

Google Adwords Certification Exam Answers

Most of the answers are correct. Please check twice before submitting your answer

Which of the following is not a required parameter in the URL builder?

- Campaign Name
- Campaign Medium
- Campaign Content**
- Campaign Source
- All of these are required

Which of the following metrics would most strongly suggest a poorly performing landing page?

- Source Rate > 90%**
- % New Visits > 90%
- Session Duration <gt; 5 minutes
- Bounce Rate < 90%
- None of these answers

Your business objective is to maximize the number of sales through your website. Which of the following metrics would most directly help you measure performance against this objective?

- Visits
- Ecommerce Conversion Rate**
- Page Value
- Bounce Rate
- Pages / Visit

The Measurement Protocol is a standard set of rules for collecting and sending hits to Google Analytics. Using the Measurement Protocol you can:

- send data to Google Analytics from any web-connected device
- send data to Google Analytics from a kiosk or a point of sale system
- upload aggregated data tables to Google Analytics

- A and B only**
- A, B, and C

Which of the following is a hit type tracked by Google Analytics?

- page tracking hit
- event tracking hit
- ecommerce tracking hit

Google Adwords Certification Test Answers

Rachel S Tattersall



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