

WESTERN GOVERNORS UNIVERSITY (WGU) MKTG 6040 D381 E-COMMERCE AND MARKETING ANALYTICS – GOOGLE COURSE 5 PRACTICE EXAM (SAMPLE) STUDY GUIDE



Prepare with structure. Pass with confidence



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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. In marketing analytics, what is the typical goal of KPIs?**
 - A. To monitor performance goals
 - B. To track staff vacation days
 - C. To determine legal compliance
 - D. To measure production output
- 2. Why might you want to export data from Google Ads by campaign?**
 - A. To immediately delete underperforming campaigns
 - B. To merge campaigns into a single dataset
 - C. To keep an archive of data from past campaigns for analysis and comparison
 - D. To automatically optimize campaigns in real time
- 3. Which metric is listed as a continuous metric example?**
 - A. Revenue per user
 - B. Number of orders per day
 - C. Click-through rate
 - D. Email open rate
- 4. Which statement best describes the role of charts in presenting data?**
 - A. Charts replace the need for numerical data.
 - B. Charts provide a visual summary that can be copied into slides.
 - C. Charts must include every data point.
 - D. Charts cannot be edited once created.
- 5. What does the Values area do in a pivot table?**
 - A. Aggregates data using functions like sum, count, or average.
 - B. Holds raw metadata about the dataset.
 - C. Defines the chart style.
 - D. Hides rows and columns.
- 6. How does site traffic relate to customer acquisition?**
 - A. Traffic does not affect acquisitions.
 - B. Traffic guarantees sales.
 - C. More traffic increases chances of acquiring new customers.
 - D. Traffic only affects SEO metrics.

7. Which two tests are examples of tests beyond basic A/B tests?

- A. Redirect tests and multivariate tests
- B. Feature tests and pixel tests
- C. Regression tests and boundary tests
- D. Split tests and control tests

8. What should teams decide before beginning testing?

- A. Which tools to use for scheduling
- B. The target audience and segmentation strategy
- C. How to measure results, including primary and secondary metrics
- D. The duration and number of variants

9. What can you explore in the Reports section of Google Ads?

- A. Billing, tax reports, and invoices
- B. Audience targeting and demographics
- C. Insights, ad-tracking, the Report Editor, and Dashboards
- D. Campaign creation and budgets

10. Why is it important to have basic knowledge of spreadsheets for marketing jobs?

- A. Spreadsheets eliminate the need for databases
- B. Most associate-level marketing jobs require proficiency in working with data in spreadsheets
- C. Spreadsheets are obsolete
- D. Spreadsheets cannot handle numbers

Answers

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

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Explanations

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1. In marketing analytics, what is the typical goal of KPIs?

- A. To monitor performance goals
- B. To track staff vacation days
- C. To determine legal compliance
- D. To measure production output

KPIs are metrics tied to specific marketing goals to gauge how well efforts are performing. Their main purpose is to monitor progress toward defined targets, giving a clear signal when performance meets, exceeds, or falls short of expectations and guiding where to adjust strategy or tactics. This focus helps optimize campaigns, channels, and messaging over time. Tracking staff vacations or legal compliance isn't the typical purpose of KPIs, and measuring production output belongs to operations rather than marketing performance. So, the typical goal of KPIs is to monitor performance toward defined goals.

2. Why might you want to export data from Google Ads by campaign?

- A. To immediately delete underperforming campaigns
- B. To merge campaigns into a single dataset
- C. To keep an archive of data from past campaigns for analysis and comparison
- D. To automatically optimize campaigns in real time

Exporting data by campaign is about preserving a historical record of how each campaign performed so you can analyze and compare over time. Having an archive lets you spot trends, measure improvements or declines, and benchmark current results against past periods or other campaigns. This makes it easier to understand what strategies or budgets were effective and to plan future optimizations with solid context. It's not about immediately deleting campaigns, merging all campaigns into one dataset, or using the export to automate real-time optimization—those actions aren't achieved by exporting data, but by how you manage and analyze the data in the platform or with separate tools.

3. Which metric is listed as a continuous metric example?

- A. Revenue per user
- B. Number of orders per day
- C. Click-through rate
- D. Email open rate

Continuous metrics are measurements that can take on an unlimited number of values within a range, not just whole numbers. Revenue per user fits this because money is measured with decimals and can be recorded to any precision (dollars, cents, fractions, etc.), so it can vary smoothly across a continuum of values. The other options are not continuous in the common sense. The number of orders per day is a count, so it's inherently discrete and must be a whole number. The click-through rate and the email open rate are proportions—rates expressed as a portion or percentage—often derived from counts, and while they're represented with decimals, they're fundamentally ratio-based measures rather than a direct continuous monetary value.

4. Which statement best describes the role of charts in presenting data?

- A. Charts replace the need for numerical data.
- B. Charts provide a visual summary that can be copied into slides.**
- C. Charts must include every data point.
- D. Charts cannot be edited once created.

Charts translate numbers into visuals that distill the message into a quick, digestible form. The statement that best describes this role is that charts provide a visual summary that can be copied into slides, because they capture the essential trends and comparisons and fit neatly into a presentation workflow. They help viewers grasp the main point at a glance and can be directly inserted into slides to support a narrative or report. Raw data remains important for accuracy and transparency, but charts are summaries, not replacements for the underlying data. Also, charts don't need to show every data point; including every point often makes the view cluttered, so data is usually summarized or aggregated. And charts are typically editable to update data or adjust emphasis as needed.

