

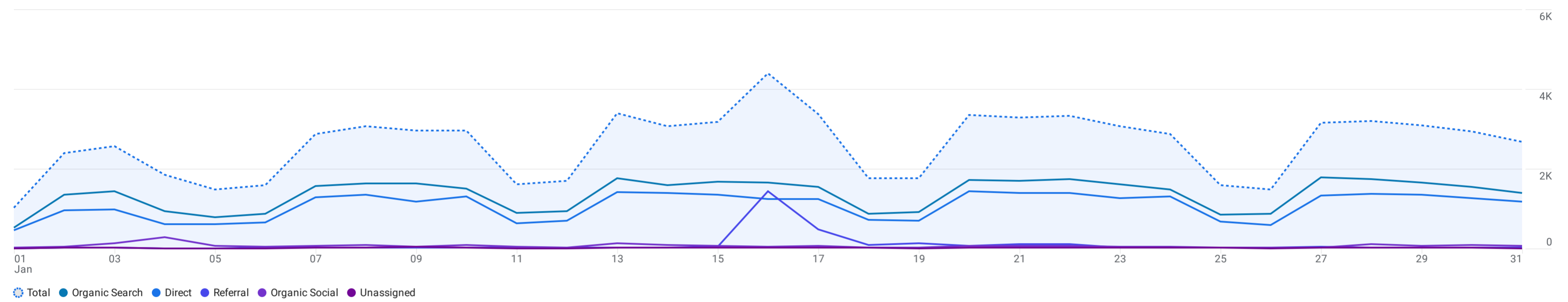
All Users [Add comparison](#) +

Custom Jan 1 - Jan 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

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<input type="checkbox"/>	Session primary...Channel Group) +	↓ 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
<input checked="" type="checkbox"/>	Total	79,187 100% of total	59,051 100% of total	74.57% Avg 0%	57s Avg 0%	9.38 Avg 0%	742,958 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Organic Search	42,190	31,308	74.21%	53s	9.35	394,555	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	2 Direct	32,675	24,283	74.32%	57s	9.73	318,057	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	3 Referral	2,908	2,131	73.28%	1m 52s	5.16	15,005	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	4 Organic Social	2,044	1,019	49.85%	22s	5.86	11,983	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	5 Unassigned	462	18	3.9%	28s	3.89	1,795	0.00	0%	\$0.00
<input type="checkbox"/>	6 Paid Other	294	191	64.97%	21s	5.32	1,563	0.00	0%	\$0.00