Google Analytics Individual Qualification

INDUSTRY-BASED CERTIFICATION DESCRIPTION

The Google Analytics Individual Qualification assessment is designed to test knowledge of digital analytics best practices and the Google Analytics platform. Passing the assessment is required to earn a Google Analytics IQ certification.

The Google Analytics IQ exam measures the following domains or competencies: creating an account; implementing a tracking code; setting up data filters; navigating the Google Analytics interface and reports; setting up dashboards and shortcuts; analyzing basic audience, acquisition, and behavior reports; and setting up goals and campaign tracking.

For additional information, visit the following site: https://support.google.com/google-ads/answer/6089828?hl=en&ref_topic=6089827

CERTIFYING ENTITY	ADDITIONAL INFORMATION	
Google	Exam Name: Google Analytics Individual Qualification (GAIQ) Exam Webpage: https://support.google.com/google-ads/answer/6089828?hl=en&ref_topic=6089827 Number of Questions: 70 questions Question Type: Multiple choice and T/F questions Exam Time: 90 minutes	Exam Site: Online exam Exam Price: No fee to take exam Candidate Requirements: https://support.google.com/google-ads/answer/6089828?hl=en&ref_topic=6089827 Study Materials & Resources: https://support.google.com/google-ads/answer/6089828?hl=en&ref_topic=6089827
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