

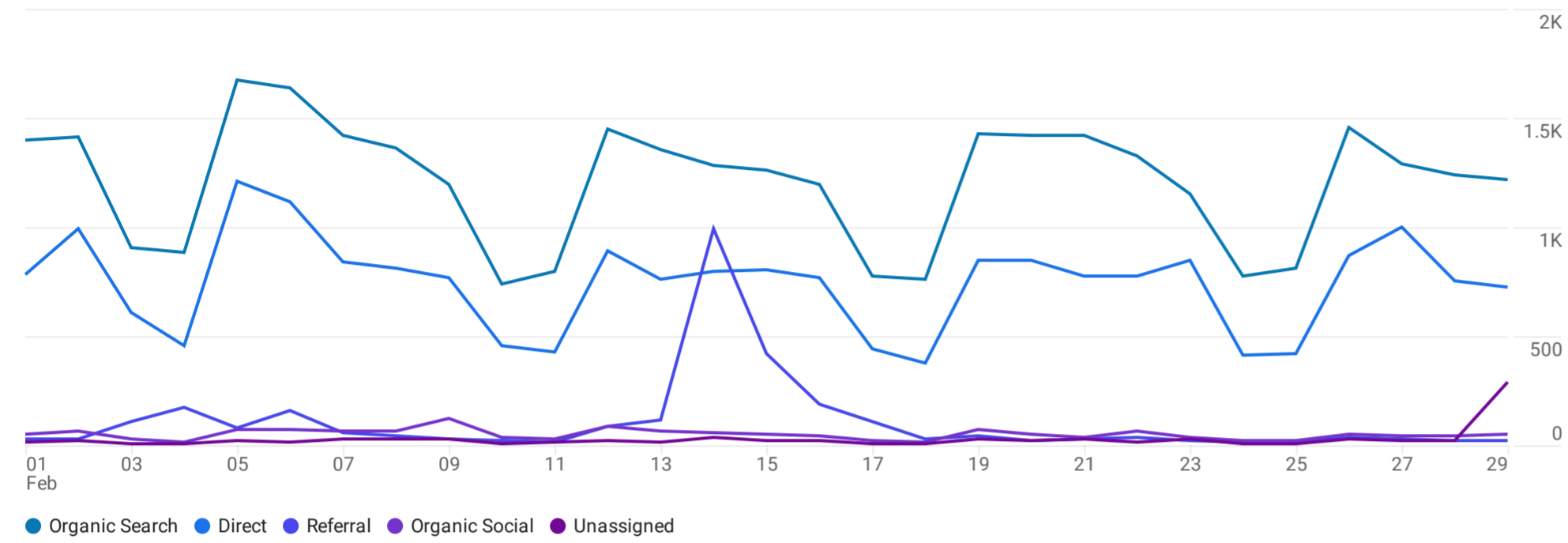
All Users [Add comparison +](#)

