

# DUMPS ARENA

## Google Analytics Individual Qualification

Google Google-Analytics-Individual-Qualification

Version Demo

Total Demo Questions: 10

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**QUESTION NO: 1**

What campaign parameter is not available by default in Google Analytics?

- A. utm\_adgroup
- B. utm\_content
- C. utm\_source
- D. utm\_medium

**ANSWER: A**

**QUESTION NO: 2**

What feature is required to send data from a web-connected device (like a point-of-sale system) to Google Analytics?

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

**ANSWER: A**

**QUESTION NO: 3**

Which three campaign parameters are recommended to manually track campaigns?

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

**ANSWER: D**

**QUESTION NO: 4**

Custom Dimension can be used as what?

- A. Secondary dimensions in Custom Reports
- B. Primary dimensions in Custom Reports
- C. Secondary dimensions in Standard reports
- D. All of the above

**ANSWER: D****QUESTION NO: 5**

What data does Google Analytics prohibit collecting?

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

**ANSWER: A****QUESTION NO: 6**

What report shows the percent of site traffic that visited previously?

- A. New vs Returning report
- B. Frequency & Recency report
- C. Referrals report
- D. Sales Performance report

**ANSWER: A****QUESTION NO: 7**

What report shows a visual representation of user interactions on a website?

- A. Landing Pages report
- B. Content Drilldown report
- C. Behavior Flow report
- D. Treemaps report

**ANSWER: C**

**QUESTION NO: 8**

When linking a Google Ads account to Google Analytics, what is not possible?

- A. Create remarketing lists in Analytics to use in Google Ads campaigns
- B. View Google Ads click and cost data next to site engagement data in Analytics
- C. Adjust keyword bids in Google Ads from Google Analytics
- D. Import Analytics Goals and transactions into Google Ads as conversions

**ANSWER: C**

**QUESTION NO: 9**

When does a default Analytics session expire?

- A. At noon every day
- B. When a user is inactive on a web page for more than 30 minutes
- C. When a user opens a new browser window
- D. After 30 minutes, regardless of user activity on a web page

**ANSWER: B**

**QUESTION NO: 10**

What scope would be set for a Custom Dimension that reports membership status for a customer rewards program?

- A. Hit
- B. Product

C. User

D. Session

**ANSWER: C**