

A All Users

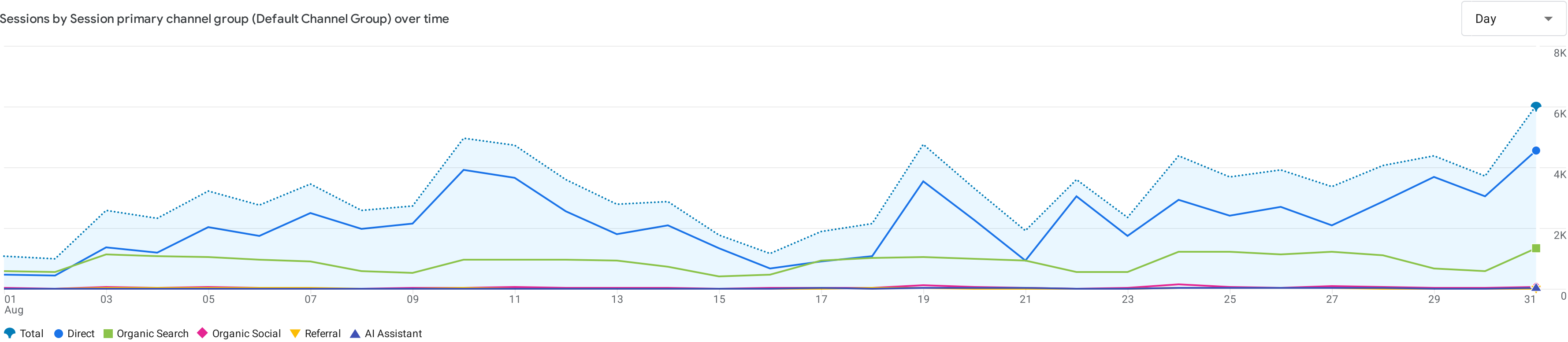
Add comparison +

Custom Aug 1 - Aug 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	95,192 100% of total	36,035 100% of total	37.86% Avg 0%	20s Avg 0%	5.81 Avg 0%	552,977 100% of total	0.00	0%	\$0.00
☒	1	Direct	67,430 (70.84%)	14,965 (41.53%)	22.19%	12s	4.77	321,736 (58.18%)	0.00 (–)	0%	\$0.00 (–)
☒	2	Organic Search	27,623 (29.02%)	19,494 (54.1%)	70.57%	37s	7.92	218,673 (39.54%)	0.00 (–)	0%	\$0.00 (–)
☒	3	Organic Social	1,179 (1.24%)	586 (1.63%)	49.7%	12s	5.28	6,230 (1.13%)	0.00 (–)	0%	\$0.00 (–)
☒	4	Referral	388 (0.41%)	282 (0.78%)	72.68%	41s	6.73	2,612 (0.47%)	0.00 (–)	0%	\$0.00 (–)
☒	5	AI Assistant	316 (0.33%)	179 (0.5%)	56.65%	32s	6.96	2,199 (0.4%)	0.00 (–)	0%	\$0.00 (–)
☐	6	Unassigned	310 (0.33%)	1 (<0.01%)	0.32%	19s	2.55	791 (0.14%)	0.00 (–)	0%	\$0.00 (–)
☐	7	Paid Other	137 (0.14%)	92 (0.26%)	67.15%	18s	5.37	736 (0.13%)	0.00 (–)	0%	\$0.00 (–)