

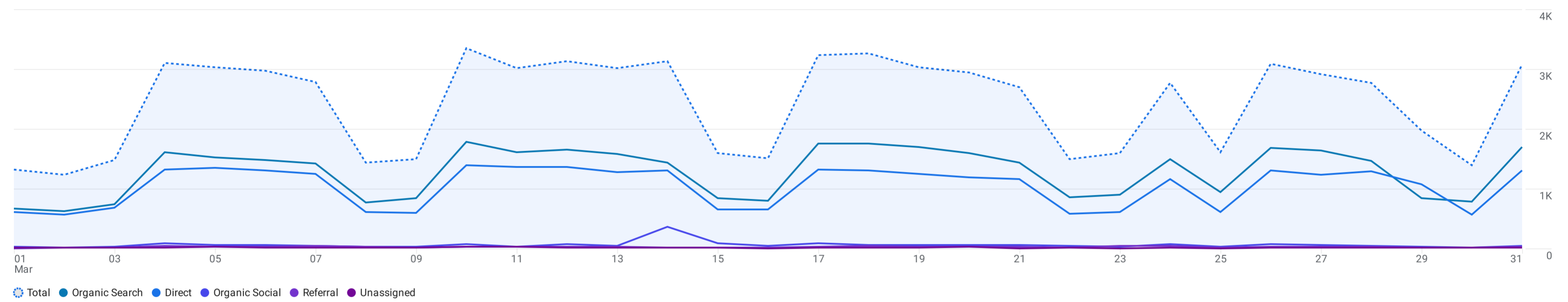
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Custom Mar 1 - Mar 31, 2025

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	All events	All events	All events	All events	All events	All events
<input checked="" type="checkbox"/>	Total	75,567 100% of total	56,321 100% of total	74.53% Avg 0%	53s Avg 0%	9.47 Avg 0%	715,260 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Organic Search	40,004 (52.94%)	31,136 (55.28%)	77.83%	54s	9.74	389,579 (54.47%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Direct	32,615 (43.16%)	23,524 (41.77%)	72.13%	53s	9.31	303,679 (42.46%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Social	1,830 (2.42%)	828 (1.47%)	45.25%	24s	6.29	11,517 (1.61%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	786 (1.04%)	565 (1%)	71.88%	1m 00s	8.52	6,697 (0.94%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	414 (0.55%)	22 (0.04%)	5.31%	25s	4.03	1,667 (0.23%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	6 Paid Other	285 (0.38%)	223 (0.4%)	78.25%	35s	7.44	2,121 (0.3%)	0.00 (-)	0%	\$0.00 (-)