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QUESTION 1

If you want to track users and sessions across multiple domains, what must you set up?

- A. Cross-domain tracking
- B. AdWords Linking
- C. Ad Exchange Linking
- D. Data Import

Correct Answer: A

QUESTION 2

By default, which of these traffic source dimensions does Google Analytics capture for each user that visits your website?

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

Correct Answer: D

QUESTION 3

Which of these are required for Multi-Channel Funnels?

- A. In-page Analytics
- B. Advertising Features
- C. Custom Dimensions
- D. Goals or Ecommerce

Correct Answer: D



QUESTION 4

Which reports show websites that send traffic to your pages?

- A. Demographics
- B. All Traffic
- C. Behavior
- D. Geo

Correct Answer: B

QUESTION 5

By default, which of these is NOT considered a “medium” in Google Analytics?

- A. organic
- B. cpc
- C. referral
- D. google

Correct Answer: D

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