



**Question 16 ( Topic 1 )**



By default, Google Analytics can only collect behavioral data from web-connected systems.

- A. True
- B. False

Expose Correct Answer

**Question 17 ( Topic 1 )**



To send data from a web-connected device like a point-of-sale system to Google Analytics, what would you use?

- A. Data Import
- B. The Measurement Protocol
- C. Browser cookies
- D. The Networking Protocol

Expose Correct Answer

**Question 18 ( Topic 1 )**



Filters let you include, exclude, or modify the data you collect in a view.

- A. False
- B. True

Expose Correct Answer

**Question 19 ( Topic 1 )**



Which of the following criteria could NOT be used for a Dynamic Remarketing audience?

- A. Users who viewed your homepage
- B. Users who viewed a search result page on your website
- C. Users who returned an item they purchased
- D. Users who viewed product detail pages

Expose Correct Answer

**Question 20 ( Topic 1 )**



Which user characteristic may NOT be used to change keyword bids in AdWords?

- A. ad preference
- B. location

# Google Analytics Exam Questions And Answers 2017

**PT Brinkman**



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