

# Google Analytics Individual Qualification Practice Exam (Sample)

## Study Guide



**Everything you need from our exam experts!**

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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

- 1. Which of the following best describes "Session Duration" in Google Analytics?**
  - A. The total time a user spends on a single webpage**
  - B. The time between the first interaction and the last interaction in a session**
  - C. The time it takes to load a webpage**
  - D. Total time spent in all sessions across the website**
- 2. What scope applies to custom metrics?**
  - A. Customer**
  - B. Session**
  - C. Hit**
  - D. User**
- 3. What filter would only include data from a campaign titled "Back to School" in campaign reports?**
  - A. Custom Include filter with field "Page Title" and pattern "back to school"**
  - B. Custom Include filter with field "Campaign Name" and pattern "back to school"**
  - C. Custom Search and Replace filter with field "Campaign Name", string "back to school", and pattern "include"**
  - D. Predefined Include filter with "traffic to the hostname" "that are equal to" "back to school"**
- 4. What campaigns require manual tags on destination URLs for tracking?**
  - A. Google Ads campaigns**
  - B. Autotagged campaigns**
  - C. Email campaigns**
  - D. None of the above**
- 5. Custom Dimensions can be used in what capacity?**
  - A. Primary dimensions in Custom Reports**
  - B. Secondary dimensions in Custom Reports**
  - C. Secondary dimensions in Standard Reports**
  - D. All of the above**

- 6. Which metric reports on how often a channel contributes to a conversion prior to last-click attribution?**
- A. Primary conversion**
  - B. Second-to-last-click attribution**
  - C. Assisted conversion**
  - D. Secondary conversion**
- 7. Using a standard Google Analytics configuration, which characteristics cannot be used to create a custom segment?**
- A. Users 25 to 34 years old who have their browser set to Spanish**
  - B. Users who engaged in a social media or email campaign**
  - C. Users who viewed a page on a website, then watched a video**
  - D. Users who are female and have children**
- 8. What is the purpose of the 'Custom Reports' feature in Google Analytics?**
- A. To create tailored reports that display specific data points relevant to your business needs**
  - B. To simplify the user interface for better navigation**
  - C. To provide automated insights without manual input**
  - D. To generate standard reports based on preset templates**
- 9. What is not considered a default "medium" in Google Analytics?**
- A. referral**
  - B. google**
  - C. organic**
  - D. cpc**
- 10. What report identifies browsers that may have had problems with a website?**
- A. The Active Users report**
  - B. The Browser and OS report**
  - C. The Source/Medium report**
  - D. The New vs Returning report**



## **Answers**

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

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## **Explanations**

**1. Which of the following best describes "Session Duration" in Google Analytics?**

- A. The total time a user spends on a single webpage
- B. The time between the first interaction and the last interaction in a session**
- C. The time it takes to load a webpage
- D. Total time spent in all sessions across the website

The concept of "Session Duration" in Google Analytics is defined as the time elapsed from the first interaction a user has with your site during a session to the last interaction before the session is ended. This metric captures the total engagement a user has with your website in a given session, allowing you to understand how long users are actively interacting with your content. Option A, which suggests that Session Duration refers to the total time spent on a single webpage, is incorrect because Session Duration encompasses the entire interaction across various pages during the session, rather than being limited to one page. Option C describes the time it takes to load a webpage, which pertains to page load time rather than how long a user engages with the site, thus, it does not reflect user interaction over the session. Option D talks about total time spent in all sessions across the website, which would be a measurement of cumulative session duration rather than the duration of an individual session. Hence, it does not accurately define Session Duration, which is specific to one user's session at a time. Understanding this definition is crucial as it helps marketers and analysts assess user engagement and make informed decisions based on users' interaction patterns on the site.

**2. What scope applies to custom metrics?**

- A. Customer
- B. Session
- C. Hit**
- D. User

Custom metrics in Google Analytics have a "Hit" scope. This means that custom metrics are defined for individual interactions or hits on your website or app, such as pageviews, events, transactions, and social interactions. When you set up a custom metric, it is associated with the specific hit that it is recorded with, allowing you to track unique metrics that can provide deeper insights into user behavior and interactions on your site. Using this scope enables you to gather granular data about specific actions users take, rather than broader aggregates like sessions or users. For example, if you wanted to measure a custom metric for the number of clicks on a specific button across your website, you would associate that custom metric with the hits that correspond to those click events. In contrast, the other options represent different levels of data aggregation: - Customer scope generally does not apply to custom metrics, as this is more relevant to user segmentation for tracking behavior across multiple sessions. - Session scope would be used to measure metrics that pertain to the entire session duration, which would not accurately capture behavior at the individual hit level. - User scope aggregates data across all sessions and hits for a single user, which is useful for understanding long-term trends but does not pertain to the specific actions

