

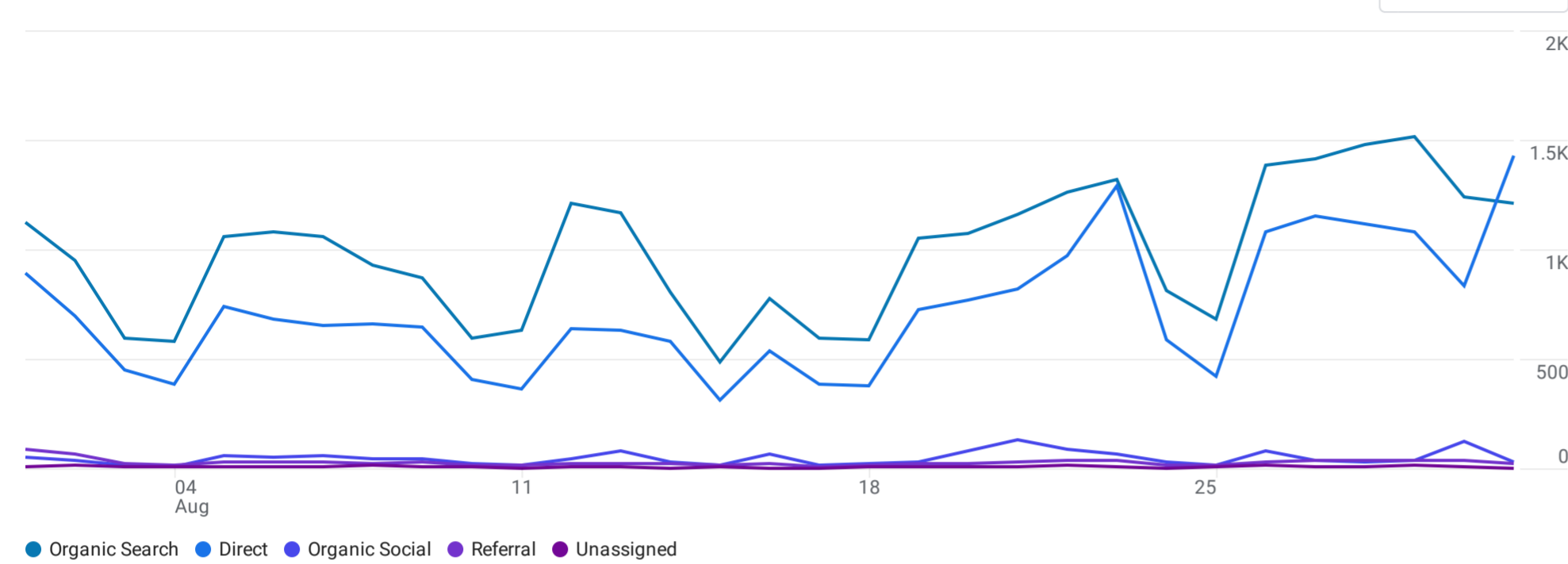
All Users [Add comparison](#)

