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Google Analytics uses which model by default when attributing conversion values in non-Multi-Channel Funnel reports?

- A. First Interaction model
- B. Last Interaction model
- C. Last Non-Direct Click model
- D. Linear model

Answer: C

Which of the following statements is true about Multi-Channel Funnel (MCF) reports?

- A. You can create your own custom channel grouping in addition to the default MCF Channel grouping.
- B. The channel labels that you see in Multi-Channel Funnels reports are defined as part of the MCF Channel Grouping.
- C. When you share a Custom Channel Grouping, only the configuration information is shared. Your data remain private.
- D. All of these statements are true.

Answer: D

Which reporting dimension would be useful to reference if you were looking to improve the user experience on your landing pages?

- A. Traffic type
- B. Language
- C. Device Category
- D. B and C only
- E. A, B, and C

Answer: D

Auto-tagging is a feature that is used with which type of traffic?

- A. Any search engine traffic that is not from Google
- B. AdWords Campaign traffic
- C. Website referrals
- D. Social media referrals

Answer: B

Google Analytics can identify that two sessions are from the same user if:

- A. the sessions happen in the same browser on the same device
- B. the sessions happen on the same day
- C. the sessions happen in the same browser

- D. the sessions occur within 30 minutes of each other

Answer: A

When a report is based on data from a large number of sessions, you may see the following notice at the top of the report: "This report is based on N sessions."
You can adjust the sampling rate of the report by:

- A. changing the sampling rate in your view settings
- B. adjusting the session timeout control
- C. adjusting a control in the reporting interface for greater or less precision
- D. You cannot adjust the sample data

Answer: C

Segments are subsets of your Analytics data. Which of the following statements are NOT true of Analytics segments?

- A. Segments are filters that permanently change your data.
- B. Segments let you isolate and analyze your data.
- C. You can use segments to build custom Remarketing lists.
- D. Segments represent either subsets of sessions or subsets of users.

Answer: A

Why can AdWords clicks sometimes differ from Analytics sessions in your reports?

- A. some visitors may have javascript disabled
- B. some visitors may be blocking cookies
- C. clicks and sessions are different metrics
- D. all of the above

Answer: D

What is an assisted conversion?

- A. When one goal completion leads to another
- B. When one traffic source results in a later goal completion through another traffic source
- C. An AdWords view through conversion
- D. When AdWords visitors returns to the site directly to convert

Answer: B

What is an attribution model in Google Analytics?

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

Answer: C

Adding filters to a view in Google Analytics allows you to:

- A. exclude visits from a particular IP address
- B. replace complicated page URLs with readable text strings
- C. modify historical data
- D. A and B only
- E. A, B, and C

Answer: E

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