



GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

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

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

Which of these could NOT be tracked using Goals in Google Analytics?

- A. Customer's lifetime value
- B. Signing up for a newsletter
- C. Making a purchase
- D. Watching a video

Correct Answer: A

QUESTION 4



Segments are applied before sampling in reports.

A. False

B. True

Correct Answer: A

QUESTION 5

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

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