

How well do you think you know Google Analytics 4?

Here's a list of all the questions with the correct answers.

- 1 c How many parameters can you have on a single Event in GA4 Standard (free version)?
 - Ⓐ 5 per event
 - Ⓑ 50 per event
 - Ⓒ 25 per event
 - Ⓓ 30 per event

- 2 a What do nodes represent in pathing explorations?
 - Ⓐ Number of users or events
 - Ⓑ Number of sessions
 - Ⓒ Number of unique sessions

- 3 c What is the most crucial part of a cohort analysis report?
 - Ⓐ Events
 - Ⓑ User-scoped dimensions
 - Ⓒ Time

- 4 c Which voice is the best use case for Audience Triggers?
 - Ⓐ Combining with user properties to add to Exploration reports
 - Ⓑ Using custom events to track dimensions about form fills
 - Ⓒ Setting conversions for users who have opened an app more than once

- 5 a What is the best use case for a user property in GA4?
 - Ⓐ Analyzing Users based on budget from a lead form selection
 - Ⓑ Analyzing a custom site section dimension for safari trips
 - Ⓒ Analyzing users' device behavior over time

- 6 **b** What is the biggest hurdle to audience integrations with marketing platforms?
- Ⓐ Users must be within the US for privacy reasons
 - Ⓑ Users must have ads personalization allowed
 - Ⓒ Audiences need to be recreated in Google Ads
- 7 **b** Conditions for event segments can occur over multiple events.
- Ⓐ True
 - Ⓑ False
- 8 **b** What is an analysis that Google Machine Learning can not do?
- Ⓐ Generate a prediction on who the top spenders will be
 - Ⓑ Predict how many users will likely fill out forms
 - Ⓒ Detect a portion of the site that is experiencing slower page load time
- 9 **b** What are the three different scopes to consider for segments?
- Ⓐ User, session, sequence
 - Ⓑ User, session, event
 - Ⓒ User, device, event
- 10 **c** When is it best to use custom events?
- Ⓐ For an e-commerce purchase
 - Ⓑ When campaign tracking
 - Ⓒ For a form fill
- 11 **b** What would happen if you set an audience today for users who download a PDF with a membership of 1 day?
- Ⓐ Users' cookies will be renewed after 1 day
 - Ⓑ If users do not download another pdf after today, they will be removed from the audience
 - Ⓒ Users who download a PDF today will be in the audience, but users who download tomorrow will not

- 12 **c** Which audience template would you use to look at users who initially came to the site from Google?
- Ⓐ Demographics
 - Ⓑ Technology
 - Ⓒ Acquisition
- 13 **b** What is the best use case for using the audience feature with multiple conditions?
- Ⓐ When creating a new audience to report on users who have made multiple purchases today
 - Ⓑ When reporting and remarketing a subset of users who have purchased > \$1000
 - Ⓒ When building a funnel report in the custom report in the custom reporting area
- 14 **c** In the context of GA4 adoption, what does dual-tagging mean?
- Ⓐ Tracking your GA4 property with both analytics.js and gtag.js
 - Ⓑ Setting up both an Android and iOS data stream for your GA property
 - Ⓒ Maintaining a Google Analytics Universal and Google Analytics 4 property for the same website
 - Ⓓ Tracking mobile app and web data into the same GA\$ property
- 15 **b** It is important to begin tracking web activity with a GA4 web data stream because Universal Analytics is deprecated and is expected to stop collecting data in 2 months.
- Ⓐ True
 - Ⓑ False
- 16 **b** GA Universal properties that you have previously created can still collect data but you can no longer create a new Universal property.
- Ⓐ True
 - Ⓑ False
- 17 **a** Does Google Setup Assistant provide a utility for migrating UA Goals into GA4?
- Ⓐ True
 - Ⓑ False

- 18 **a** What is the UA concept that best matches a GA4 concept of an event parameter?
- Ⓐ Hit-scope custom dimension
 - Ⓑ User-scope custom dimension
 - Ⓒ User-scope custom dimension
 - Ⓓ View filter
- 19 **a** If your site is currently tagged for GA Universal tag using gtag.js, you can create a new GA4 property using the same tagging?
- Ⓐ True
 - Ⓑ False
- 20 **a** Enabling basic data collection for a Google Analytics 4 property allows for the following to be collected page_view events, automatically collected events, and enhanced measurement events?
- Ⓐ True
 - Ⓑ False
- 21 **b** What is the name of the event that helps GA4 or GTM understand that a pageview change has occurred in a SPA?
- Ⓐ Page view Website History
 - Ⓑ History Change Event
 - Ⓒ Historical Browser Exception
- 22 **c** What happens to data that is excluded via a filter that is set to Active?
- Ⓐ The data is tagged with the filter name and is still accessible
 - Ⓑ The data is filtered out but can be accessed via a BigQuery integration
 - Ⓒ The data is removed and not available in GA4
- 23 **c** By default settings how many months of data is being retained in GA4?
- Ⓐ 14 months
 - Ⓑ Data is always retained
 - Ⓒ 2 months

- 24 **b** How do you make sure your custom parameters will be shown when viewing a custom event?
- Ⓐ They must be added to the “custom parameter” admin setting
 - Ⓑ The custom parameters must be added as custom dimensions
 - Ⓒ It is already handled that way in GA4
- 25 **a** If you turn off a conversion, will past conversions be in the historical reports?
- Ⓐ Yes, past conversions are not affected
 - Ⓑ No, past conversions are automatically removed
 - Ⓒ No, You must re-add conversions, or the past conversions are removed
- 26 **c** Which access rights would you need to create a custom audience in GA4?
- Ⓐ Edit Access at the view level
 - Ⓑ Read & Analyze access at the property level
 - Ⓒ Edit access at the property level
- 27 **c** To share an exploration or funnel analysis with team members in GA4 what privilege level must you have?
- Ⓐ Manage Users
 - Ⓑ Read & Analyze
 - Ⓒ Collaborate
- 28 **a** GA4 recognizes utm_medium, utm_source, and utm_campaign parameters?
- Ⓐ True
 - Ⓑ False
- 29 **a** The traffic acquisition report can represent different source/medium values for the same user
- Ⓐ True
 - Ⓑ False

- 30 **d** Which of the following can you include in an audience definition?
- Ⓐ Automatically captured user properties
 - Ⓑ Custom User Properties
 - Ⓒ Events
 - Ⓓ All of the above
- 31 **b** Are user IDs in cohort explorations?
- Ⓐ Are user IDs in cohort explorations?
 - Ⓑ No, even if you have User ID set up
 - Ⓒ Yes, if you have User ID set up properly
- 32 **a** What is cross-domain tracking?
- Ⓐ If a visit moves between two subdomains on the same root
 - Ⓑ If a visitor moves between two separate domains
 - Ⓒ If a visitor uses both an app and your website that are in the same GA4 property

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