



GOOGLE-ANALYTICS^{Q&As}

Google Analytics Individual Qualification (IQ)

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QUESTION 1

Which of these could NOT be tracked using Goals in Google Analytics?

- A. Customer's lifetime value
- B. Signing up for a newsletter
- C. Making a purchase
- D. Watching a video

Correct Answer: A

QUESTION 2

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

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



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

- A. email
- B. (direct)
- C. googlemerchandisestore.com
- D. google

Correct Answer: A

QUESTION 5

Custom Reports will NOT let you do what?

- A. Create report with Custom Metrics
- B. Use multiple dimensions together in the same report
- C. Pair metrics and dimensions of different scopes
- D. Use a Custom Dimension as a primary dimension

Correct Answer: C

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