Custom Feb 1 - Feb 29, 2024

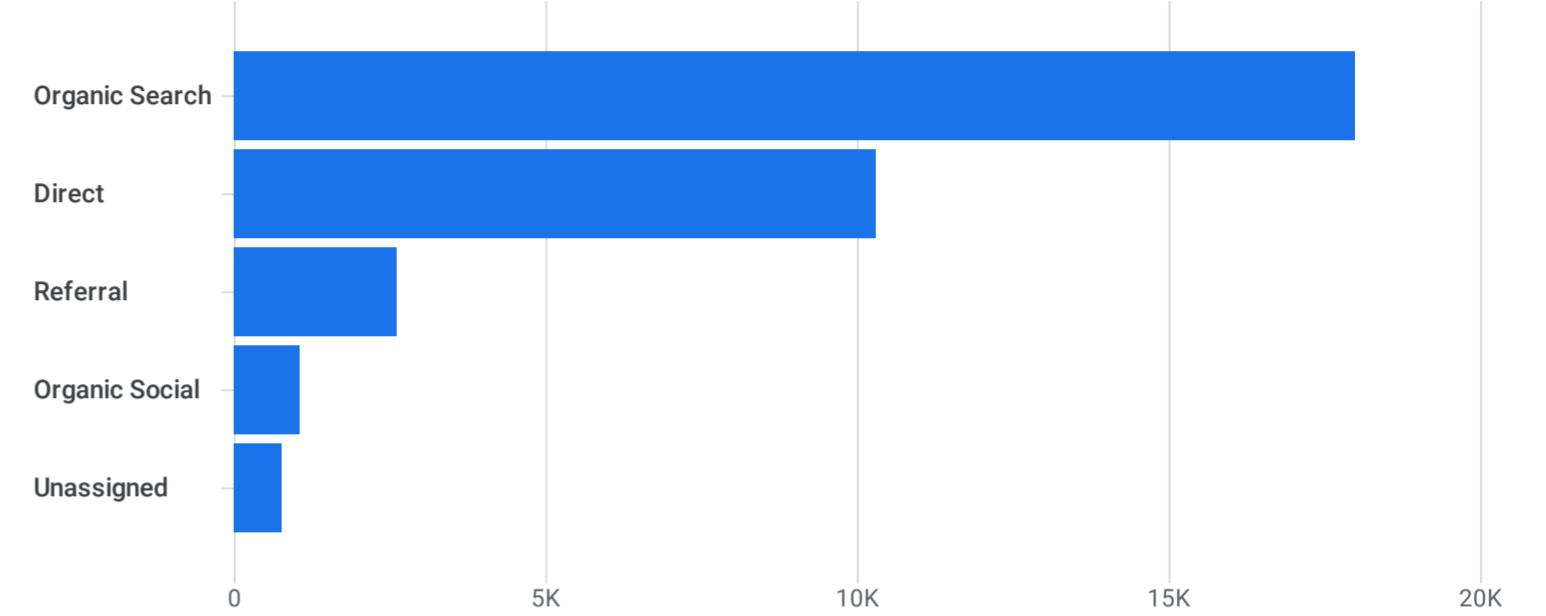
Traffic acquisition: Session primary channel group (Default Channel Group) [✔](#)

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Users by Session primary channel group (Default Channel Group) over time



Users by Session primary channel group (Default Channel Group)



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| Session primary...Channel Group) + | ↓ Users | Sessions | Engaged sessions | Average engagement time per session | Engaged sessions per user | Events per session | Engagement rate | Event count All events ▼ | Conversions All events ▼ | Total revenue |
|--|-------------------------|-------------------------|-------------------------|-------------------------------------|---------------------------|--------------------|------------------|--|--|---------------|
| | 31,864 100% of total | 90,560 100% of total | 67,075 100% of total | 59s Avg 0% | 2.11 Avg 0% | 9.86 Avg 0% | 74.07% Avg 0% | 893,003 100% of total | 0.00 | \$0.00 |
| 1 Organic Search | 17,980 | 51,012 | 39,170 | 58s | 2.18 | 10.16 | 76.79% | 518,171 | 0.00 | \$0.00 |
| 2 Direct | 10,303 | 32,995 | 24,440 | 1m 00s | 2.37 | 10.05 | 74.07% | 331,580 | 0.00 | \$0.00 |
| 3 Referral | 2,603 | 3,542 | 2,582 | 1m 20s | 0.99 | 5.70 | 72.9% | 20,195 | 0.00 | \$0.00 |
| 4 Organic Social | 1,047 | 2,200 | 1,026 | 33s | 0.98 | 6.76 | 46.64% | 14,877 | 0.00 | \$0.00 |
| 5 Unassigned | 770 | 963 | 308 | 38s | 0.40 | 6.13 | 31.98% | 5,899 | 0.00 | \$0.00 |
| 6 Paid Other | 192 | 279 | 217 | 24s | 1.13 | 8.18 | 77.78% | 2,281 | 0.00 | \$0.00 |