

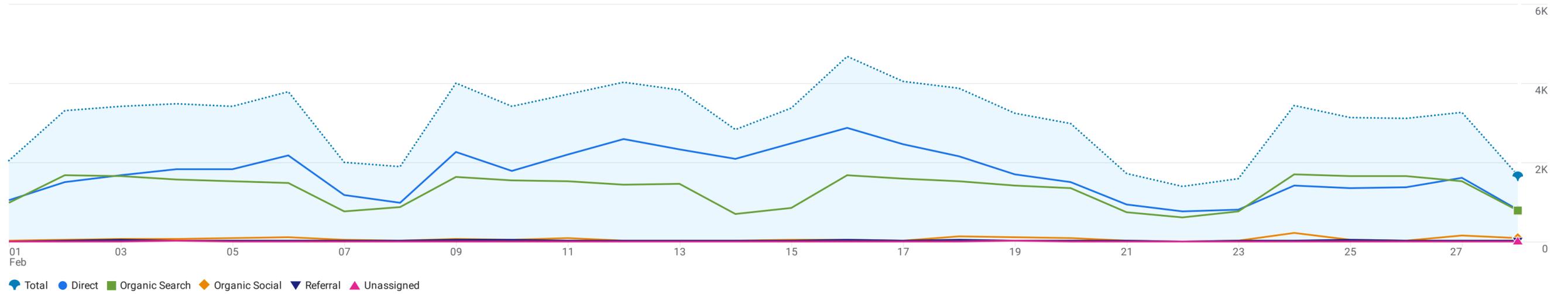
All Users [Add comparison](#)

Custom Feb 1 - Feb 28, 2026

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...	Rows per page: 10	1-6 of 6						
<input type="checkbox"/>	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	89,418 100% of total	49,740 100% of total	55.63% Avg 0%	38s Avg 0%	8.10 Avg 0%	724,307 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	47,187 (52.77%)	20,179 (40.57%)	42.76%	32s	7.36	347,314 (47.95%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	36,948 (41.32%)	28,402 (57.1%)	76.87%	50s	9.80	362,124 (50%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Social	1,697 (1.9%)	663 (1.33%)	39.07%	13s	4.93	8,363 (1.15%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	698 (0.78%)	502 (1.01%)	71.92%	43s	7.19	5,021 (0.69%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	173 (0.19%)	2 (<0.01%)	1.16%	39s	4.75	821 (0.11%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	6 Paid Other	129 (0.14%)	97 (0.2%)	75.19%	13s	5.15	664 (0.09%)	0.00 (-)	0%	\$0.00 (-)