

A All Users

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Custom

Sep 1 - Sep 30, 2026

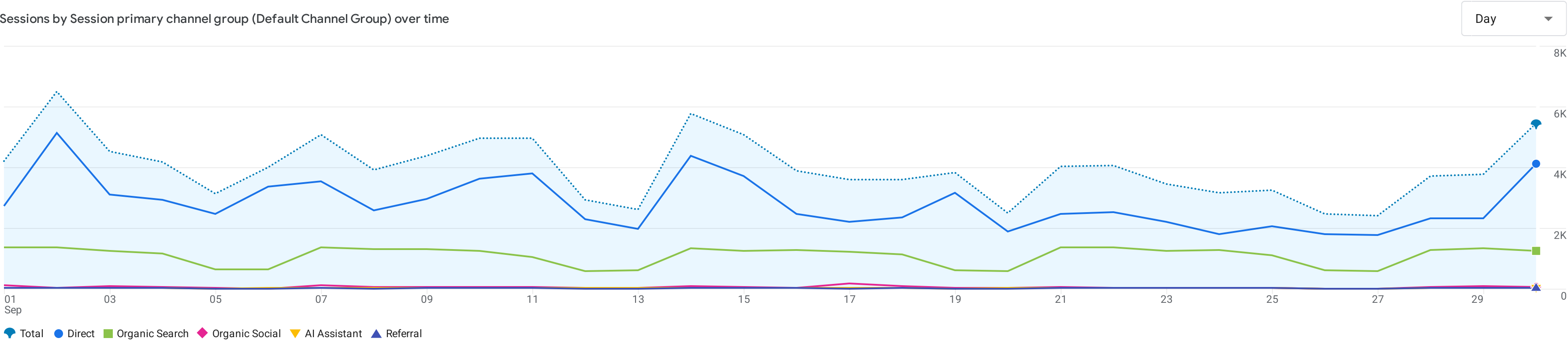
▼

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

✓ ▼

Add filter +

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



Plot rows

Search...

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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	119,877 100% of total	44,004 100% of total	36.71% Avg 0%	20s Avg 0%	5.65 Avg 0%	677,799 100% of total	0.00	0%	\$0.00
☒	1	Direct	81,819 (68.25%)	17,869 (40.61%)	21.84%	12s	4.76	389,395 (57.45%)	0.00 (–)	0%	\$0.00 (–)
☒	2	Organic Search	33,345 (27.82%)	24,715 (56.17%)	74.12%	39s	8.14	271,582 (40.07%)	0.00 (–)	0%	\$0.00 (–)
☒	3	Organic Social	1,591 (1.33%)	743 (1.69%)	46.7%	18s	5.57	8,866 (1.31%)	0.00 (–)	0%	\$0.00 (–)
☒	4	AI Assistant	679 (0.57%)	404 (0.92%)	59.5%	29s	5.52	3,745 (0.55%)	0.00 (–)	0%	\$0.00 (–)
☒	5	Referral	482 (0.4%)	333 (0.76%)	69.09%	25s	6.45	3,111 (0.46%)	0.00 (–)	0%	\$0.00 (–)
☐	6	Unassigned	144 (0.12%)	1 (<0.01%)	0.69%	46s	3.80	547 (0.08%)	0.00 (–)	0%	\$0.00 (–)
☐	7	Paid Other	122 (0.1%)	74 (0.17%)	60.66%	10s	4.53	553 (0.08%)	0.00 (–)	0%	\$0.00 (–)