



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

Google Analytics Individual Qualification (IQ)

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#### QUESTION 1

Which report helps identify which browsers may have had problems with your website?

- A. The Active Users report
- B. The New vs Returning report
- C. The Source/Medium report
- D. The Browser and OS report

Correct Answer: D

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#### QUESTION 2

Which of these can be imported to define a remarketing audience?

- A. Custom Segment
- B. Custom Report
- C. Custom Dimension
- D. Custom Metric

Correct Answer: A

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#### QUESTION 3

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 4



Which user characteristic may NOT be used to change keyword bids in AdWords?

- A. ad preference
- B. location
- C. device
- D. time of day

Correct Answer: A

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#### QUESTION 5

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

- A. True
- B. False

Correct Answer: A

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