

## TESTAS 2015.12.16 : Digital Analytics Fundamentals

**What should always be the first step of creating a measurement plan?**

- Setting up Google Analytics goals
- Determining what segments you want to use for analysis
- Choosing the KPIs that you'll use to assess your performance
- Outlining your digital strategies and tactics
- Defining your overall business objective

**By default, when does a user's session (or "visit") end according to Google Analytics?**

- After 30 minutes, regardless of how active the user is on your website
- The session ends once the user opens another window in the browser
- The session ends once the user is inactive for 30 minutes or more
- Immediately when the user closes the browser

**Which of the following Google Analytics tools would you use to permanently exclude website traffic from your internal employees from your reports?**

- A filter in a standard report that you apply after the data is processed
- A filter in a Custom Report that you apply after the data is processed
- The Plot Rows feature that you apply after the data is processed to show internal employee traffic versus customer traffic
- A filter that you create in the Admin settings and apply to your report view

**What do you need to do to track interactions that happen within a page of your website, like downloading a PDF, or clicking "play" and "stop" on an embedded video player?**

- Nothing. These interactions are automatically tracked by Google Analytics.
- Have a developer implement Event Tracking code for each interaction you want to track.
- Adjust your account settings to indicate which interactions should be tracked.
- Use campaign link tagging to identify users who complete particular interactions on your site.

**You own three different websites that operate independently but are all a part of the same company. Which of the following is the best way to set up your Google Analytics account for these sites?**

- Create three different accounts, one for each website, so that no account settings overlap for the sites.
- Create three different properties, one for each website, so that each site has its own unique tracking code.
- Create three different views under the same property (one for each website) so that the data for all three sites is aggregated in your reports.
- None of these options will work.

**You have been asked to find opportunities to increase the number of users who complete the three-step account sign-up process on your site. Which of the following analyses would be most useful for your investigation?**

Choose three.

- Using the Source/Medium report to identify which traffic sources have the highest conversion rate.
- Using the Landing Pages report to identify which landing pages have the highest conversion rate.
- Using the All Pages report to identify which pages have the most pageviews.
- Using the Goal Flow report to identify which of the three steps has the highest drop-off rate.

**You want to create a report in Google Analytics that shows you the Sessions and Ecommerce Conversion Rate broken out by both the dimensions Medium and City. How could you create this report?**

Check all that apply.

- Adjust the primary dimension of the Locations report to "City" and add a secondary dimension of "Medium." Then switch the metric group to "Ecommerce."
- Adjust the primary dimension of the Source/Medium report to "Medium" and add a secondary dimension of "City." Then switch the metric group to "Ecommerce."
- Create a Custom Report with the dimensions "Medium" and "City" and the metrics "Sessions" and "Ecommerce Conversion Rate."
- You can find this data in the default Locations report without adjusting any settings.
- It is not possible to create this report in Google Analytics.

For each of the five business types below, select the objective that you would most likely track as a desired outcome.

	Drive product sales	Drive contact form submissions	Encourage engagement & awareness	Encourage frequent visitation	Provide information quickly
<b>Content publisher</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Branding</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Online information / support</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lead generation</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Ecommerce</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following are true about segmentation?

Check all that apply.

- Segmentation allows you to combine data from multiple web properties in your reports.
- Segmentation allows you to isolate and analyze subsets of your data.
- Segmentation is a technique that should only be used by experienced analysts.
- Segmentation can help you find the underlying causes of changes to your aggregate data.

Which of the following could you use to set targets for your measurement plan?

Check all that apply.

- Your historical site performance
- Third-party industry benchmark data
- Internal expectations from your business leadership
- A random guess

True or False: To collect mobile application data with Google Analytics, you should implement the exact same code you use for your website tracking.

- True
- False

**Which of the following are metrics and which of the following are dimensions?**

- Avg. Session Duration
- Pageviews
- City
- Browser
  
- Conversion Rate
- Page Title
- % New Sessions
- Country

**Why might a site have a high Bounce Rate?**

Check all that apply.

- The landing page of the site has extra Event Tracking implemented to track additional actions besides pageviews.
- The ads that bring the users to the site set different expectations than the landing page.
- The site only has one page (e.g. a simple blog).
- The page that your users typically land on doesn't have enough information or a good call-to-action.

