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All Users

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Oct 1 - Oct 31, 2025

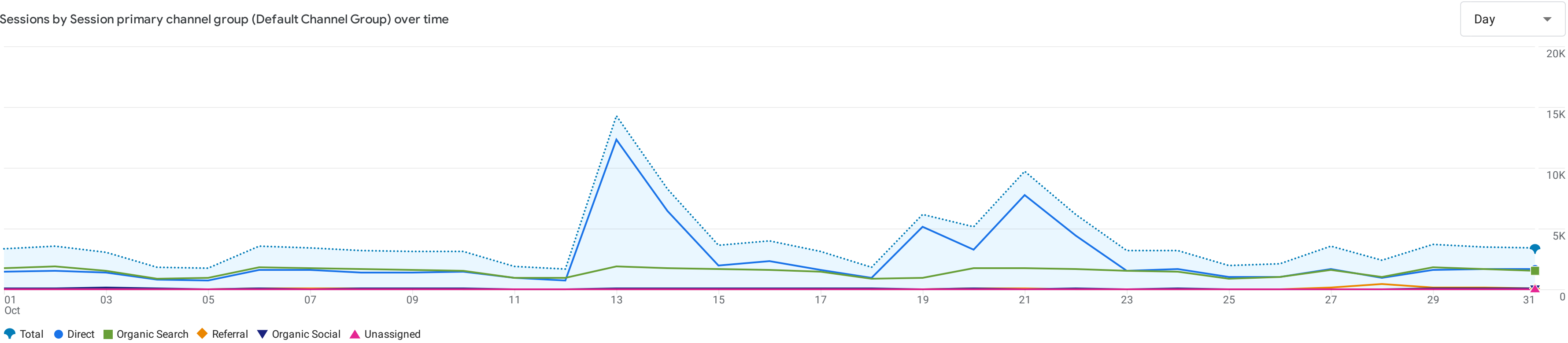
▼

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

✓ ▼

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



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	122,591 100% of total	59,076 100% of total	48.19% Avg 0%	34s Avg 0%	7.57 Avg 0%	927,773 100% of total	0.00	0%	\$0.00
☒	1 Direct	76,072 (62.05%)	24,948 (42.23%)	32.8%	23s	6.15	467,719 (50.41%)	0.00 (–)	0%	\$0.00 (–)
☒	2 Organic Search	43,798 (35.73%)	33,186 (56.18%)	75.77%	50s	10.03	439,108 (47.33%)	0.00 (–)	0%	\$0.00 (–)
☒	3 Referral	1,614 (1.32%)	1,148 (1.94%)	71.13%	1m 22s	6.17	9,961 (1.07%)	0.00 (–)	0%	\$0.00 (–)
☒	4 Organic Social	1,381 (1.13%)	619 (1.05%)	44.82%	22s	5.92	8,170 (0.88%)	0.00 (–)	0%	\$0.00 (–)
☒	5 Unassigned	233 (0.19%)	27 (0.05%)	11.59%	1m 06s	8.00	1,864 (0.2%)	0.00 (–)	0%	\$0.00 (–)
☐	6 Paid Other	184 (0.15%)	124 (0.21%)	67.39%	17s	5.17	951 (0.1%)	0.00 (–)	0%	\$0.00 (–)