

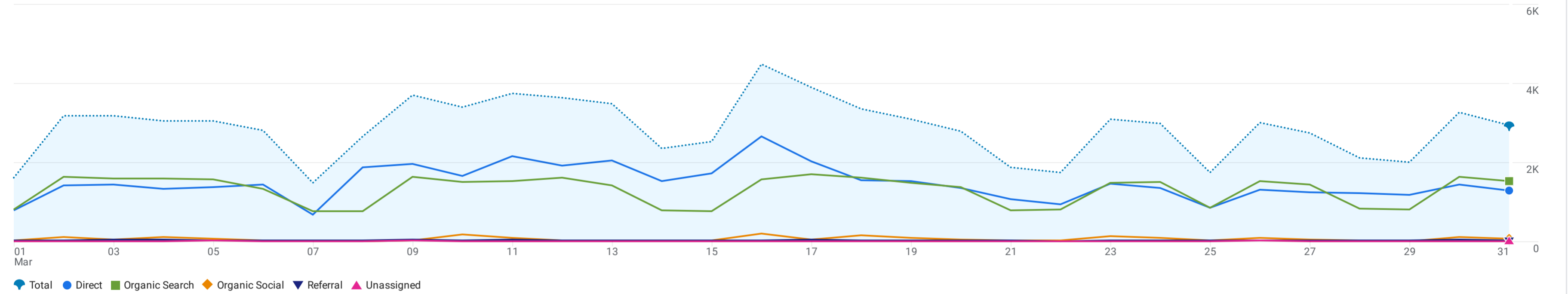
All Users [Add comparison](#) +

Custom Mar 1 - Mar 31, 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 | 89,608 100% of total | 52,923 100% of total | 59.06% Avg 0% | 37s Avg 0% | 8.31 Avg 0% | 744,473 100% of total | 0.00 | 0% | \$0.00 |
| <input checked="" type="checkbox"/> | 1 Direct | 46,505 (51.9%) | 20,203 (38.17%) | 43.44% | 30s | 7.08 | 329,426 (44.25%) | 0.00 (-) | 0% | \$0.00 (-) |
| <input checked="" type="checkbox"/> | 2 Organic Search | 40,529 (45.23%) | 31,079 (58.72%) | 76.68% | 46s | 9.83 | 398,415 (53.52%) | 0.00 (-) | 0% | \$0.00 (-) |
| <input checked="" type="checkbox"/> | 3 Organic Social | 1,856 (2.07%) | 672 (1.27%) | 36.21% | 13s | 4.91 | 9,108 (1.22%) | 0.00 (-) | 0% | \$0.00 (-) |
| <input checked="" type="checkbox"/> | 4 Referral | 736 (0.82%) | 542 (1.02%) | 73.64% | 42s | 7.93 | 5,836 (0.78%) | 0.00 (-) | 0% | \$0.00 (-) |
| <input checked="" type="checkbox"/> | 5 Unassigned | 213 (0.24%) | 12 (0.02%) | 5.63% | 54s | 4.44 | 946 (0.13%) | 0.00 (-) | 0% | \$0.00 (-) |
| <input type="checkbox"/> | 6 Paid Other | 107 (0.12%) | 84 (0.16%) | 78.5% | 29s | 6.93 | 742 (0.1%) | 0.00 (-) | 0% | \$0.00 (-) |