

A All Users

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Custom

Nov 1 - Nov 30, 2025

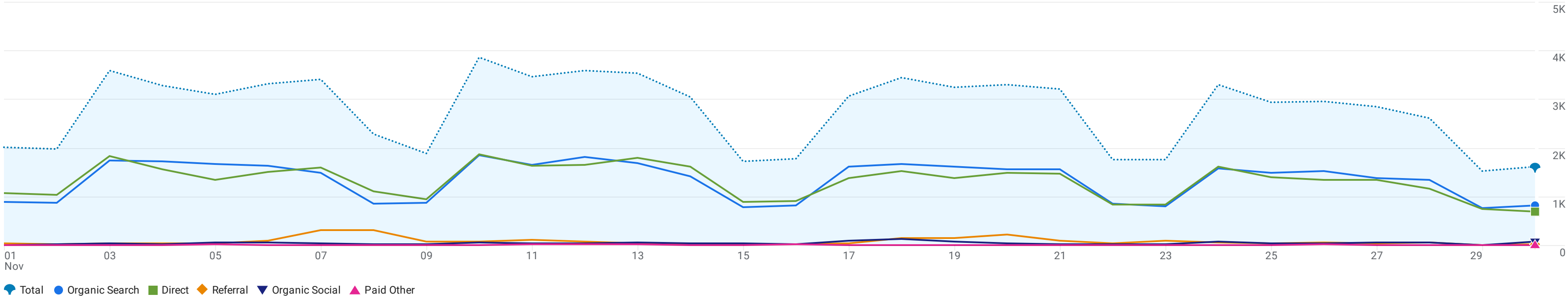
▼

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...

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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	83,776 100% of total	54,089 100% of total	64.56% Avg 0%	46s Avg 0%	9.01 Avg 0%	755,061 100% of total	0.00	0%	\$0.00
☒	1 Direct	40,429 (48.26%)	21,800 (40.3%)	53.92%	40s	8.28	334,643 (44.32%)	0.00 (–)	0%	\$0.00 (–)
☒	2 Organic Search	40,190 (47.97%)	30,035 (55.53%)	74.73%	50s	9.89	397,631 (52.66%)	0.00 (–)	0%	\$0.00 (–)
☒	3 Referral	2,276 (2.72%)	1,671 (3.09%)	73.42%	1m 22s	5.79	13,184 (1.75%)	0.00 (–)	0%	\$0.00 (–)
☒	4 Organic Social	1,210 (1.44%)	513 (0.95%)	42.4%	21s	5.56	6,724 (0.89%)	0.00 (–)	0%	\$0.00 (–)
☒	5 Paid Other	223 (0.27%)	168 (0.31%)	75.34%	33s	6.05	1,349 (0.18%)	0.00 (–)	0%	\$0.00 (–)
☐	6 Unassigned	212 (0.25%)	12 (0.02%)	5.66%	47s	7.22	1,530 (0.2%)	0.00 (–)	0%	\$0.00 (–)