

# DUMPS ARENA

## Google Analytics Individual Qualification (IQ)

Google Google-Analytics

Version Demo

Total Demo Questions: 10

Total Premium Questions: 70

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**QUESTION NO: 1**

If a user visits the home page of a website with a video embedded and leaves without clicking on anything, Google Analytics will count this session as a bounce.

- A. True
- B. False

**ANSWER: A**

**QUESTION NO: 2**

Which of these is NOT a benefit of using segments in your data analysis?

- A. You can analyze users by single or multi-session conditions
- B. You can isolate and analyze specific conversion paths using conversion segments
- C. You can compare behavior metrics for groups of users like Converters vs non Converters
- D. You can permanently modify the data in your view

**ANSWER: D**

**QUESTION NO: 3**

Assigning a value to a Google Analytics Goal allows you to do which of the following?

- A. Track actual revenue from your conversions
- B. Analyze the conversion funnel on your website
- C. Compare goal conversions and measure changes and improvements to your site
- D. Track real-time revenue for your business

**ANSWER: C**

**QUESTION NO: 4**

Which of these are required for Multi-Channel Funnels?

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

**ANSWER: D**

**QUESTION NO: 5**

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

- A. False
- B. True

**ANSWER: B**

**QUESTION NO: 6**

If you wanted to track what search terms customers used to find products on your website, what would you set up?

- A. Search filters
- B. Enhanced Ecommerce
- C. Data Import
- D. Site Search

**ANSWER: D**

**QUESTION NO: 7**

If a user watches a video with event tracking three times in a single session, Analytics will count how many Unique Events?

- A. 2
- B. 0
- C. 1
- D. 3

**ANSWER: C**

**QUESTION NO: 8**

What four parameters can you include with an event hit for reporting?

- A. Event, Category, Action, Label
- B. Category, Action, Label, Unique Events
- C. Category, Action, Label, Value
- D. Category, Action, Label, Total Events

**ANSWER: C**

**QUESTION NO: 9**

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

**ANSWER: A**

**QUESTION NO: 10**

Segments are applied before sampling in reports.

- A. False
- B. True

**ANSWER: A**