

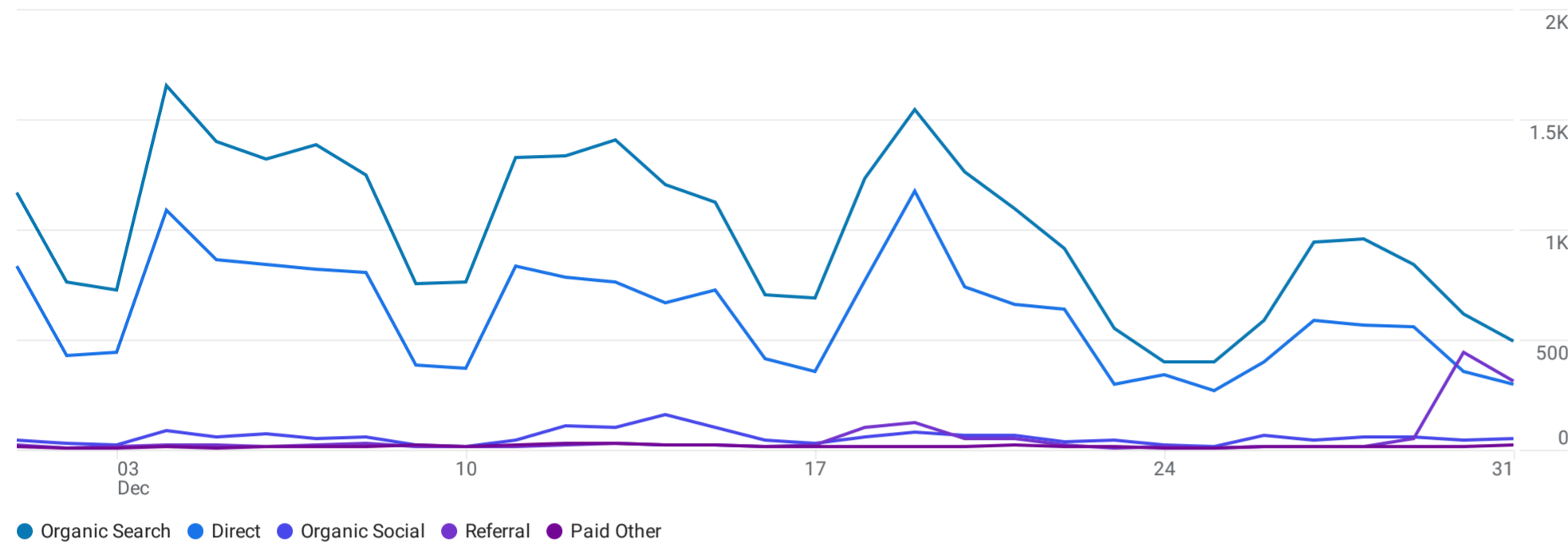
All Users [Add comparison](#) +

Custom Dec 1 - Dec 31, 2023

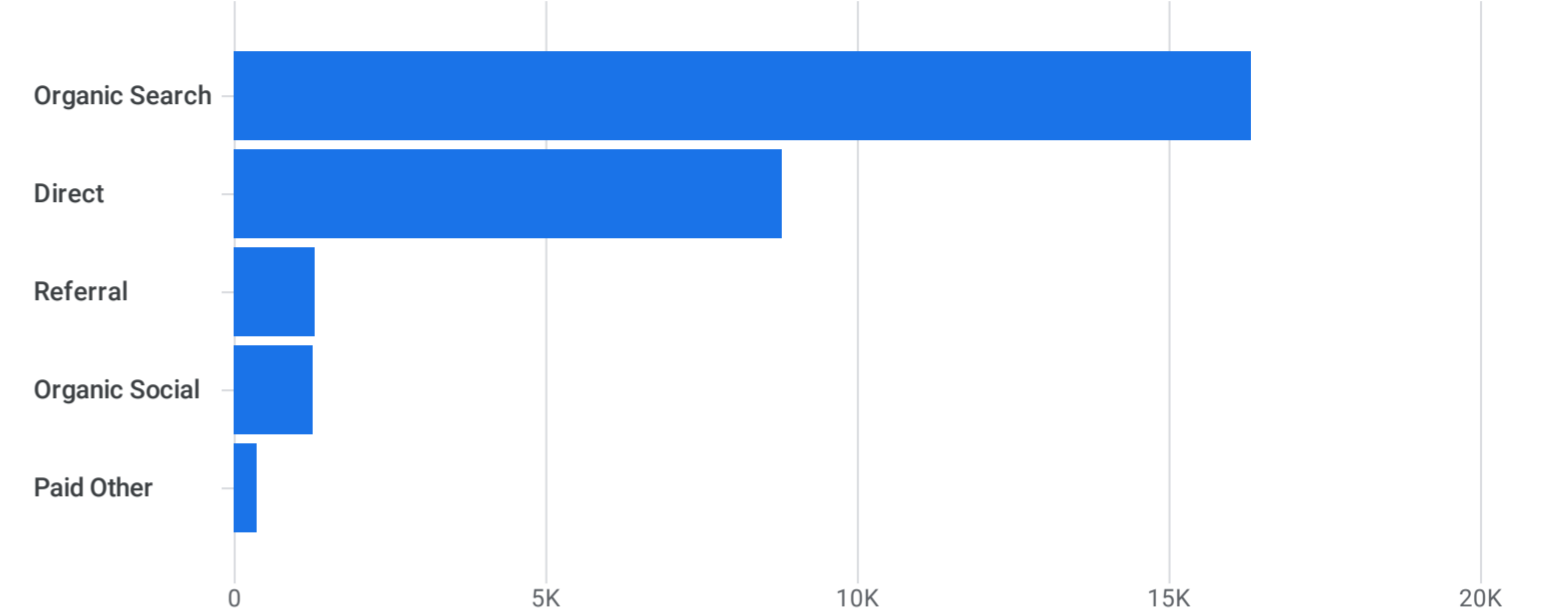
Traffic acquisition: Session default channel group [✔](#)

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Users by Session default channel group over time



Users by Session default channel group



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Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
<b>Total</b>	27,610 100% of total	79,438 100% of total	58,155 100% of total	56s Avg 0%	2.11 Avg 0%	9.51 Avg 0%	73.21% Avg 0%	755,525 100% of total	0.00	\$0.00
1 Organic Search	16,318	43,828	33,811	57s	2.07	9.73	77.14%	426,363	0.00	\$0.00
2 Direct	8,784	30,027	21,364	58s	2.43	9.73	71.15%	292,247	0.00	\$0.00
3 Referral	1,287	1,797	1,389	1m 17s	1.08	6.63	77.3%	11,919	0.00	\$0.00
4 Organic Social	1,256	2,510	1,281	33s	1.02	7.34	51.04%	18,426	0.00	\$0.00
5 Paid Other	361	580	446	32s	1.24	8.47	76.9%	4,913	0.00	\$0.00
6 Unassigned	323	349	0	40s	0.00	4.75	0%	1,657	0.00	\$0.00