

- 1. How to track button clicks with Google Analytics?**
 - a) Intelligence
 - b) Events
 - c) Annotations
 - d) Real-Time

- 2. If a landing page is poorly performing, which of the metrics out of the following would most strongly suggest that?**
 - a) % New Visits > 90%
 - b) Session Duration > 5 minutes
 - c) Bounce Rate < 90%
 - d) None of these answers
 - e) Bounce Rate > 90%

- 3. For collecting and sending hits to Google Analytics, the Measurement Protocol includes a standard set of rules. Using this Protocol, you can:**
 - a) A and B only
 - b) send data to Google Analytics from any web-connected device
 - c) send data to Google Analytics from a kiosk or a point of sale system
 - d) upload aggregated data tables to Google Analytics
 - e) A, B, and C

- 4. Using the goal flow report, which of the following questions can be answered?**
 - a) Do visitors usually start my conversion process from the first step or somewhere in the middle?
 - b) Are there any steps in my conversion process that don't perform well on mobile devices compared to desktop devices?

- c) Is there a place in my funnel where traffic loops back to the beginning of the conversion process to start over?
- d) Are there a lot of unexpected exits from a step in the middle of my conversion funnel?
- e) All of these can be answered using the goal flow report.

5. The Solutions Gallery lets you share or import which of the following reporting tools or assets?

- a) Goals
- b) A, C, and D
- c) Custom reports
- d) A and C only
- e) Segments

6. Your company is running a holiday email campaign for November to increase newsletter signups. Which metric from the following will be the best indicator of the success of the campaign?

- a) conversion rate
- b) bounce rate
- c) session duration
- d) pageviews

7. If you are running an email campaign that includes a link to your website. Which of the following you need to do to track email campaign traffic?

- a) Email traffic will always appear as referral and cannot be tracked separately
- b) Email traffic can be tracked using manual tagging with UTM parameters
- c) Email is default medium in Google Analytics and will automatically appear in your reports

- 8. Which report for the determination of the percentage of your site traffic that has already been to your site before will be used by you?**
- a) Behavior – Frequency & Recency report
 - b) Interests – Affinity categories report
 - c) Behavior – New vs returning report
 - d) All traffic – Referrals report
 - e) Ecommerce – Sales performance report
- 9. Which attribution model from the following is useful for evaluation ads and campaigns that have been designed for the creation of initial awareness about a brand?**
- a) Linear model
 - b) Last Non-Direct Click model
 - c) First Interaction model
 - d) Last Interaction Model
- 10. Your company has both a website and a mobile app. If you intend to track each one separately in Google Analytics, how will you be structuring your account(s)?**
- a) one account, one property, one view
 - b) one account, two properties, two views
 - c) one account, one property, no views
 - d) one account, no properties, two views
- 11. You added new content on your web page and want to track whether people are viewing it or not? Out of the following, which one will be most useful?**
- a) Annotations
 - b) Intelligence Alert
 - c) Secondary Dimensions
 - d) Real-Time

12. Which following metric counted each time your ad is shown on a search result page or other site on the Google Network?

- a) Clicks
- b) Impressions
- c) CTR
- d) Pageviews
- e) Visits

13. Specification of a goal value lets Google Analytics calculate

- a) Bounce Rate
- b) Ecommerce Revenue
- c) Average Order Value
- d) Revenue per Click

14. Your website www.abc.com having a Thank You page URL that starts with /thankyou and match type contains in Google Analytics Goal set up URL is "Begins With". Out of the following which URL will be counted as a goal?

- a) abc.com/thankyou/receipt.php
- b) All of these would count as goal
- c) abc.com/thankyou.php
- d) abc.com/thankyou.html

15. Which of the following can be used by you to set up a custom alert?

- a) Real-Time
- b) Intelligence

- c) Conversion
- d) Content

16. Out of the following, which one is a benefit of using segments in data analysis of yours?

- a) You can compare behavior metrics for groups of users like Converters vs non Converters.
- b) You can analyze your users and/or their sessions according to single or multi-session conditions.
- c) A,B, and D only
- d) You can isolate and analyze specific conversion paths using conversion segments.
- e) You can permanently modify the data in your view, for example excluding internal or bot traffic.
- f) A,B,C & D

17. Which out of the following is reckoned as an advantage of implementing Google Tag Manager?

- a) You can add Google Analytics tags to your site without editing site code.
- b) You can add AdWords tags to your site without editing site code.
- c) All of these answers are correct.
- d) You can add non-Google tags to your site without editing site code.
- e) You can change configuration values in your mobile app without rebuilding a new binary.

