



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

Google Analytics Individual Qualification (IQ)

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#### QUESTION 1

Auto-tagging is used to collect data from which kinds of traffic?

- A. Website referral traffic
- B. Search engine traffic other than Google
- C. Social media traffic
- D. AdWords Campaign traffic

Correct Answer: D

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#### QUESTION 2

Which report shows a visual representation of user interactions on your website?

- A. Landing Pages report
- B. Behavior Flow report
- C. Content Drilldown report
- D. Treemaps report

Correct Answer: B

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#### QUESTION 3

Which of these CANNOT be collected by the default Analytics tracking code?

- A. Browser language setting
- B. User's favorite website
- C. Device and operating system
- D. Page visits

Correct Answer: B

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#### QUESTION 4



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 5

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

- A. True
- B. False

Correct Answer: A

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