

A

All Users

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Custom

Jun 1 – Jun 30, 2025

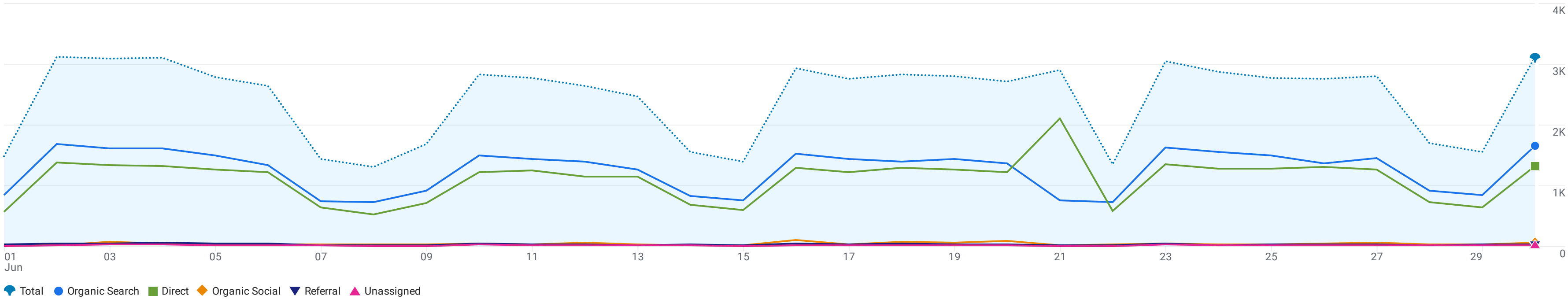
▼

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...

Rows per page: 10 1-6 of 6

	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	70,690 100% of total	50,217 100% of total	71.04% Avg 0%	53s Avg 0%	9.85 Avg 0%	696,409 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Organic Search	36,328 (51.39%)	26,956 (53.68%)	74.2%	54s	10.24	371,889 (53.4%)	0.00 (–)	0%	\$0.00 (–)
<input checked="" type="checkbox"/>	2 Direct	32,621 (46.15%)	22,234 (44.28%)	68.16%	52s	9.47	308,808 (44.34%)	0.00 (–)	0%	\$0.00 (–)
<input checked="" type="checkbox"/>	3 Organic Social	1,184 (1.67%)	609 (1.21%)	51.44%	22s	5.68	6,723 (0.97%)	0.00 (–)	0%	\$0.00 (–)
<input checked="" type="checkbox"/>	4 Referral	856 (1.21%)	573 (1.14%)	66.94%	44s	7.69	6,580 (0.94%)	0.00 (–)	0%	\$0.00 (–)
<input checked="" type="checkbox"/>	5 Unassigned	408 (0.58%)	19 (0.04%)	4.66%	24s	3.81	1,556 (0.22%)	0.00 (–)	0%	\$0.00 (–)
<input type="checkbox"/>	6 Paid Other	145 (0.21%)	112 (0.22%)	77.24%	21s	5.88	853 (0.12%)	0.00 (–)	0%	\$0.00 (–)