

A All Users

Add comparison +

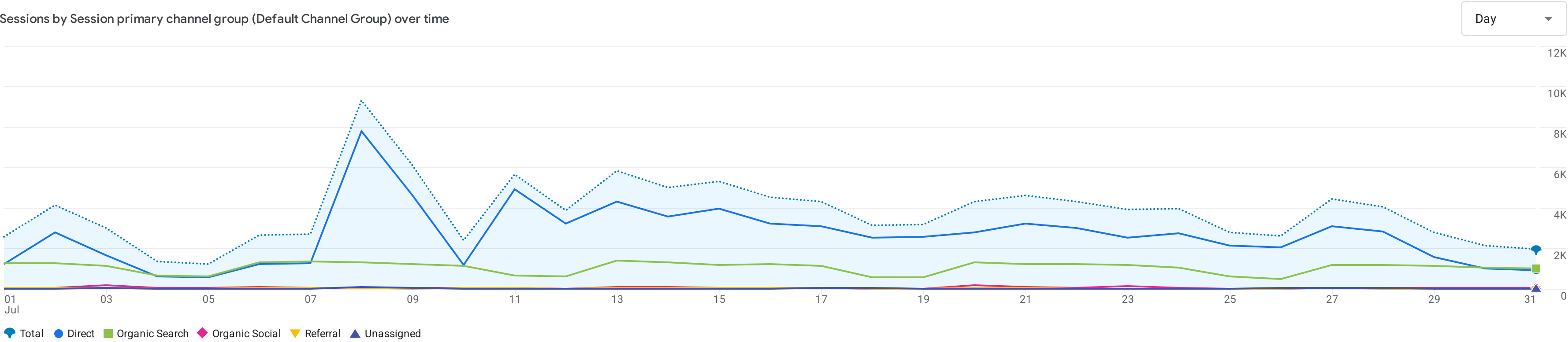
Custom Jul 1 – Jul 31, 2026

Traffic acquisition: Session primary channel group (Default Channel Group)

✔

Add filter +

Sessions by Session primary channel group (Default Channel Group) over time



Plot rows

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		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
☒	Total		117,074 100% of total	42,597 100% of total	36.38% Avg 0%	22s Avg 0%	5.84 Avg 0%	683,880 100% of total	0.00	0%	\$0.00
☒	1	Direct	80,292 (68.58%)	19,121 (44.89%)	23.81%	14s	4.98	400,166 (58.51%)	0.00 (–)	0%	\$0.00 (–)
☒	2	Organic Search	31,655 (27.04%)	22,623 (53.11%)	71.47%	42s	8.42	266,411 (38.96%)	0.00 (–)	0%	\$0.00 (–)
☒	3	Organic Social	1,687 (1.44%)	678 (1.59%)	40.19%	20s	5.51	9,296 (1.36%)	0.00 (–)	0%	\$0.00 (–)
☒	4	Referral	674 (0.58%)	495 (1.16%)	73.44%	50s	7.26	4,896 (0.72%)	0.00 (–)	0%	\$0.00 (–)
☒	5	Unassigned	435 (0.37%)	0 (0%)	0%	7s	2.00	872 (0.13%)	0.00 (–)	0%	\$0.00 (–)
☐	6	Paid Other	205 (0.18%)	130 (0.31%)	63.41%	29s	6.25	1,281 (0.19%)	0.00 (–)	0%	\$0.00 (–)
☐	7	AI Assistant	172 (0.15%)	95 (0.22%)	55.23%	22s	5.57	958 (0.14%)	0.00 (–)	0%	\$0.00 (–)