

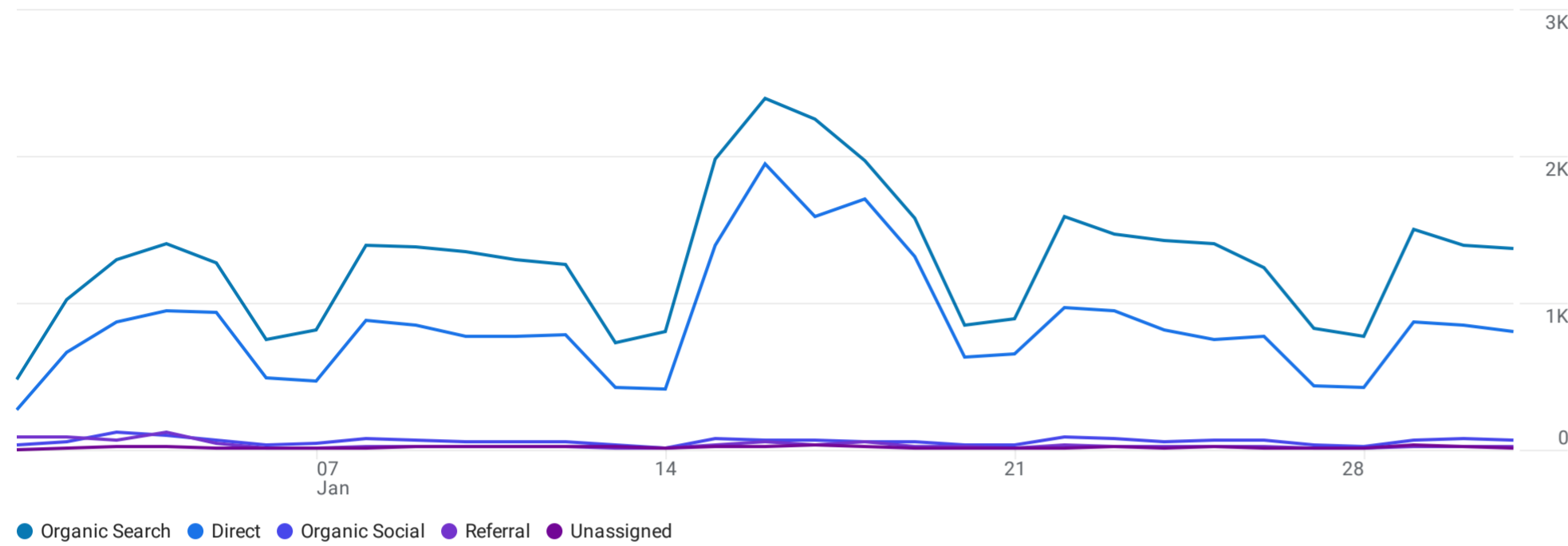
All Users [Add comparison](#) +

Custom Jan 1 - Jan 31, 2024

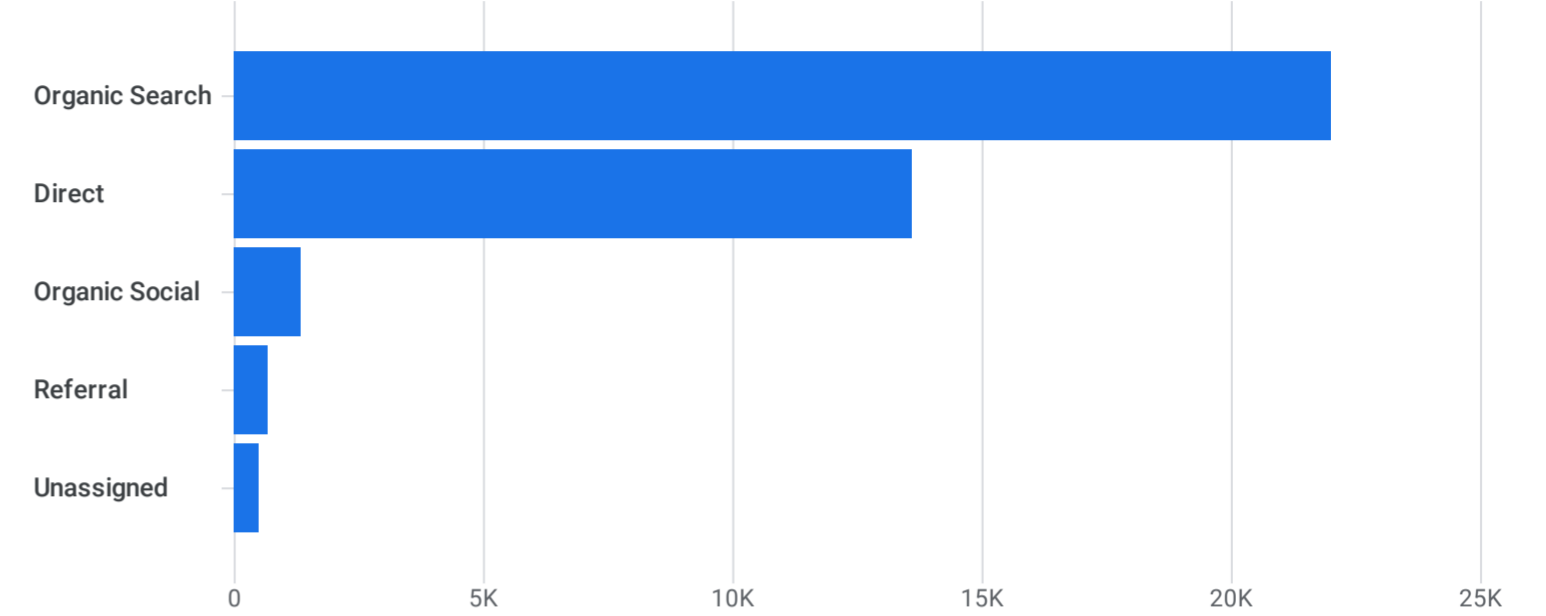
Traffic acquisition: Session default channel group [✔](#)

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Users by Session default channel group over time



Users by Session default channel group



Search...

Rows per page: 10 1-6 of 6

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>	<b>37,826</b> 100% of total	<b>99,086</b> 100% of total	<b>74,063</b> 100% of total	<b>57s</b> Avg 0%	<b>1.96</b> Avg 0%	<b>9.50</b> Avg 0%	<b>74.75%</b> Avg 0%	<b>941,580</b> 100% of total	<b>0.00</b>	<b>\$0.00</b>
1 Organic Search	22,006	57,068	43,394	55s	1.97	9.49	76.04%	541,365	0.00	\$0.00
2 Direct	13,591	38,960	28,026	59s	2.06	9.42	71.94%	367,149	0.00	\$0.00
3 Organic Social	1,328	2,638	1,254	32s	0.94	6.76	47.54%	17,841	0.00	\$0.00
4 Referral	670	1,261	991	1m 13s	1.48	7.35	78.59%	9,269	0.00	\$0.00
5 Unassigned	482	501	0	31s	0.00	4.05	0%	2,030	0.00	\$0.00
6 Paid Other	271	461	359	39s	1.32	8.52	77.87%	3,926	0.00	\$0.00