

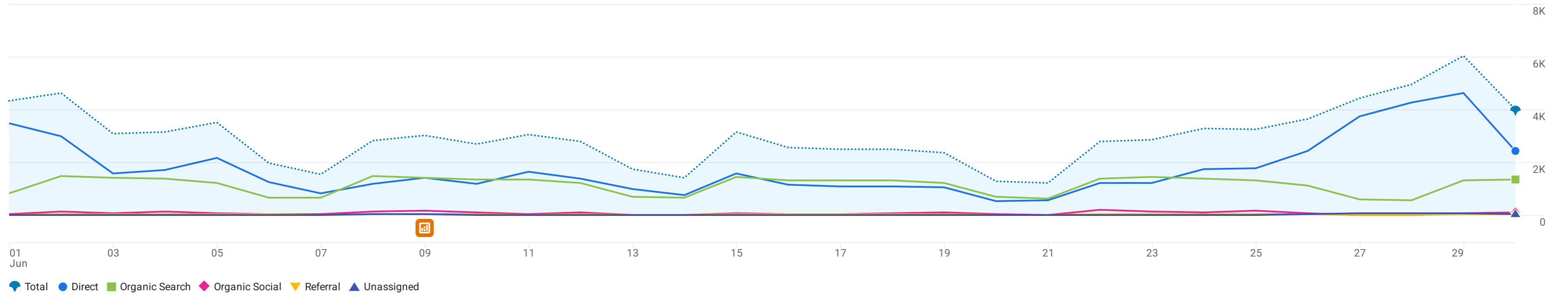
All Users [Add comparison](#) +

Custom Jun 1 - Jun 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	91,559 100% of total	46,366 100% of total	50.64% Avg 0%	35s Avg 0%	7.26 Avg 0%	664,492 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	53,512 (58.45%)	19,708 (42.51%)	36.83%	30s	6.28	335,801 (50.53%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	33,982 (37.11%)	25,226 (54.41%)	74.23%	45s	9.02	306,549 (46.13%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Social	2,126 (2.32%)	1,062 (2.29%)	49.95%	20s	6.19	13,155 (1.98%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	693 (0.76%)	501 (1.08%)	72.29%	46s	7.34	5,084 (0.77%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	452 (0.49%)	10 (0.02%)	2.21%	21s	2.61	1,179 (0.18%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	6 Paid Other	237 (0.26%)	191 (0.41%)	80.59%	43s	8.09	1,917 (0.29%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	7 AI Assistant	178 (0.19%)	92 (0.2%)	51.69%	18s	4.53	807 (0.12%)	0.00 (-)	0%	\$0.00 (-)