All Users | Add comparison

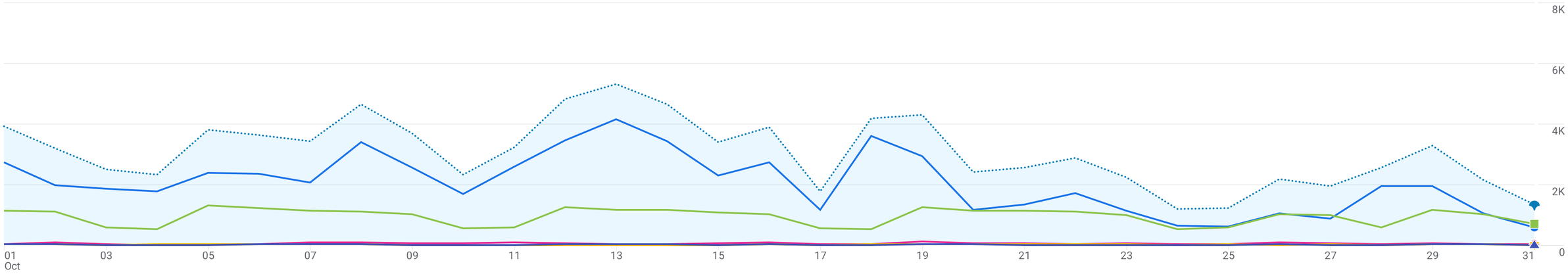
Custom Oct 1 - Oct 31, 2026

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

Add filter

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

Day



Plot rows | Search... | Rows per page: 10 | 1-7 of 7

		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	Total revenue
☑		Total	95,052 100% of total	39,773 100% of total	41.84% Avg 0%	22s Avg 0%	5.92 Avg 0%	563,018 100% of total	0.00	0%	$0.00
☑	1	Direct	62,714 (65.98%)	16,521 (41.54%)	26.34%	14s	4.94	309,926 (55.05%)	0.00 (–)	0%	$0.00 (–)
☑	2	Organic Search	28,864 (30.37%)	21,804 (54.82%)	75.54%	40s	8.25	238,096 (42.29%)	0.00 (–)	0%	$0.00 (–)
☑	3	Organic Social	1,479 (1.56%)	650 (1.63%)	43.95%	14s	5.07	7,503 (1.33%)	0.00 (–)	0%	$0.00 (–)
☑	4	AI Assistant	463 (0.49%)	300 (0.75%)	64.79%	25s	5.56	2,573 (0.46%)	0.00 (–)	0%	$0.00 (–)
☑	5	Referral	410 (0.43%)	283 (0.71%)	69.02%	39s	7.42	3,041 (0.54%)	0.00 (–)	0%	$0.00 (–)
☐	6	Paid Other	218 (0.23%)	147 (0.37%)	67.43%	16s	5.42	1,182 (0.21%)	0.00 (–)	0%	$0.00 (–)
☐	7	Unassigned	138 (0.15%)	1 (<0.01%)	0.72%	40s	5.05	697 (0.12%)	0.00 (–)	0%	$0.00 (–)

© 2026 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback