

# GOOGLE ANALYTICS 4 (GA4) CERTIFICATION PRACTICE EXAM (SAMPLE)

STUDY GUIDE



**SAMPLE STUDY GUIDE  
WITH LIMITED QUESTIONS**

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THE FULL VERSION STUDY GUIDE

<https://ga4cert.examzify.com>



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# Table of Contents

|                             |    |
|-----------------------------|----|
| Copyright .....             | 1  |
| Table of Contents .....     | 2  |
| Introduction .....          | 3  |
| How to Use This Guide ..... | 4  |
| Questions .....             | 5  |
| Answers .....               | 8  |
| Explanations .....          | 10 |
| Next Steps .....            | 16 |

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

## 1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

## 2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

## 3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

## 4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

## 5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

## 6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

## Questions

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- 1. What types of properties can export data to BigQuery for further analysis?**
  - A. Only free Google Analytics properties
  - B. Standard or Analytics 360 properties using GA4
  - C. Only Analytics 360 properties
  - D. Universal Analytics properties only
- 2. What Analytics feature allows the association of custom identifiers with individual customers across different platforms?**
  - A. User-ID
  - B. Account Linking
  - C. Custom Dimensions
  - D. Data Import
- 3. What type of model does Google Analytics 4 use to help predict future user actions?**
  - A. Statistical model
  - B. Predictive analytics model
  - C. Historical data model
  - D. Descriptive model
- 4. How does Google Analytics 4 measure and report distinct user interactions on your website and app?**
  - A. As sessions
  - B. As conversions
  - C. As events
  - D. As user engagement rates
- 5. What designation should you assign to especially valuable events like purchases or newsletter sign-ups in Google Analytics 4?**
  - A. Segmented events
  - B. Custom events
  - C. Conversion events
  - D. Traffic events

- 6. Which feature allows the collection and sending of events directly to Google Analytics servers from a point-of-sale system?**
- A. Measurement Protocol
  - B. Event tracking
  - C. Data import
  - D. Enhanced ecommerce
- 7. When Google Ads is linked to Google Analytics, how can it utilize conversion events?**
- A. To create promotional content
  - B. To optimize your bids for ad placements
  - C. To increase website speed
  - D. To enhance user demographics analysis
- 8. What can you do with the data exported to BigQuery from Google Analytics?**
- A. Only view basic statistics
  - B. Run queries and combine offline data
  - C. Generate automatic reports
  - D. Access real-time data analysis
- 9. In which section of Google Analytics Reports can you find insights about where users come from before visiting your website?**
- A. Engagement
  - B. Acquisition
  - C. Behavior
  - D. Monetization
- 10. What feature in Google Analytics allows you to set how long event-level and user-level data is retained?**
- A. Data retention period
  - B. Data preservation setting
  - C. Event lifespan configuration
  - D. Retention control feature

## **Answers**

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1. B
2. A
3. B
4. C
5. C
6. A
7. B
8. B
9. B
10. A

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## **Explanations**

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## 1. What types of properties can export data to BigQuery for further analysis?

- A. Only free Google Analytics properties
- B. Standard or Analytics 360 properties using GA4**
- C. Only Analytics 360 properties
- D. Universal Analytics properties only

*The ability to export data to BigQuery for further analysis is primarily available for both standard and Analytics 360 properties within Google Analytics 4 (GA4). This functionality allows users to leverage the advanced data analysis capabilities of BigQuery by seamlessly integrating their analytics data. Standard properties in GA4, which are generally available for all users at no cost, can utilize this feature without requiring any additional subscriptions. On the other hand, Analytics 360 properties, which are part of the paid version of Google Analytics, also benefit from this feature along with enhanced support and features designed for larger enterprises. The distinction here is important; while both types of GA4 properties can export data to BigQuery, only the properties within the GA4 ecosystem (as opposed to Universal Analytics properties, which do not have this capability) can perform this action directly. This integration with BigQuery further enhances data handling and analysis capabilities, allowing businesses to gain deeper insights into their user behavior and engagement.*

## 2. What Analytics feature allows the association of custom identifiers with individual customers across different platforms?

