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Exam : Google Analytics

Title : Google Analytics Individual Qualification

Version : DEMO

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

Answer: D

2.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

Answer: C

3.What is a “secondary dimension” in Google Analytics?

- A. A visualization that allows you to understand the impact of your data.
- B. An additional widget you can add to a dashboard for more specific analysis.
- C. An additional dimension you can add to a report for more specific analysis.
- D. An additional metric you can add to a report for more specific analysis.

Answer: C

4.Once you have deleted a view, you have a limited number of days to restore that view.

- A. False
- B. True

Answer: B

5.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

Answer: A