answer: C

QUESTION 4



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

QUESTION 5

Which filter would apply if you only wanted to include data from a campaign titled "Back to School" in Campaign reports?

- A. Custom Search and Replace filter with field "Campaign Name", string "back to school", and pattern "include"
- B. Custom Include filter with field "Page Title" and pattern "back to school"
- C. Custom Include filter with field "Campaign Name" and pattern "back to school"
- D. Predefined Include filter with "traffic to the hostname" "that are equal to" "back to school"

Correct Answer: C

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