- A. User-ID**
- B. Account Linking
- C. Custom Dimensions
- D. Data Import

*The feature that allows the association of custom identifiers with individual customers across different platforms is User-ID. This functionality enables businesses to create a persistent user identity that can track users as they interact with various digital platforms, such as websites and mobile apps. By implementing User-ID, organizations can analyze user behavior across devices, ensuring that they have a complete picture of user engagement and interactions. User-ID is particularly useful for understanding user journeys and obtaining a holistic view of how customers navigate through your services. This is essential for developing tailored marketing strategies and improving user experiences based on comprehensive data. Other options like Account Linking, Custom Dimensions, and Data Import serve different purposes. Account Linking primarily connects different Google accounts and services, Custom Dimensions provide additional data attributes tied to events or user properties, and Data Import allows for adding offline or other data into Google Analytics for deeper insights. While all these features have their unique benefits, none directly associate custom identifiers with individual users across platforms in the way User-ID does.*

**3. What type of model does Google Analytics 4 use to help predict future user actions?**

- A. Statistical model
- B. Predictive analytics model**
- C. Historical data model
- D. Descriptive model

*Google Analytics 4 utilizes a predictive analytics model to forecast future user actions. This model leverages machine learning algorithms that analyze historical data to identify patterns and trends. By examining user behavior and engagement, GA4 can make informed predictions about how current users might interact with your website or app in the future. This approach allows businesses to anticipate user needs, improve user experience, and optimize marketing strategies based on these predictions. Predictive analytics provide actionable insights that can help in decision-making processes, such as targeting ads to users who are most likely to convert or re-engage with lapsed customers.*

**4. How does Google Analytics 4 measure and report distinct user interactions on your website and app?**

- A. As sessions
- B. As conversions
- C. As events**
- D. As user engagement rates

*Google Analytics 4 measures and reports distinct user interactions primarily through events. This measurement framework focuses on capturing user behavior as a series of interactions that occur on your website or app. Each event tracks a specific action taken by a user, which can include clicks, video views, form submissions, and many other defined interactions. The event-driven model allows for a more granular analysis of user behavior compared to traditional session-based tracking. In GA4, everything is treated as an event, thereby providing flexibility in how data can be structured and reported. For example, you can define custom events based on specific interactions that are important for your analysis, enabling insights tailored to your business objectives. Sessions, conversions, and user engagement rates also play roles in user analytics but are not the primary mechanism by which GA4 reports distinct user interactions. Sessions aggregate user interactions over a time frame, conversions indicate specific events defined as key business goals, and user engagement rates provide insights into how actively users are interacting with your content over that time. However, the fundamental unit of measurement for interactions is events, making this the most accurate choice in the context of GA4.*

**5. What designation should you assign to especially valuable events like purchases or newsletter sign-ups in Google Analytics 4?**

- A. Segmented events
- B. Custom events
- C. Conversion events**
- D. Traffic events

*In Google Analytics 4 (GA4), the designation assigned to particularly valuable interactions, such as purchases or newsletter sign-ups, is known as conversion events. These events are critical because they represent key actions that demonstrate user engagement and indicate the achievement of business goals. By marking these interactions as conversion events, analysts can closely monitor and evaluate their performance through various reporting features, allowing organizations to understand the return on investment and optimize their marketing strategies accordingly. Events categorized as conversion events are distinct from other types of events because they are central to measuring the success of a website or application. This focus on valuable transactions helps businesses identify successful conversion paths and refine their approaches to enhance user experience and drive more conversions.*

**6. Which feature allows the collection and sending of events directly to Google Analytics servers from a point-of-sale system?**

- A. Measurement Protocol**
- B. Event tracking
- C. Data import
- D. Enhanced ecommerce

*The Measurement Protocol is designed specifically to enable the collection and sending of events directly to Google Analytics servers from any device or system, such as a point-of-sale system. This feature allows you to send data to GA4 by making HTTP requests, which means you can capture interactions and transactions outside of web and mobile applications. Using the Measurement Protocol is particularly beneficial for businesses that want to track offline events or activities, as it provides a way to send structured data about user interactions in real-time to Google Analytics. This capability ensures that all interactions, whether they occur online or offline, can be accurately represented in your analytics data for better insights and reporting. Other choices like event tracking and enhanced ecommerce pertain more to data collection methods and features within web or app environments, rather than the direct sending of events from external systems. Data import involves bringing in external data into Google Analytics for analysis but does not facilitate real-time event capturing in the manner that the Measurement Protocol does.*

