



# Google

## Google-Analytics-Individual- Qualification

**Google Analytics Individual Qualification (IQ)**

### **QUESTION & ANSWERS**

## Exam A

### QUESTION 1

What report indicates where users start or exit the conversion funnel?

- A. Goal Flow
- B. Treemaps
- C. User Timings
- D. Cohort Analysis

**Correct Answer:** A

### QUESTION 2

What feature would be used to collect how many times users downloaded a product catalog?

- A. Calculated Metrics
- B. Custom Dimension
- C. Event Tracking
- D. Custom Report

**Correct Answer:** C

### QUESTION 3

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

**Correct Answer:** A

### QUESTION 4

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

**Correct Answer:** A

**QUESTION 5**

What is the "Bounce Rate" in Google Analytics?

- A. Percentage of sessions in which a user exits from a homepage
- B. Number of times users returned to a website in a given time period
- C. Percentage of total site exits
- D. Percentage of visits when a user landed on a website and exited without any interactions

**Correct Answer: D**

**QUESTION 6**

What is not a filter setting for data in views?

- A. Include
- B. Modify
- C. Restore
- D. Exclude

**Correct Answer: C**

**QUESTION 7**

View filters may be applied retroactively to any data that has been processed.

- A. False
- B. True

**Correct Answer: A**

**QUESTION 8**

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

**Correct Answer: D**

**QUESTION 9**

What is not a benefit of using segments to analyze data?

- A. Compare behavior metrics for groups of users like Converters vs non Converters
- B. Isolate and analyze specific conversion paths using conversion segments
- C. Permanently modify the data in a view
- D. Analyze users by single or multi-session conditions

**Correct Answer: C**

**QUESTION 10**

What asset is used to build a remarketing list?

- A. Custom Metric
- B. Custom Report
- C. Custom Segment
- D. Custom Dimension

**Correct Answer: C**

**QUESTION 11**

Which user characteristic may NOT be used to change keyword bids in Google Ads?

- A. ad preference
- B. device
- C. location
- D. time of day

**Correct Answer: A**

**QUESTION 12**

To recognize users across different devices, what feature must be enabled?

- A. User ID
- B. Google Ads Linking
- C. Attribution Models
- D. Audience Definitions

**Correct Answer: A**