

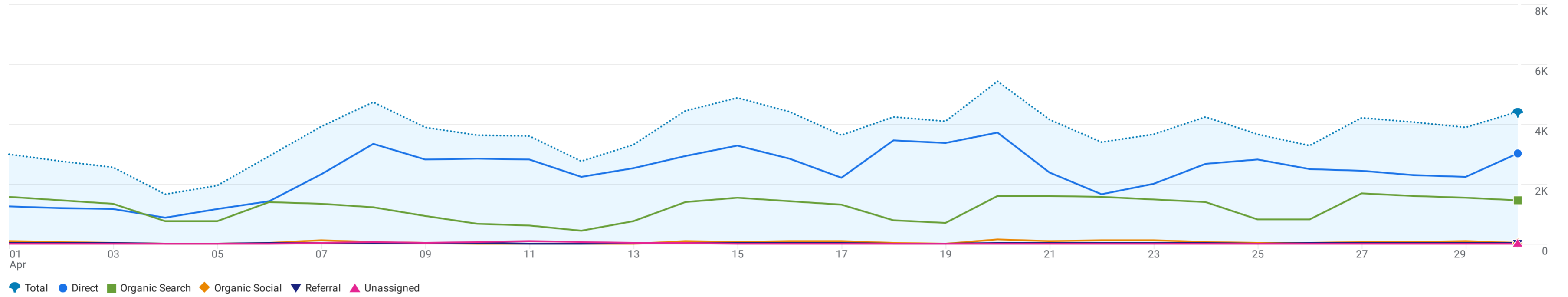
All Users [Add comparison](#) +

Custom Apr 1 - Apr 30, 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



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	112,270 100% of total	46,890 100% of total	41.77% Avg 0%	27s Avg 0%	6.79 Avg 0%	762,392 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	72,868 (64.9%)	18,361 (39.16%)	25.2%	17s	5.36	390,791 (51.26%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	36,044 (32.1%)	27,121 (57.84%)	75.24%	46s	9.81	353,740 (46.4%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Social	1,641 (1.46%)	677 (1.44%)	41.26%	20s	5.70	9,346 (1.23%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	747 (0.67%)	546 (1.16%)	73.09%	47s	8.24	6,153 (0.81%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	512 (0.46%)	11 (0.02%)	2.15%	23s	2.91	1,490 (0.2%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	6 Paid Other	136 (0.12%)	100 (0.21%)	73.53%	29s	6.41	872 (0.11%)	0.00 (-)	0%	\$0.00 (-)