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