18. What the Time Lag report indicates?

- a) Time lag between the original session and a goal completion
- b) Time lag between goal completions
- c) Lag on the load time of the site
- d) Time lag between page views in the goal funnel

19. During the goal flow report analysis, you noticed that many users leaving the website Form page after reaching the 2nd step. With this information, you can make an inference that:

- a) All are correct
- b) The navigation between the second and third steps of the purchase process could be improved
- c) You should consider directing traffic through a different entrance point of your goal
- d) You are possibly targeting the wrong audience who is not as interested in your product

20. Have you created a new Channel Grouping in a view, you can:

- a) immediately select it in the Acquisition Overview and Channel reports
- b) apply it retroactively and see historical data classified by our new channel definitions
- c) A,B, and D
- d) change how reports display your data, without changing the data itself
- e) A and C only

21. The Google Analytics Data Model is inclusive of users, sessions, and interactions. In this hierarchy, interactions include:

- a) Events
- b) Pageviews
- c) transactions
- d) A,B, and C
- e) A and B only

22. What is one single benefit of using Google Analytics for Remarketing?

1. You can target customers who have previously been to your site with customized creatives.
2. You can create remarketing lists without making any changes to your existing GA tag.

3. You can create remarketing lists based on custom segments and targets, for example, users who've been to your site more than once in a 30 day period.
4. A, B, and C
5. A and C only

23. If you add filters to a view in Google Analytics, it allows you to:

1. exclude visits from a particular IP address
2. replace complicated page URLs with readable text strings
3. A and B only
4. modify historical data
5. A, B, and C

24. Out of the following, which one doesn't count as a parameter in the URL builder?

- a) Campaign Name
- b) Campaign Medium
- c) Campaign Source
- d) All of these are required
- e) Campaign Content

25. Which of the following would result in prevention of destination goal conversions from being recorded?

- a) All of these would prevent a destination goal from recording
- b) There was a misspelling in the URL of the goal definition.
- c) The tracking code is missing from the conversion page.
- d) The match type in the goal definition is incorrect.

26. After the launch several new marketing campaigns, you desire a notification regarding whether any of the campaigns lead to over a 10% increase in goal conversions on a given day. Which tool in Google Analytics will be most useful for setting up this alert?

- a) Annotations
- b) Real-Time
- c) Secondary Dimensions
- d) Intelligence Events
- e) Advanced Segments

27. Which reporting or data collection feature(s) become accessible to you by activating Advertising Features in Google Analytics?

- a) B and C only
- b) Remarketing
- c) Interest Categories
- d) Demographic reporting
- e) B, C, and D

28. Autotagging appends what URL parameter to an AdWords destination URL?

- a) userid=
- b) gclid=
- c) _ga=
- d) clickid=
- e) utm=

29. Which analysis tool for analyzing the behavior of new customers vs. returning customers on your website you'll most likely prefer?

- a) Real Time reporting

- b) View filters
- c) Segmentation
- d) Multi-channel funnels

30. Which options from the following are measures of traffic volume?

- a) Bounce Rate
- b) Margin
- c) Time on Site
- d) Visits

31. Which of the following is going to be most useful in measuring how many conversions resulted from conversion paths that were 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, or 12+ days long.

- a) Path Length
- b) Conversion Value
- c) Top Conversion Paths
- d) Assisted/Last Interaction Conversions
- e) Time Lag

32. From the following you one you should not collect with the Google Analytics commerce JavaScript?

- a) product SKU(s)
- b) billing city
- c) tax amount
- d) credit card number
- e) purchase amount

33. Google Analytics is able to recognize returning users:

- a) Google Analytics cannot recognize returning users on any device
- b) on websites only
- c) on websites, Android mobile apps
- d) on websites, IOS mobile apps, Android mobile apps

34. Which segment out of the following is valid to consider using for the analysis of traffic pattern in your data?

- a) All of these answers are correct
- b) Traffic by marketing channel
- c) Traffic by geography
- d) Traffic by time of day
- e) Traffic by device category

35. URL Builder: What is it's purpose?

- a) Using the URL builder is required in order to track Adwords visits
- b) To generate a URL with tracking parameters
- c) To generate URL tracking parameters that need to be appended to an organic search result
- d) To optimize landing page

36. Which out of the following is a session level interaction?

- a) Ecommerce transaction
- b) Event
- c) Pageview
- d) Social interaction

e) All of these answers are correct

37. What out of the following is the best analysis tool to use in order to see a traffic comparison of Converters vs. Non Converters?

