

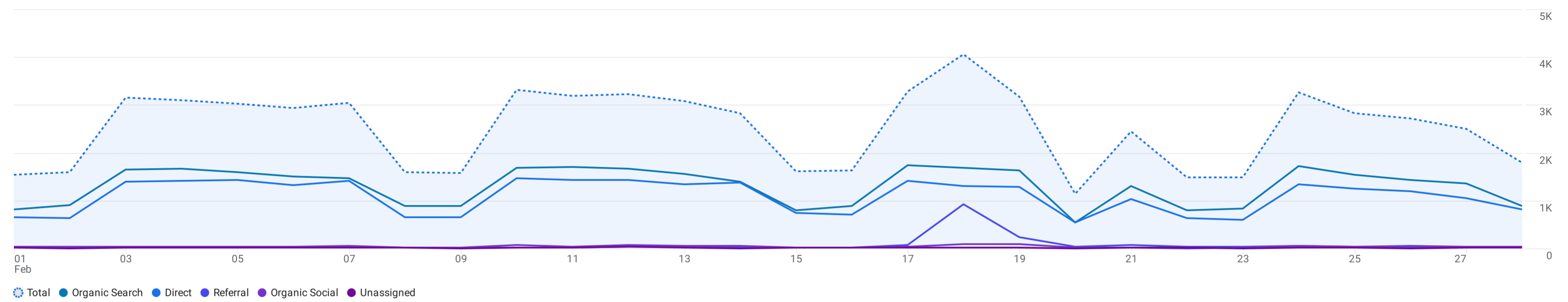
All Users [Add comparison](#) +

Custom Feb 1 - Feb 28, 2025

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
							All events	All events	All events	
<input checked="" type="checkbox"/>	Total	70,017 100% of total	51,672 100% of total	73.8% Avg 0%	59s Avg 0%	9.51 Avg 0%	665,522 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Organic Search	35,674	27,744	77.77%	1m 02s	9.85	351,560	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	2 Direct	30,357	21,977	72.4%	56s	9.64	292,718	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	3 Referral	1,943	1,385	71.28%	1m 39s	5.61	10,907	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	4 Organic Social	1,135	627	55.24%	25s	6.36	7,220	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	5 Unassigned	418	25	5.98%	45s	5.46	2,281	0.00	0%	\$0.00
<input type="checkbox"/>	6 Paid Other	148	122	82.43%	26s	5.65	836	0.00	0%	\$0.00