**3. What filter would only include data from a campaign titled "Back to School" in campaign reports?**

- A. Custom Include filter with field "Page Title" and pattern "back to school"**
- B. Custom Include filter with field "Campaign Name" and pattern "back to school"**
- C. Custom Search and Replace filter with field "Campaign Name", string "back to school", and pattern "include"**
- D. Predefined Include filter with "traffic to the hostname" "that are equal to" "back to school"**

The filter designed to specifically include data from a campaign titled "Back to School" in campaign reports is the Custom Include filter with the field "Campaign Name" and the pattern "back to school." This approach directly targets the campaign name as recorded in the campaign tracking parameters of your URLs. In Google Analytics, campaign data is captured through UTM parameters, with "utm\_campaign" being the specific parameter that denotes the name of the campaign. By applying a filter that includes this particular field, you ensure that the system only retains the data associated with entries matching "back to school." This allows a clear focus on user engagement and performance metrics derived from that specific campaign, enabling better analysis and reporting. The effectiveness of this filter lies in its direct relationship with the naming conventions used in campaign tracking. This method ensures that only data corresponding to the exact campaign title is included in your reports, facilitating targeted analysis. Other approaches, while they may seem plausible, do not accurately or effectively capture the intended campaign data. For instance, filtering by "Page Title" might include unrelated pages that happen to contain the phrase "back to school," rather than specifically focusing on the campaign data. Similarly, a Search and Replace filter does not serve to include targeted campaign data, but

**4. What campaigns require manual tags on destination URLs for tracking?**

- A. Google Ads campaigns**
- B. Autotagged campaigns**
- C. Email campaigns**
- D. None of the above**

Manual tagging is necessary for tracking specific campaigns that do not automatically integrate with Google Analytics. In the case of email campaigns, marketers typically create their own tracking links by appending UTM parameters to the destination URLs. This activity allows for better tracking of user interactions that originate from email marketing efforts, as email tools do not inherently tag links with the required information for Google Analytics to properly recognize the source. In contrast, Google Ads campaigns can use autotagging, which automatically generates and manages tracking parameters, so manual tagging is not required. Autotagged campaigns seamlessly relay data to Google Analytics without extra effort from the user. Therefore, while it is essential to use manual tagging for email campaigns to properly track and attribute website traffic, Google Ads and similar campaigns do not require this manual intervention.

## 5. Custom Dimensions can be used in what capacity?

- A. Primary dimensions in Custom Reports
- B. Secondary dimensions in Custom Reports
- C. Secondary dimensions in Standard Reports
- D. All of the above**

Custom Dimensions are versatile tools within Google Analytics that provide the ability to segment and analyze data based on specific attributes that are meaningful to your business. They can be applied in multiple contexts, which is why the correct answer encompasses all the capacities mentioned. When you include Custom Dimensions as primary dimensions in Custom Reports, you can organize your data to focus on specific attributes tailored to your analysis needs. This allows for deeper insights regarding user behavior based on your unique criteria. Additionally, using Custom Dimensions as secondary dimensions in both Custom Reports and Standard Reports enables you to refine your data analysis further. For example, including a Custom Dimension alongside a standard metric allows for cross-sectional analysis of user interactions, helping identify trends and behaviors that might not be evident with just the base metrics. This flexibility in how Custom Dimensions can be integrated into both Custom and Standard Reports highlights their value in tailoring data tracking and reporting to specific business objectives and audiences. Thus, recognizing their utility in all these capacities confirms why the answer is comprehensive.

## 6. Which metric reports on how often a channel contributes to a conversion prior to last-click attribution?

- A. Primary conversion
- B. Second-to-last-click attribution
- C. Assisted conversion**
- D. Secondary conversion

The metric that reports on how often a channel contributes to a conversion prior to last-click attribution is named assisted conversion. This metric provides valuable insights into the role that different marketing channels play throughout the conversion journey. Specifically, it quantifies the number of conversions that were influenced or assisted by a specific channel before the final click that led to the conversion. Assisted conversions are particularly important because they highlight the collaborative nature of different channels in driving conversions. For example, a user might first discover a product through social media (an assisted touchpoint) and then later return via a search engine to complete a purchase (the last click). By tracking assisted conversions, marketers can better understand the effectiveness of their multi-channel strategies and allocate resources more efficiently based on how different channels support the overall conversion process. Other options, while related to conversions, do not specifically capture the pre-last-click influence that assisted conversions offer.