- a) View filters
- b) Report filters
- c) Custom Dimensions
- d) Advanced Segments

38. Which dimension from the following is excluded in the Adwords reporting section in the Google Analytics?

- a) Bid adjustment
- b) Invalid click
- c) Keyword
- d) Destination URL
- e) TrueView Video ad

39. You will be able to define a Destination URL goal by:

- a) editing the view Goals and specifying the request URL of the conversion page
- b) creating a new dashboard to report only on the goal page
- c) adding the conversion ID to the tracking code on the goal page
- d) adding the ecommerce code to the goal page

40. Why is the usefulness of assigning a value to your goal in Google Analytics?

- a) Assigning a goal value allows you to compare goal conversions and measure changes and improvements to your site.

- b) Assigning a goal value allows you to track revenue from your conversions.
- c) Assigning a goal value allows you to use the Funnel Visualization report to analyze the conversion funnel on your website.

41. Once you enabled the Site Search tracking which metrics out of the following is available?

- a) Sessions with Search: The number of sessions that used your site's search function at least once.
- b) Search Exits: The number of searches made immediately before leaving the site.
- c) Time after Search: The amount of time users spend on your site after performing a search.
- d) Search Refinements: The number of times a user searched again immediately after performing a search.
- e) All of the above

42. If maximizing the number of sales through your website is your business objective, which metric out of the following would most directly help you measure your performance against this objective?

- a) Visits
- b) Page Value
- c) Bounce Rate
- d) Ecommerce Conversion Rate
- e) Pages / Visit

43. True or False: The ordering in which filters appear in your view settings matters.

- a) False: Filters are no necessarily executed in the order in which they appear.
- b) True: Filters are executed in the order in which they appear.

44. True or False: A view cannot be restored once it is deleted.

- a) True: Deleted views cannot be restored at any time.
- b) False: You have 35 days to restore a view after it is deleted.

45. You are able to adjust the report sample size in Google Analytics by:

- a) adjusting the session timeout control
- b) adjusting a control in the reporting interface
- c) adding a segment to your report
- d) any of these actions will adjust the sample size

46. Out of the following, which one is a hit type tracked by Google Analytics?

- a) all of these are hit types tracked in Google Analytics
- b) page tracking hit
- c) event tracking hit
- d) ecommerce tracking hit

47. Which attribution model from the following will be useful for the evaluation of ads and campaigns designed to create initial awareness about a brand?

- a) Last Interaction model
- b) Linear model
- c) Last Non-Direct Click model
- d) First Interaction model

48. Which feature from the following list will let you merge the data generated by your offline business systems with that of the online data collected by Google Analytics?

- a) Data import
- b) Custom dimensions

- c) Goal tracking
- d) Custom channel groupings

49. Which technique from the following are you going use to exclude rows with fewer than 10 visits from a report table?

- a) Use a pivot table with two dimensions
- b) Add a primary dimension
- c) Add a secondary dimension
- d) Sort the table by sessions from highest to lowest
- e) Apply a table filter

50. Which dimension from the following are you going to select in order to track the conversion rates for Windows visits that are coming from New York?

- a) City and Goal Conversion Rate as a secondary dimension
- b) Goal Conversion Rate and City as a secondary dimension
- c) Anyone of these options
- d) Operating System and City as a secondary dimension

51. What is the first step in analytics planning?

- a) Create your implementation plan
- b) Define your overall measurement plan and business objectives
- c) Document your technical infrastructure
- d) Implement Google Analytics

52. Which out of the following can be tracked by Site Speed reports?

- a) All answers are correct

- b) page-load time for a sample of page views on your site
- c) how quickly images load
- d) how quickly the browser parses a page and makes it available for user interaction
- e) button click response time

53. What is the primary purpose of the Mutli-Channel funnel report?

- a) To show which goals are bringing in the most revenue
- b) To analyze the funnel steps for multiple goals
- c) To see which channels resulted in the highest number of pageviews
- d) To evaluate the interaction and contribution of multiple channels in the conversion/purchase cycle for your site

54. By defining a goal in Google Analytics, which of the following is measurable?

- a) the percentage of visits that contain only one page view
- b) the percentage of visits that result in a site registration
- c) All of these could be measured by defining a goal in Google Analytics
- d) conversion rate
- e) the percentage of visits during which visitors spent at least two minutes on the site

55. In the Multi-Channel funnel reports, which metrics out of the following would be most useful in measuring how many conversions were initiated by Paid Search?

