

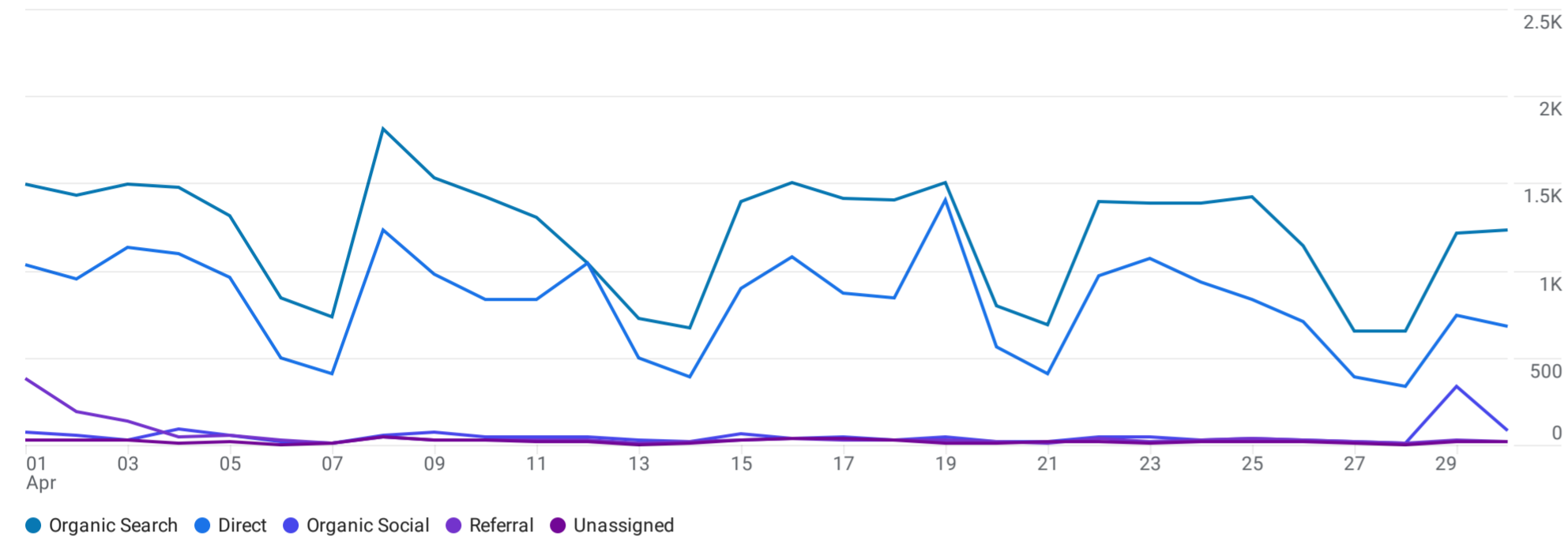
All Users [Add comparison +](#)

Custom Apr 1 - Apr 30, 2024

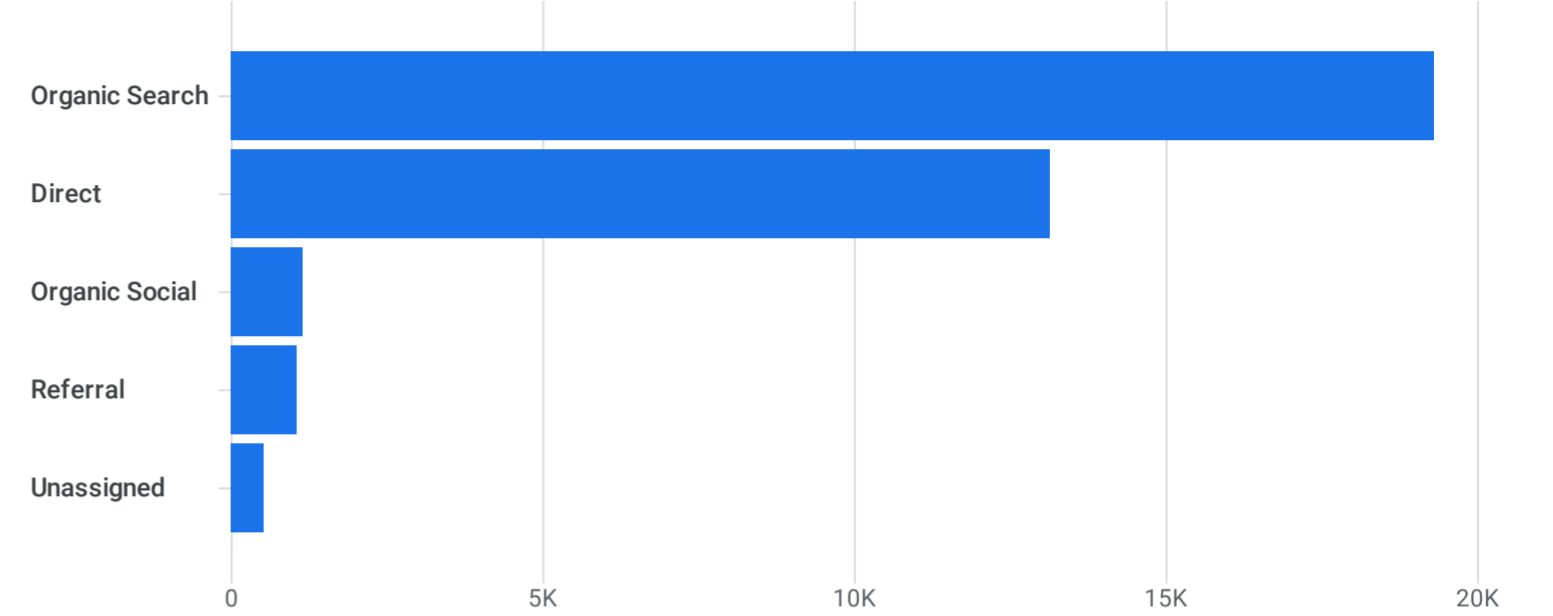
Traffic acquisition: Session primary channel group (Default Channel Group) [✔](#)

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



Users by Session primary channel group (Default Channel Group)



Search...

Rows per page: 10 1-6 of 6

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	0.00	\$0.00
1 Organic Search	19,297	53,117	39,616	52s	2.05	9.46	74.58%	502,420	0.00	\$0.00
2 Direct	13,131	37,402	26,739	52s	2.04	8.87	71.49%	331,699	0.00	\$0.00
3 Organic Social	1,142	2,250	951	26s	0.83	6.57	42.27%	14,777	0.00	\$0.00
4 Referral	1,053	1,711	1,294	1m 26s	1.23	6.92	75.63%	11,835	0.00	\$0.00
5 Unassigned	516	555	0	29s	0.00	3.69	0%	2,047	0.00	\$0.00
6 Paid Other	161	208	171	37s	1.06	7.46	82.21%	1,551	0.00	\$0.00