**Which of the following best represents the hierarchical structure of a Google Analytics account from top to bottom?**

- View → Account → Property
- Property → Account → View
- Account → View → Property
- Account → Property → View

**Which of the following is the correct way to set up the IP address filter described above?**

- Create a Predefined filter excluding traffic from the IP addresses that begin with 193.88.222
- Create a Predefined filter excluding traffic from the IP address that is equal to 193.88.222.1
- Create a Predefined filter including traffic from the IP address that is equal to 193.88.222.1
- Create a Predefined filter excluding traffic from the ISP domain that is equal to 193.88.222.1

**What match type and URI pattern did you use to create the goal in your account?**

- Match type: Equals to; URI pattern: /thankyou
- Match type: Begins with; URI pattern: /thankyou
- Match type: Equals to; URI pattern: www.mysite.com/thankyou
- Match type: Begins with; URI pattern: www.mysite.com/thankyou

**Which of these best defines a Destination goal in Google Analytics?**

- A website page viewed by the user once they have completed a desired action
- A KPI
- A page that has given you revenue
- The most popular page on your site

**Which of the following could be measured by defining a goal in Google Analytics?**

- The percentage of sessions that result in a site registration
- The percentage of sessions that are unique
- The percentage of sessions which contain three or more pageviews
- The percentage of sessions during which users spend at least 2 minutes on the site

**Put your own answers describing GOAL estimation examples:**

Goals are configured at the view level. That means you can create different Goals for each view. There are four types of Goals:

7.1.A Destination Goal is a page on your website that users

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7.2.An Event Goal is triggered when a user does something specific like:

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7.3.A Pages per Visit Goal is triggered when a user:

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Is there any difference between Goal conversions and ecommerce transactions ?

Underline correct answer and put the numbers in provided spaces :

- A) A Goal conversion can only be counted **one / many** times during a visit
- B) Ecommerce transaction can be counted **one / many** times during a visit.

Let's say that you set one of your Goals is defined as newsletter download with a Goal conversion value of \$5.

If a user downloads newsletter for five times during a single session:

- A) you'll only get \_\_\_\_\_ number of conversions, total value \_\_\_\_\_.
- B) if a download is set as ecommerce transaction, you would see \_\_\_\_\_ number of conversions, total revenue value \_\_\_\_\_.
- C) Is it good practice to set ecommerce transaction as a Goal – **YES / NO** ?

Which of the following reporting tools would you use to show two date ranges on the same graph?

- Date comparison
- Table filter
- Table sort
- Plot rows
- Primary dimension
- Secondary dimension
- Pie chart
- Pivot table

Which of the following Audience reports would you use to see how often users return to your site?

- Location reports
- Language
- Frequency & Recency reports
- New vs. Returning reports
- Engagement reports
- Browser & OS reports
- Mobile reports

To see the bounce rate of a specific medium in an Acquisitions report:

- Change the primary dimension in the Channels report to "Medium" and view the Bounce Rate metric

- Change the primary dimension in the Source/Medium report to “Medium” and view the Bounce Rate metric
- Change the primary dimension in the Referrals report to “Medium” and view the Bounce Rate metric
- You cannot see this information in any Acquisitions reports.

**Which of the following Behavior reports would you use to identify the pages of your site that have the highest bounce rate as the first page of a user's session?**

- All Pages
- Landing Pages
- Exit Pages
- Site Speed
- Site Search

**The Site Search reports show:**

- how users search your site
- traffic coming from search engines
- traffic coming from Google organic search
- traffic coming from Google paid search

**The Multi-Channel Funnels reports are generated from conversion paths, which contain the sequences of visits that lead up to each conversion and transaction.**

The history of conversion paths has:

- A) NO limits
- C) 30 day limit
- D) default value is limited, but you can adjust this time period from 1 to 90 days

**Put your own explanations: The Assisted Conversions report summarizes the roles and contributions of your channels.**

- The Assist metrics

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- The Last Click metrics show conversions and revenue that the channel closed or completed.

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- The First Click metrics show the number and value of sales and conversions a channel initiated.

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