

A All Users

Add comparison +

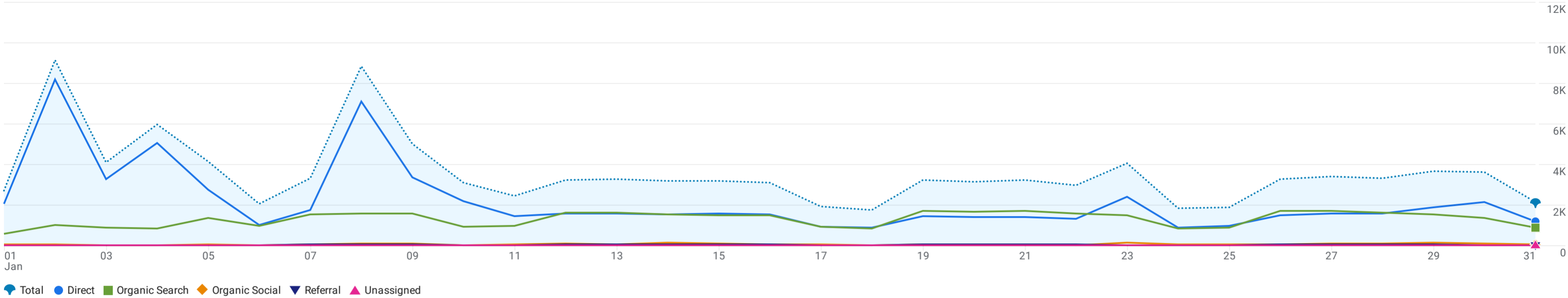
Custom Jan 1 - Jan 31, 2026

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
<input checked="" type="checkbox"/>	Total	109,453 100% of total	52,801 100% of total	48.24% Avg 0%	32s Avg 0%	7.35 Avg 0%	805,019 100% 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 (-)