## 7. When Google Ads is linked to Google Analytics, how can it utilize conversion events?

- A. To create promotional content
- B. To optimize your bids for ad placements**
- C. To increase website speed
- D. To enhance user demographics analysis

*When Google Ads is linked to Google Analytics, it can utilize conversion events primarily to optimize bids for ad placements. Conversion events allow advertisers to track specific actions that users take on their website after interacting with ads, such as making a purchase or signing up for a newsletter. With this data, Google Ads can apply automated bidding strategies that take into account the probability of a conversion occurring, effectively adjusting bids in real-time to maximize the likelihood of achieving specific marketing goals. This optimization capability helps advertisers ensure that their advertising spend is directed towards achieving conversions that matter most to their business. Utilizing conversion events for optimizing bids enhances the effectiveness of advertising campaigns, allowing advertisers to make data-driven decisions that lead to better ROI. While promotional content, website speed, and user demographics analysis are important aspects of digital marketing, they are not directly related to how conversion events inform bid adjustments within the Google Ads platform. Thus, the focus on bid optimization clearly showcases the operational synergy between Google Ads and Google Analytics in driving effective advertising performance.*

## 8. What can you do with the data exported to BigQuery from Google Analytics?

- A. Only view basic statistics
- B. Run queries and combine offline data**
- C. Generate automatic reports
- D. Access real-time data analysis

*The ability to run queries and combine offline data is a significant benefit of exporting data from Google Analytics to BigQuery. When you export your Google Analytics data to BigQuery, you gain the capacity to use SQL to conduct complex queries and analyses, allowing for deep insights that go beyond the standard reporting options available in GA4. Additionally, this integration enables you to merge your online analytics data with offline data sources, which can enhance your marketing strategy and data modeling. This capability is especially useful for businesses that collect data from various sources and desire a comprehensive view of user interactions across different platforms. The other choices do not fully capture the potential of using BigQuery. Viewing only basic statistics is limiting compared to the detailed analysis possible through querying, while generating automatic reports is more aligned with GA4's built-in functionalities rather than the capabilities of BigQuery. Accessing real-time data analysis is also not a feature of BigQuery; it generally handles batch processes rather than real-time analytics. Thus, the correct focus is on the enhanced querying and data integration capabilities that BigQuery provides when working with Google Analytics data.*

**9. In which section of Google Analytics Reports can you find insights about where users come from before visiting your website?**

- A. Engagement
- B. Acquisition**
- C. Behavior
- D. Monetization

*The Acquisition section of Google Analytics Reports is specifically designed to provide insights about how users arrive at your website. This includes detailed information on the various channels through which visitors find your site, such as organic search, paid search, social media, and direct traffic. By analyzing this data, you can determine which sources are driving the most traffic and how effective your marketing strategies are at reaching potential customers. In contrast, the other sections focus on different aspects of user engagement and performance. The Engagement section emphasizes user interactions on the site, such as session duration and pages viewed. The Behavior section looks at how users navigate through content and what actions they take on the site, rather than where they come from. The Monetization section assesses revenue generation and transactions, which does not relate to user acquisition. Therefore, the Acquisition section is the most relevant for understanding where users originate before they visit your website.*

**10. What feature in Google Analytics allows you to set how long event-level and user-level data is retained?**

- A. Data retention period**
- B. Data preservation setting
- C. Event lifespan configuration
- D. Retention control feature

*The feature that allows you to set how long event-level and user-level data is retained in Google Analytics is called the data retention period. This setting enables you to define the duration for which your data will be stored before it is automatically deleted. By configuring the data retention period, users can manage their data in accordance with their specific needs and compliance requirements. Understanding data retention is critical for businesses, especially in relation to privacy policies and data regulations. It ensures that historical data is available for analysis while also adhering to data privacy standards by limiting the timeframe in which user-specific information is kept. The other options do not represent the correct terminology used in Google Analytics. Data preservation, event lifespan configuration, and retention control feature are not recognized terms for the specific capability of managing how long data is retained in GA4. Thus, the concept of data retention period is essential for effective data management in Google Analytics 4.*

## Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).

Or visit your dedicated course page for more study tools and resources:

<https://ga4cert.examzify.com>

We wish you the very best on your exam journey. You've got this!

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