



GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

What type of data does Google Analytics prohibit you from collecting?

- A. Product SKU(s)
- B. Purchase amount
- C. Billing city
- D. Personally identifiable information

Correct Answer: D

QUESTION 2

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

- A. True
- B. False

Correct Answer: A

QUESTION 3

To send data from a web-connected device like a point-of-sale system to Google Analytics, what would you use?

- A. Data Import
- B. The Measurement Protocol
- C. Browser cookies
- D. The Networking Protocol

Correct Answer: B

QUESTION 4

Filters let you include, exclude, or modify the data you collect in a view.

- A. False



B. True

Correct Answer: B

QUESTION 5

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

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