

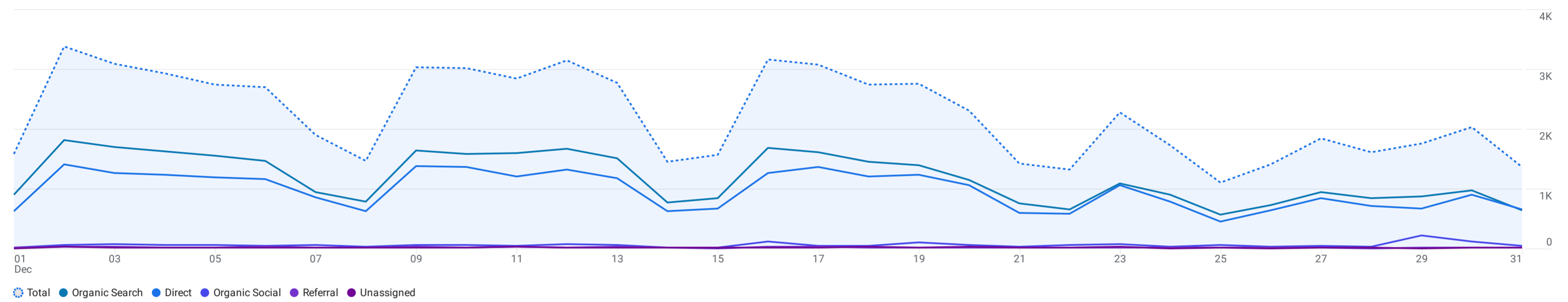
All Users [Add comparison](#)

Custom Dec 1 - Dec 31, 2024

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

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



| Session primary...Channel Group) | Sessions | Engaged sessions | Engagement rate | Average engagement time per session | Events per session | Event count | Key events | Session key event rate | Total revenue |
|----------------------------------|-------------------------|-------------------------|-----------------|-------------------------------------|--------------------|--------------------------|------------|------------------------|---------------|
| Total | 68,856 100% of total | 50,816 100% of total | 73.8% Avg 0% | 53s Avg 0% | 9.54 Avg 0% | 656,842 100% of total | 0.00 | 0% | \$0.00 |
| 1 Organic Search | 37,099 | 28,125 | 75.81% | 50s | 9.35 | 347,045 | 0.00 | 0% | \$0.00 |
| 2 Direct | 30,299 | 21,799 | 71.95% | 55s | 9.64 | 292,014 | 0.00 | 0% | \$0.00 |
| 3 Organic Social | 1,790 | 944 | 52.74% | 19s | 5.43 | 9,727 | 0.00 | 0% | \$0.00 |
| 4 Referral | 524 | 405 | 77.29% | 1m 13s | 9.60 | 5,031 | 0.00 | 0% | \$0.00 |
| 5 Unassigned | 471 | 4 | 0.85% | 31s | 4.23 | 1,992 | 0.00 | 0% | \$0.00 |
| 6 Paid Other | 184 | 129 | 70.11% | 29s | 5.61 | 1,033 | 0.00 | 0% | \$0.00 |