

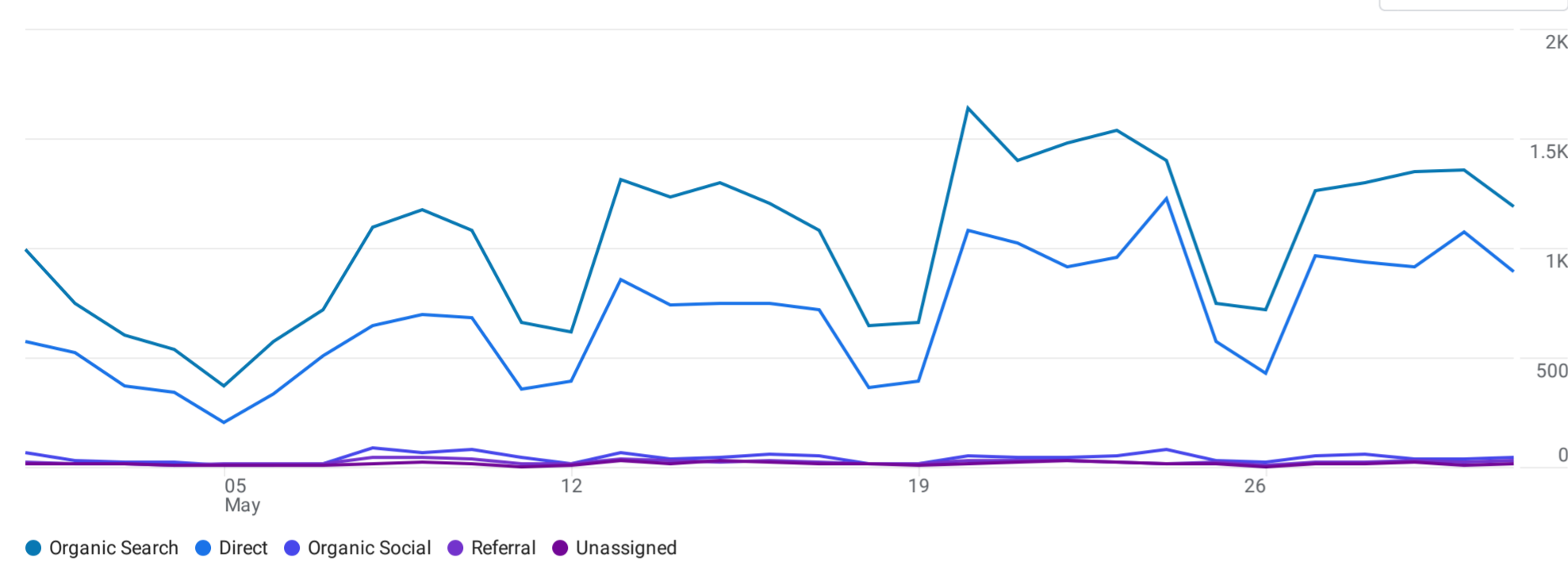
All Users [Add comparison](#) +

Custom May 1 - May 31, 2024

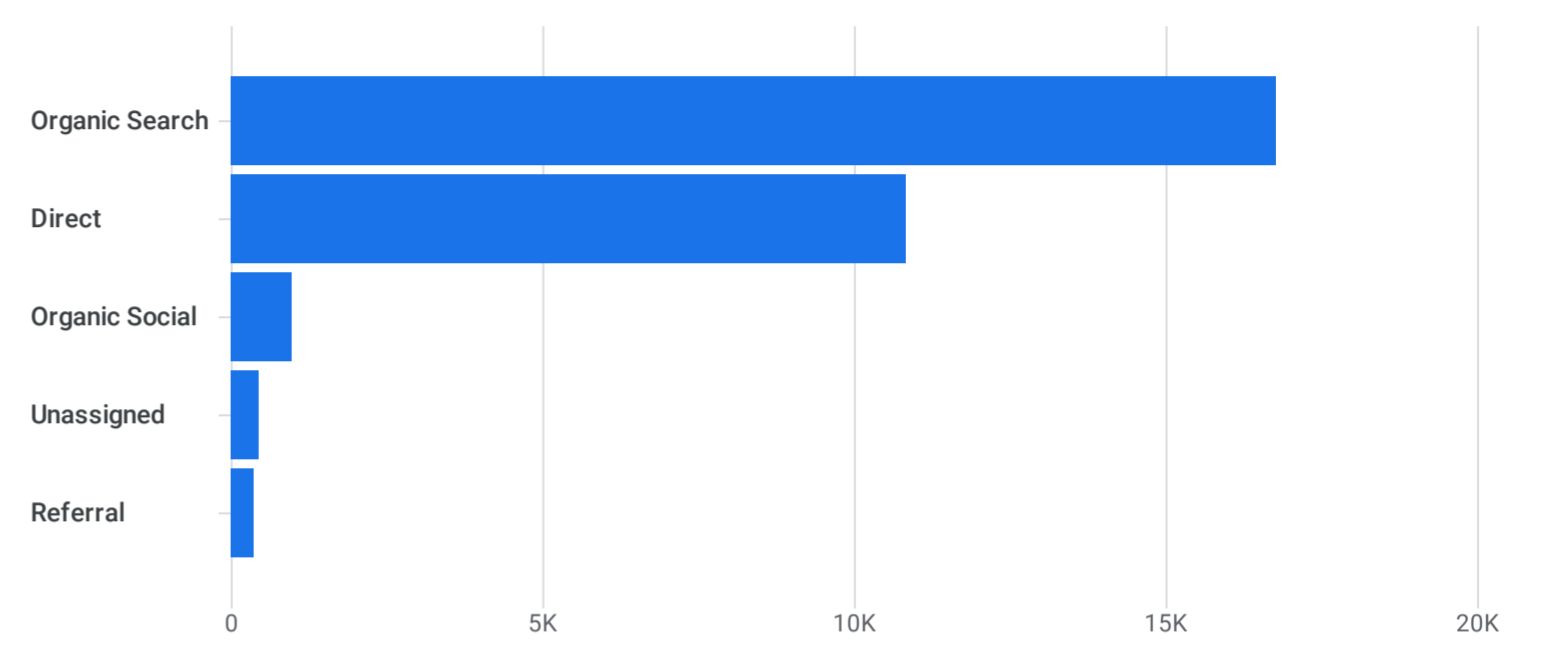
Traffic acquisition: Session primary channel group (Default Channel Group) [👌](#)

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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	Session key event rate	Total revenue
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	100% of total			
1 Organic Search	16,764	45,378	35,156	55s	2.10	10.04	77.47%	455,682	0.00	0%	\$0.00
2 Direct	10,831	32,035	22,941	54s	2.12	9.56	71.61%	306,385	0.00	0%	\$0.00
3 Organic Social	977	2,089	903	21s	0.92	6.08	43.23%	12,693	0.00	0%	\$0.00
4 Unassigned	435	459	0	30s	0.00	4.53	0%	2,080	0.00	0%	\$0.00
5 Referral	362	1,001	777	1m 03s	2.15	9.25	77.62%	9,258	0.00	0%	\$0.00
6 Paid Other	234	451	335	31s	1.43	6.78	74.28%	3,060	0.00	0%	\$0.00