

GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

If a user visits the home page of a website with a video embedded and leaves without clicking on anything, Google Analytics will count this session as a bounce.

A. True

B. False

Correct Answer: A

QUESTION 2

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

QUESTION 3

If a user watches a video with event tracking three times in a single session, Analytics will count how many Unique Events?

- A. 2
- B. 0
- C. 1
- D. 3

Correct Answer: C

QUESTION 4

Sharing a Custom Report will share the data in that report.



A. False

B. True

Correct Answer: A

QUESTION 5

You may apply a new Custom Channel Group retroactively to organize data that has been previously collected.

A. False

B. True

Correct Answer: B

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