



# 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

Which report shows users who initiated sessions over 1-day, 7-day, 14-day, and 30-day periods?

- A. Active Users report
- B. Users Flow report
- C. User Explorer report
- D. Cohort Analysis report

Correct Answer: A

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#### QUESTION 3

Which tags does Google Analytics recommend to accurately track campaigns?

- A. Source, Content, and Term
- B. Medium, Source, and Content
- C. Medium, Source, and Campaign
- D. Campaign, Content, and Term

Correct Answer: C

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#### QUESTION 4



By default, when does an Analytics session expire?

- A. When a user opens another browser window
- B. When a user is inactive on your website for more than 30 minutes
- C. At noon every day
- D. After 30 minutes, regardless of user activity on your website

Correct Answer: B

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#### QUESTION 5

Segments are applied before sampling in reports.

- A. False
- B. True

Correct Answer: A

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