- a) Assisted Conversion Value
- b) Conversion Rate
- c) none of these metrics
- d) First Interaction (Click) Conversions

56. What is meant by an attribution model in Google Analytics?

1. the set of rules that determine how credit for sales and conversions is assigned to touchpoints in conversion paths
2. the set of rules that determine which AdWords ads are credited with a conversion
3. the set of rules for assigning sessions to new vs returning users
4. the set of rules for assigning specific interest categories

57. True or False: You actually share the data in the report when you share a link to a custom report.

- a) True. Sharing a link to a custom report shares the data in the report.
- b) False. Sharing a link to a custom report only shares a template for the report.

58. By using filters, you can

- a) exclude data from a view
- b) change how the data looks in your reports
- c) include data in a view
- d) All of these answers apply

59. Google Analytics capture which of the following traffic source dimensions for each user visiting your site?

- a) Source and Medium
- b) Campaign and Ad Content
- c) Source, medium, campaign and Ad content
- d) Campaign and medium

60. You must add Analytics tracking code to your site

- a) At the beginning of your fiscal year only
- b) After implementation planning
- c) Before documenting business objective
- d) During measurement planning

61. How would you know whether your Google Analytics code is working on specific web page or webpage?

- a) Annotations
- b) Real-Time
- c) secondary dimensions
- d) Analytics Intelligence

62. A visitor visits your site but stops looking at pages and generating events. Which out of the following will occur by default?

- a) Google Analytics does not keep track of sessions by default
- b) The visitor's session expires after 5 minutes of inactivity
- c) The visitor's session expires once the visitor has exited your site
- d) The visitor's session expires after 30 minutes of inactivity

63. How are you going to determine the mobile ecommerce conversion rate for paid traffic (CPC)?

- a) Go to Acquisition > All traffic > Channels. Add a secondary dimension showing device category in order to see the paid search traffic coming from mobile
- b) Both A and B are correct steps for determining the mobile ecommerce conversion rate for paid traffic
- c) In Analytics you can only see traffic coming from desktop or from Mobile/tablet together. There is no way you can see mobile traffic only

- d) Go to Audience > Mobile > Overview. Add a secondary dimension showing Traffic type in order to see the traffic coming from paid search

64. Which report will offer you an insight the number of Display conversions that were assisted by Search paid traffic?

- a) Ecommerce reports
- b) Interests report
- c) Goals reports
- d) Campaigns reports
- e) Multi channel funnels reports

65. Google Adwords clicks and Google Analytics sessions may differ sometimes. What would be the exact reason for that?

- 1. all of the above
- 2. some visitors may have javascript disabled
- 3. some visitors may be blocking cookies
- 4. clicks and sessions are different metrics

66. When you should ideally use manual tagging?

- a) You should use manual tagging for any non-AdWords custom campaign.
- b) You should use manual tagging in order to track all of your advertising campaigns, like AdWords or Facebook.
- c) You should use manual tagging to track only AdWords campaigns.

67. Behavioral data collection by Google Analytics is done from which systems?

- 1. E-commerce platforms
- 2. Mobile Applications
- 3. Online point-of-sales system

4. A, B, and C
5. A and B only

68. What is meant by an assisted conversion?

1. When one goal completion leads to another
2. An AnWords view through conversion
3. When an AdWords visitors returns to the site directly to convert
4. When one traffic source results in a later goal completion through another traffic source

69. You publish articles by a myriad of authors on your site, while you intend to create a report that exhibits the total number of page views for each one of those authors. Which of the following features will let you do it?

- a) Annotations
- b) Dimension Widening
- c) Custom Reports
- d) Segments
- e) Analytics Intelligence

70. Out of the following, which reporting dimensions would be useful for referencing purposes if for rebuilding a website for better accessibility?

- a) Browser
- b) Device Category
- c) Language
- d) None of these dimensions
- e) All of these dimensions

71. Which technologies from the options given below will influence the way you implement Analytics on your site?

- a) responsive web design
- b) query string parameters
- c) All answers are correct
- d) Flash and AJAX events
- e) server redirects

72. Which one out of the following is a dimension?

- a) Region
- b) Screen resolution
- c) Bounce rate
- d) % new visits

73. Which Analytics API lets you to access your Google Analytics account configuration data?

- a) Core Reporting API
- b) Embed API
- c) You cannot access this data with an API
- d) Management API

74. True or False: After a new view is created, it shows the historical data from the first view you created for the property.

- a) True: Any new view will include all historical website data.
- b) False: Views will report data from the day they are created.