

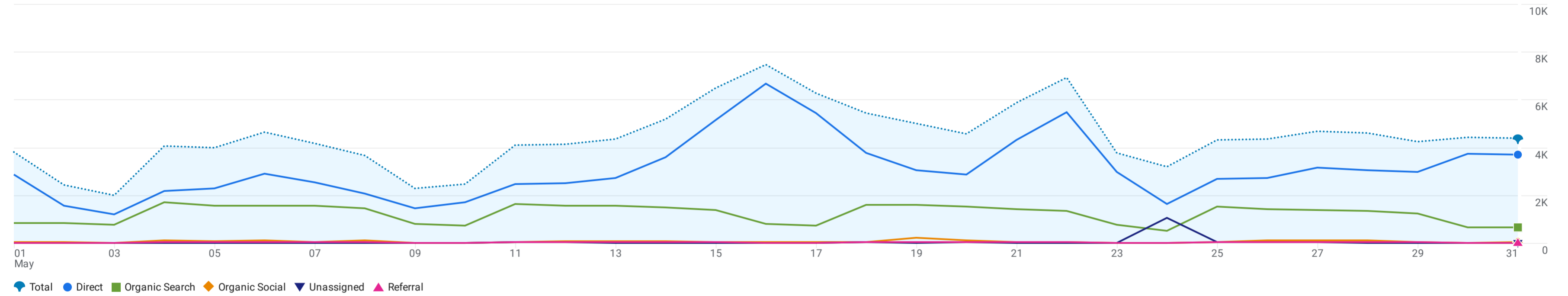
All Users [Add comparison](#) +

Custom May 1 - May 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	136,478 100% of total	50,762 100% of total	37.19% Avg 0%	24s Avg 0%	6.26 Avg 0%	854,795 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	95,780 (70.18%)	20,189 (39.77%)	21.08%	15s	4.91	470,555 (55.05%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	38,511 (28.22%)	28,468 (56.08%)	73.92%	46s	9.27	357,158 (41.78%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Social	1,903 (1.39%)	915 (1.8%)	48.08%	20s	6.33	12,052 (1.41%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Unassigned	1,439 (1.05%)	315 (0.62%)	21.89%	25s	5.06	7,282 (0.85%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Referral	864 (0.63%)	626 (1.23%)	72.45%	46s	7.49	6,475 (0.76%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	6 Paid Other	191 (0.14%)	140 (0.28%)	73.3%	35s	6.66	1,273 (0.15%)	0.00 (-)	0%	\$0.00 (-)