7. Using a standard Google Analytics configuration, which characteristics cannot be used to create a custom segment?
- A. Users 25 to 34 years old who have their browser set to Spanish
  - B. Users who engaged in a social media or email campaign
  - C. Users who viewed a page on a website, then watched a video
  - D. Users who are female and have children**

The correct answer highlights an important limitation within Google Analytics' standard configuration regarding user characteristics for creating custom segments. In Google Analytics, while you can segment based on a variety of attributes, there are often restrictions based on the data that is collected or tracked by default. Option D, which focuses on users who are female and have children, cannot be directly segmented in standard Google Analytics because demographic data is generally limited to age and gender. While gender can be tracked, information about whether users have children typically requires additional data collection methods that standard Google Analytics does not provide out of the box. Consequently, without explicit tracking or data collection setups for family status, this characteristic cannot be leveraged for segment creation. In contrast, options A, B, and C can utilize attributes and behaviors that are commonly tracked by Google Analytics. Segments can be formed based on age ranges, language settings, engagement with campaigns, and user interactions with website pages and videos since these dimensions are readily available in standard reports.

8. What is the purpose of the 'Custom Reports' feature in Google Analytics?
- A. To create tailored reports that display specific data points relevant to your business needs**
  - B. To simplify the user interface for better navigation
  - C. To provide automated insights without manual input
  - D. To generate standard reports based on preset templates

The 'Custom Reports' feature in Google Analytics enables users to generate reports that are specifically tailored to meet their unique business needs. This functionality is essential for businesses that require a more focused analysis of their data, allowing them to select the dimensions and metrics that are most relevant to their objectives. By creating custom reports, users can filter, sort, and group data in ways that reveal insights pertinent to their specific goals, such as tracking user behavior, conversion rates, or engagement metrics. Using custom reports can significantly enhance the decision-making process, as they provide a clearer picture of performance trends and areas of opportunity. This is particularly beneficial for organizations that may not find standard reports to be aligned with their particular KPIs or strategic initiatives. The capability to customize these reports empowers users to ask specific questions of their data and receive answers that correspond directly with those inquiries.

**9. What is not considered a default "medium" in Google Analytics?**

- A. referral
- B. google**
- C. organic
- D. cpc

The option that represents what is not considered a default "medium" in Google Analytics is identified correctly. In Google Analytics, the default mediums are predefined classifications used to categorize traffic sources. These categories help analysts understand how users arrive at the website. - "Referral" is a default medium that indicates users came to the site by clicking on a link from another site. - "Organic" signifies traffic from unpaid search results, indicating that users found the site through a search engine without clicking on a paid advertisement. - "CPC" stands for cost-per-click and generally refers to paid search traffic from ads, particularly in platforms like Google Ads. However, "google" on its own does not appear as a default medium; instead, it specifically serves as a source within the broader medium classifications, such as "organic" or "cpc". The distinction is that while "google" may denote a source (indicating that traffic is coming from Google), the actual categorization as a medium would refer to whether it is organic or CPC rather than simply "google." By understanding these classifications, it becomes clearer how traffic sources are organized in Google Analytics, thus enabling more effective analysis and reporting.

**10. What report identifies browsers that may have had problems with a website?**

- A. The Active Users report
- B. The Browser and OS report**
- C. The Source/Medium report
- D. The New vs Returning report

The Browser and OS report is crucial for understanding how different web browsers and operating systems interact with your website. This report allows you to analyze the performance and behavior of users based on the specific browsers and operating systems they are using. When you encounter issues with your website, identifying problems related to specific browsers can help pinpoint compatibility issues or bugs that may be affecting user experience. For example, if a significant number of users are experiencing difficulties on a particular browser, this could indicate that there are technical problems or that certain features aren't functioning correctly. The insights gathered from the Browser and OS report enable website owners and developers to optimize their site accordingly, ensuring a smoother experience for all users, regardless of their browser or operating system.



## 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://googleanalytics-individualqualification.examzify.com>**

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