



# Pass the Google Analytics IQ Exam: Questions, Answers and Explanations

*Joel J. Davis*

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*Pass the Google Analytics IQ Exam* is designed to prepare individuals seeking to obtain the Google Analytics IQ (GAIQ) Certification.

The book covers the full range of material currently included in the GAIQ exam. Topics include: account structure, analytics terminology, attribution modeling, data collection/characteristics/management/reporting, filters, segments, multi-channel funnels, and more.

Nearly 90 questions help you focus on the content most relevant to the current exam. Each question is accompanied by the correct answer, an explanation of the answer, and references to quickly improve comprehension, retention, and performance on the GAIQ exam.

The book's extensive cross-reference system allows you to quickly see the relationship between the questions asked here and the questions asked on the GAIQ exam, maximizing your chance to pass the exam.

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