

[All Users](#) [Add comparison +](#)

Custom Jan 1 - Jan 31, 2026 ▾

Traffic acquisition: Session primary channel group (Default Channel Group) [\(checkmark\)](#) ▾[Add filter +](#)

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

Day ▾

12K

10K

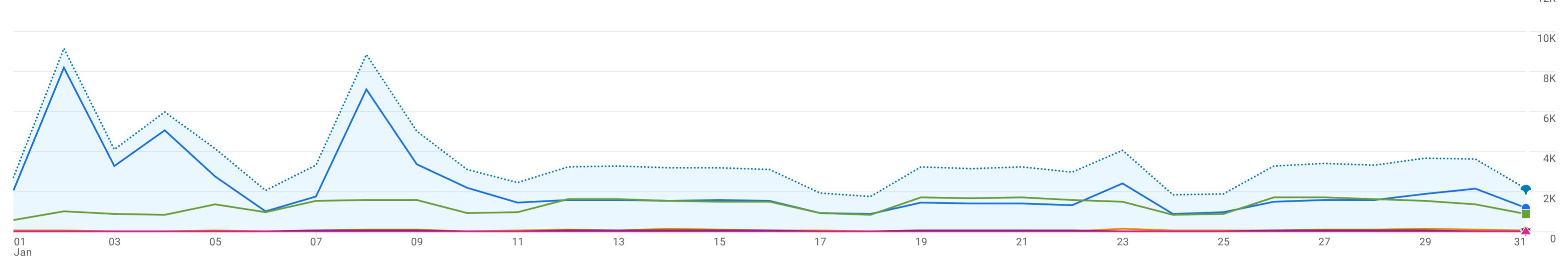
8K

6K

4K

2K

0

[Total](#) [Direct](#) [Organic Search](#) [Organic Social](#) [Referral](#) [Unassigned](#)[Plot rows](#)[Search...](#)

Rows per page: 10 ▾ 1-6 of 6

| <input checked="" type="checkbox"/> Session primary...Channel Group | <a href="#">+</a> | <a href="#">↓ Sessions</a> | Engaged sessions        | Engagement rate  | Average engagement time per session | Events per session | Event count              | Key events | Session key event rate | Total revenue |
|---|-------------------|----------------------------|-------------------------|------------------|-------------------------------------|--------------------|--------------------------|------------|------------------------|---------------|
| <input checked="" type="checkbox"/> Total                           |                   | 109,453<br>100% of total   | 52,801<br>100% of total | 48.24%<br>Avg 0% | 32s<br>Avg 0%                       | 7.35<br>Avg 0%     | 805,019<br>100% of total | 0.00       | 0%                     | \$0.00        |
| <input checked="" type="checkbox"/> 1 Direct                        |                   | 68,116 (62.23%)            | 21,552 (40.82%)         | 31.64%           | 22s                                 | 6.03               | 410,776 (51.03%)         | 0.00 (-)   | 0%                     | \$0.00 (-)    |
| <input checked="" type="checkbox"/> 2 Organic Search                |                   | 40,153 (36.69%)            | 29,999 (56.82%)         | 74.71%           | 48s                                 | 9.44               | 379,018 (47.08%)         | 0.00 (-)   | 0%                     | \$0.00 (-)    |
| <input checked="" type="checkbox"/> 3 Organic Social                |                   | 1,558 (1.42%)              | 506 (0.96%)             | 32.48%           | 13s                                 | 5.14               | 8,015 (1%)               | 0.00 (-)   | 0%                     | \$0.00 (-)    |
| <input checked="" type="checkbox"/> 4 Referral                      |                   | 692 (0.63%)                | 507 (0.96%)             | 73.27%           | 44s                                 | 7.94               | 5,496 (0.68%)            | 0.00 (-)   | 0%                     | \$0.00 (-)    |
| <input checked="" type="checkbox"/> 5 Unassigned                    |                   | 163 (0.15%)                | 3 (<0.01%)              | 1.84%            | 52s                                 | 7.15               | 1,166 (0.14%)            | 0.00 (-)   | 0%                     | \$0.00 (-)    |
| <input type="checkbox"/> 6 Paid Other                               |                   | 104 (0.1%)                 | 67 (0.13%)              | 64.42%           | 19s                                 | 5.27               | 548 (0.07%)              | 0.00 (-)   | 0%                     | \$0.00 (-)    |