

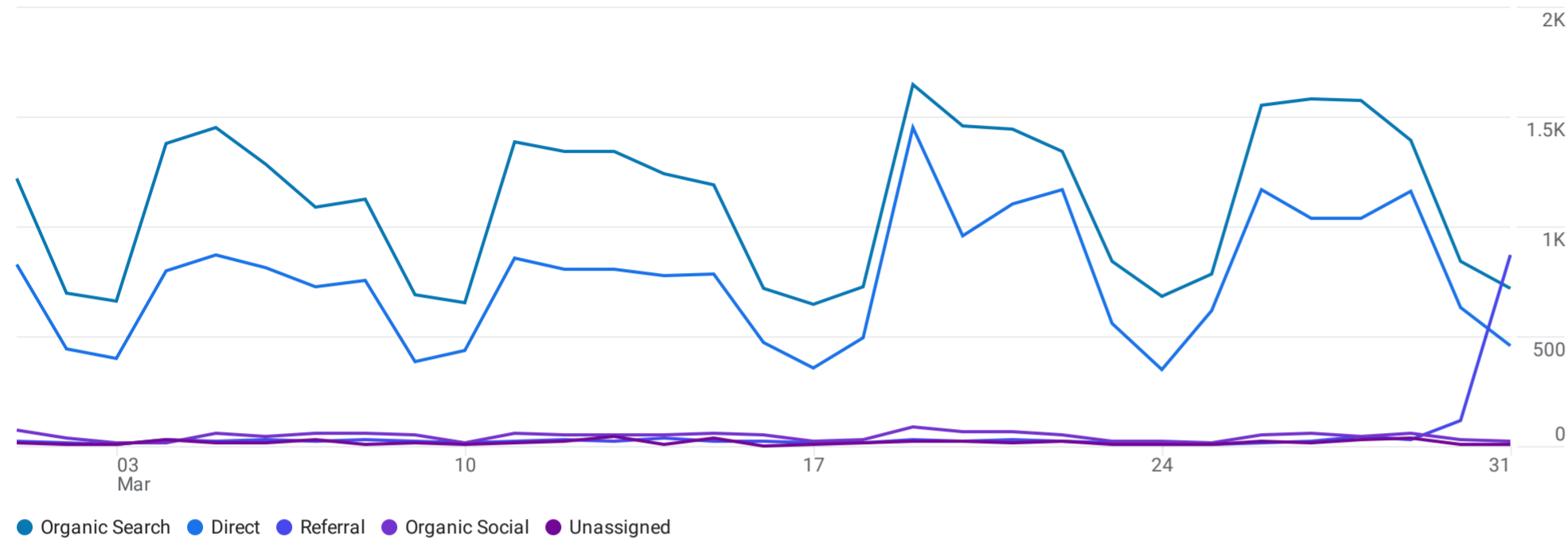
All Users [Add comparison +](#)

Custom Mar 1 - Mar 31, 2024

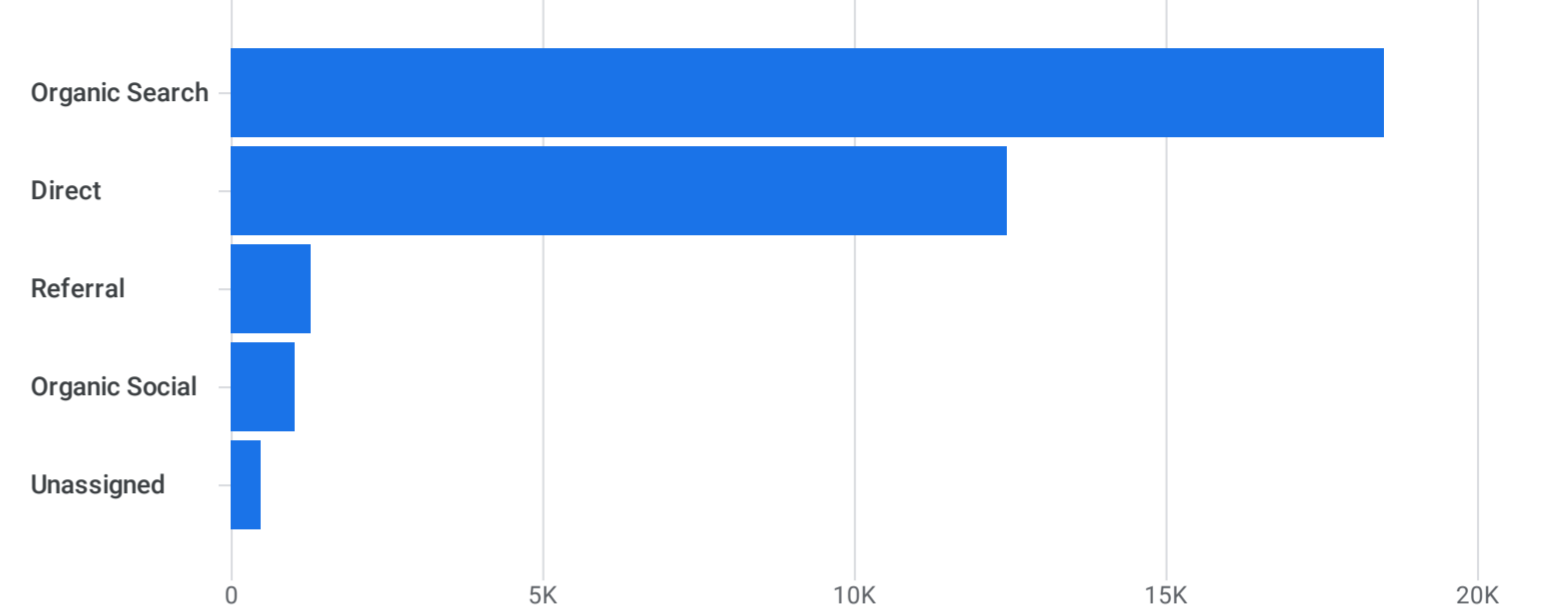
Traffic acquisition: Session primary channel group (Default Channel Group) [✔](#)

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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	Key events	Total revenue
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	100% of total	All events	\$
1 Organic Search	18,503	51,044	38,709	53s	2.09	9.44	75.83%	481,879	0.00	\$0.00
2 Direct	12,443	35,553	25,307	52s	2.03	8.91	71.18%	316,780	0.00	\$0.00
3 Referral	1,276	2,023	1,516	1m 30s	1.19	6.57	74.94%	13,286	0.00	\$0.00
4 Organic Social	1,027	2,178	967	29s	0.94	6.28	44.4%	13,685	0.00	\$0.00
5 Unassigned	476	514	1	36s	<0.01	3.67	0.19%	1,887	0.00	\$0.00
6 Paid Other	164	235	183	29s	1.12	7.54	77.87%	1,772	0.00	\$0.00