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Ecommerce – Sales  
performance report.

True or False: If a  
user views one page  
of a website,  
completes an Event

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on this page, and then leaves the site, this session will be counted as a bounce in Google Analytics.

True: A session is considered a “bounce” if the user views one page of the site and then leaves.

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Exam Name: Google  
Analytics Individual  
Qualification Exam

Exam URL: <https://skillshop.exceedlms.com/student/path/2938-google-analytics-individual-qualification>

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**Google Analytics**

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**Individuals Exam  
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The Google Analytics  
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Qualification (IQ) is a demonstration of proficiency in Google Analytics. It's a free 70-question, open book exam that combines true/false, multiple choice and "choose all that apply"

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questions. You need at least an 80% (56/70) score to pass and have 90 minutes to complete the online exam and there's no pausing the exam or skipping questions.

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separated in the  
following sections:

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Views & Filters.

Reports. Campaign

Tracking. Channels,

Sources & Mediums.

Goals. eCommerce &

Conversions. Google

AdWords. Customer

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Journey. Attribution

Modelling. Metrics &  
Dimensions.

Segmentation.

Events. External Data

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Analytics-related  
questions (all multiple  
choice) – chosen at  
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Google Analytics;

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take the exam, visit

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have passed the

exam, your GAIQ

certification will be

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**How to prepare for**

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The Google Analytics  
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Qualification covers basic and advanced Google Analytics concepts. This includes: planning and principles; implementation and data collection; configuration and administration;

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conversion and  
attribution; and  
reports, metrics, and  
dimensions.

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The questions and  
answers have been  
updated for 2017! On  
the following pages  
you will find hundreds

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of different questions  
from the Google  
Analytics IQ exam.

We have also  
included the correct  
answers to the  
questions and  
sometimes there is  
also a short  
explanation why the  
corresponding answer  
is correct. Please also  
check the comment  
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**Answers 2017**

Read More. The Google Analytics IQ exam is made up of 70 multiple choice questions with 2 to 5 answer choices. It is considered as one of the most challenging multiple-choice tests.

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Despite this fact, this examination is an "open book". The time allocated to all these questions is 90 minutes.

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Google Analytics IQ  
Exam Format #1

GAIQ exam consists

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of 70 questions that you need to complete within 90 minutes.

That means you have slightly less than 1 and  $\frac{1}{2}$  minute to answer each question. #2 The passing Score for this exam is 80%. What that means you need to correctly answer at least 56 questions.



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you measure your  
advertising ROI as  
well as track your  
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social networking  
sites and applications.  
One account. All of  
Google. Sign in to  
continue to Google  
Analytics Enter your  
email. Find my  
account Sign in with a  
different account  
Create account One  
Google Account for  
everything Google ...

**One account. All of**

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