Custom Aug 1 - Aug 31, 2024

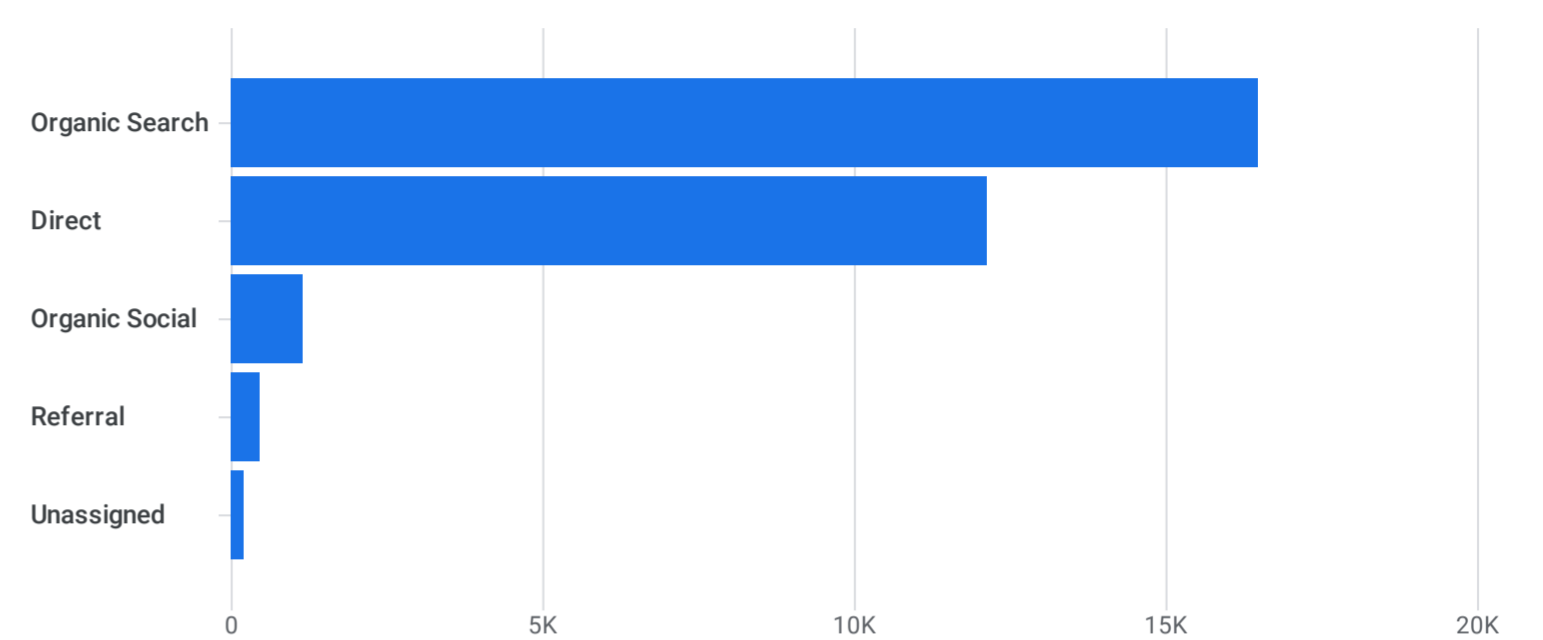
Traffic acquisition: Session primary channel group (Default Channel Group)

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



Users by Session primary channel group (Default Channel Group)



Search...

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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 | Key events All events | Session key event rate All events | Total revenue |
|---|--------------------------------|--------------------------------|--------------------------------|-------------------------------------|---------------------------|-----------------------|-------------------------|---------------------------------|-----------------------|-----------------------------------|---------------|
| Session primary...Channel Group) | 29,926 100% of total | 84,178 100% of total | 58,096 100% of total | 48s Avg 0% | 1.94 Avg 0% | 8.76 Avg 0% | 69.02% Avg 0% | 736,987 100% of total | 0.00 | 0% | \$0.00 |
| 1 Organic Search | 16,472 | 45,260 | 33,045 | 48s | 2.01 | 9.01 | 73.01% | 407,604 | 0.00 | 0% | \$0.00 |
| 2 Direct | 12,120 | 34,647 | 23,077 | 50s | 1.90 | 8.81 | 66.61% | 305,161 | 0.00 | 0% | \$0.00 |
| 3 Organic Social | 1,145 | 2,033 | 1,075 | 24s | 0.94 | 5.47 | 52.88% | 11,124 | 0.00 | 0% | \$0.00 |
| 4 Referral | 461 | 1,231 | 914 | 1m 06s | 1.98 | 7.97 | 74.25% | 9,813 | 0.00 | 0% | \$0.00 |
| 5 Unassigned | 205 | 223 | 0 | 42s | 0.00 | 7.03 | 0% | 1,568 | 0.00 | 0% | \$0.00 |
| 6 Paid Other | 132 | 233 | 171 | 47s | 1.30 | 7.37 | 73.39% | 1,717 | 0.00 | 0% | \$0.00 |