5. What does the Values area do in a pivot table?

- A. Aggregates data using functions like sum, count, or average.**
- B. Holds raw metadata about the dataset.
- C. Defines the chart style.
- D. Hides rows and columns.

In a pivot table, the Values area is where you specify the numeric data to be summarized and how it should be calculated. You place a numeric field here, and the pivot table applies an aggregation—such as sum, count, or average (and others like min or max)—to produce a metric for each combination of the row and column labels. For example, with sales data, dropping Sales Amount into Values will show total sales by region or by product, depending on what you have in Rows and Columns. You can switch the calculation to show total revenue, average order value, or the number of orders. This area is all about calculations, not storing raw metadata, defining chart styles, or hiding rows/columns.

6. How does site traffic relate to customer acquisition?

- A. Traffic does not affect acquisitions.
- B. Traffic guarantees sales.
- C. More traffic increases chances of acquiring new customers.**
- D. Traffic only affects SEO metrics.

More site traffic expands the pool of potential buyers, so as the number of visitors grows, the chances that some will become customers increases. The actual outcome depends on how well the site converts those visitors into buyers, which is influenced by the relevance of the traffic, the offer, the landing pages, and the checkout experience. Traffic isn't a guarantee of sales—many factors determine whether a visitor converts—but increasing volume generally raises the likelihood of acquiring new customers because there are more opportunities for someone to buy. It's about qualified, conversion-ready visitors, not just high numbers or SEO metrics alone.

7. Which two tests are examples of tests beyond basic A/B tests?

- A. Redirect tests and multivariate tests
- B. Feature tests and pixel tests
- C. Regression tests and boundary tests
- D. Split tests and control tests

Beyond basic A/B testing, you want approaches that compare more than two options at once or that reveal how different parts of a page work together. Redirect tests fit this by evaluating entirely different URLs or experiences, not just changes on the same page. This lets you see how a complete path or funnel performs when users see a different destination, layout, or flow from what they'd normally experience. Multivariate tests take this a step further by testing many elements on a page at the same time to uncover how their different combinations affect outcomes. They're not just asking which single element is better, but how multiple elements interact to influence behavior. Other options don't align with this idea. Feature tests and pixel tests focus more on deploying new capabilities or validating tracking signals rather than comparing distinct page experiences or interactions. Regression tests and boundary tests come from software quality assurance and are about ensuring code changes don't break functionality or handle edge cases, not optimizing user experience through experiment variants. Split tests and control tests are terms that often overlap with A/B concepts, which are still considered basic testing approaches.

8. What should teams decide before beginning testing?

- A. Which tools to use for scheduling
- B. The target audience and segmentation strategy
- C. How to measure results, including primary and secondary metrics
- D. The duration and number of variants

Deciding how to measure results is essential before you start testing because it pins down what counts as a win and guides every other design choice. By selecting a primary metric that aligns with the business goal (for example, conversion rate or revenue per visitor) and a set of secondary metrics to watch for side effects (like engagement or bounce rate), you create a clear, unbiased standard for judging the test outcome. This upfront measurement plan also informs how much data you need, how long to run the test, and how to interpret any changes—ensuring you're looking at meaningful signals rather than noise or vanity numbers. Operational details like which scheduling tools to use or how to segment audiences matter, but they flow from the measurement plan rather than defining success itself. Even the number of variants and the test duration should be driven by how large of a difference you need to detect in the chosen metrics, and the reliability you want in your result.

9. What can you explore in the Reports section of Google Ads?

- A. Billing, tax reports, and invoices
- B. Audience targeting and demographics
- C. Insights, ad-tracking, the Report Editor, and Dashboards
- D. Campaign creation and budgets

In Google Ads, the Reports section is where you analyze performance and share findings. It includes four main pieces: Insights, ad-tracking data, the Report Editor, and Dashboards. Insights helps you spot trends and opportunities based on your account data. Ad-tracking shows how your ads and campaigns are performing in terms of conversions and interactions. The Report Editor lets you build customized reports tailored to your goals and stakeholders. Dashboards provide a visual, at-a-glance view of key metrics across campaigns. These tools together support data-driven decisions and reporting. Billing, tax reports, and invoices are found in the Billing area. Audience targeting and demographics live under Audiences. Campaign creation and budgets are managed in Campaigns and related settings.

10. Why is it important to have basic knowledge of spreadsheets for marketing jobs?

- A. Spreadsheets eliminate the need for databases
- B. Most associate-level marketing jobs require proficiency in working with data in spreadsheets**
- C. Spreadsheets are obsolete
- D. Spreadsheets cannot handle numbers

Data-driven decision making is central to most marketing roles, so having basic knowledge of spreadsheets gives you the practical ability to organize numbers, run calculations, and present findings clearly. In entry-level marketing positions, you'll frequently track campaign metrics, monitor budgets, generate reports, and perform quick what-if analyses—all tasks best done in a spreadsheet. The ability to sort, filter, apply formulas, build pivot tables, and chart results enables you to turn raw data into actionable insights that teammates and managers can act on. With data coming from ads, emails, site analytics, and surveys, spreadsheets offer a flexible workspace to clean data, combine sources, and create dashboards that communicate performance at a glance. This foundation is widely expected in associate-level roles, and it also translates well when you need to export data to or from more specialized analytics tools. Spreadsheets do not replace databases; they're not obsolete; and they can handle numbers. They're ideal for quick analyses, budgeting, and day-to-day data tasks that marketing teams rely on constantly.

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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.

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

<https://wgu-mktg6040d381googlecourse5.examzify.com>

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

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