

A All Users

Add comparison +

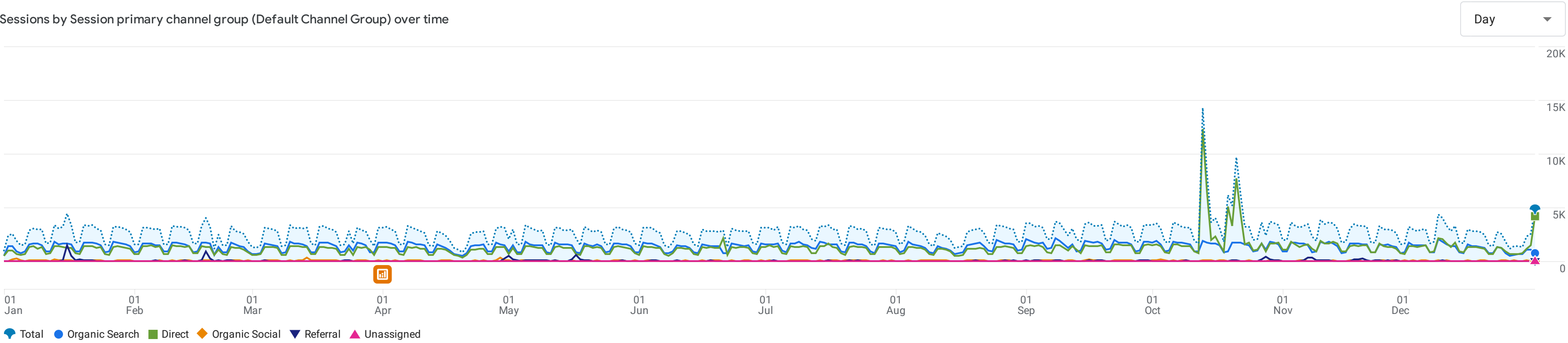
Custom Jan 1 - Dec 31, 2025

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

✔

Add filter +

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



Plot rows

Search...

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		Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
☒	Total	974,782 100% of total	660,044 100% of total	67.71% Avg 0%	49s Avg 0%	9.16 Avg 0%	8,925,834 100% of total	0.00	0%	\$0.00
☒	1 Organic Search	494,845 (50.76%)	362,231 (54.88%)	73.2%	50s	9.52	4,709,163 (52.76%)	0.00 (-)	0%	\$0.00 (-)
☒	2 Direct	447,220 (45.88%)	273,724 (41.47%)	61.21%	46s	8.87	3,965,158 (44.42%)	0.00 (-)	0%	\$0.00 (-)
☒	3 Organic Social	17,655 (1.81%)	8,698 (1.32%)	49.27%	23s	6.02	106,292 (1.19%)	0.00 (-)	0%	\$0.00 (-)
☒	4 Referral	17,270 (1.77%)	12,381 (1.88%)	71.69%	1m 21s	6.30	108,851 (1.22%)	0.00 (-)	0%	\$0.00 (-)
☒	5 Unassigned	4,380 (0.45%)	271 (0.04%)	6.19%	34s	5.11	22,378 (0.25%)	0.00 (-)	0%	\$0.00 (-)
☐	6 Paid Other	2,321 (0.24%)	1,719 (0.26%)	74.06%	24s	6.03	13,992 (0.16%)	0.00 (-)	0%	\$0.00 (-)