

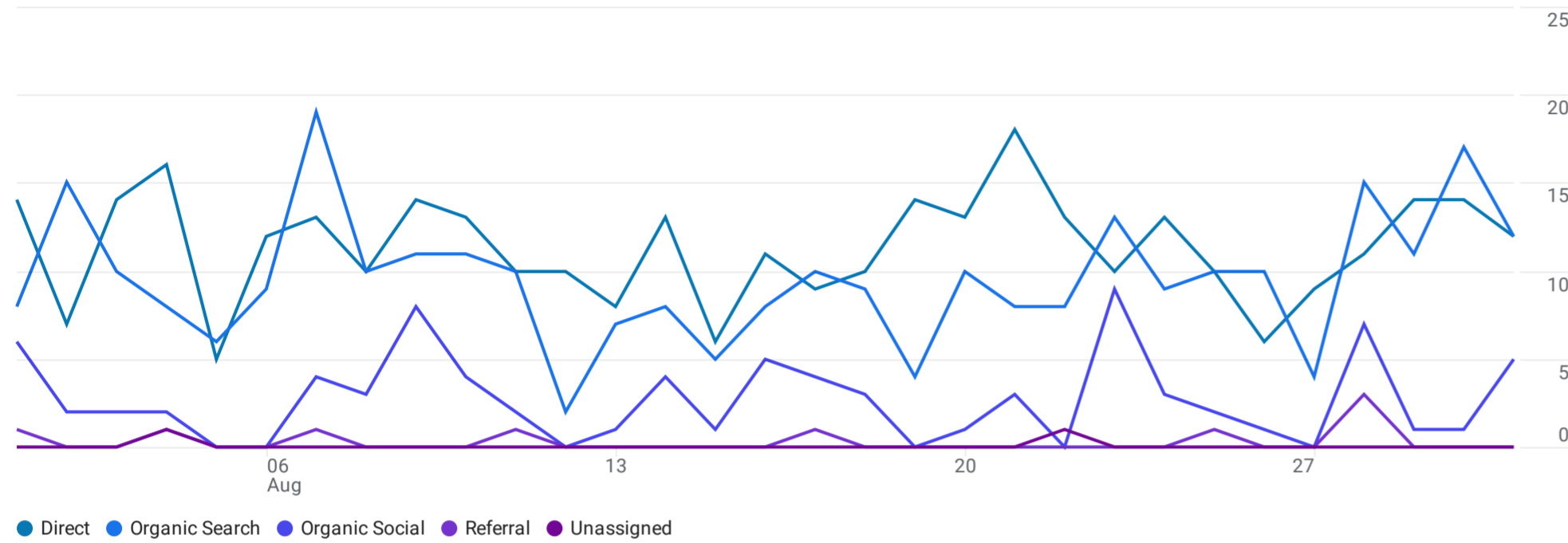
All Users [Add comparison](#)

Custom Aug 1 - Aug 31, 2023

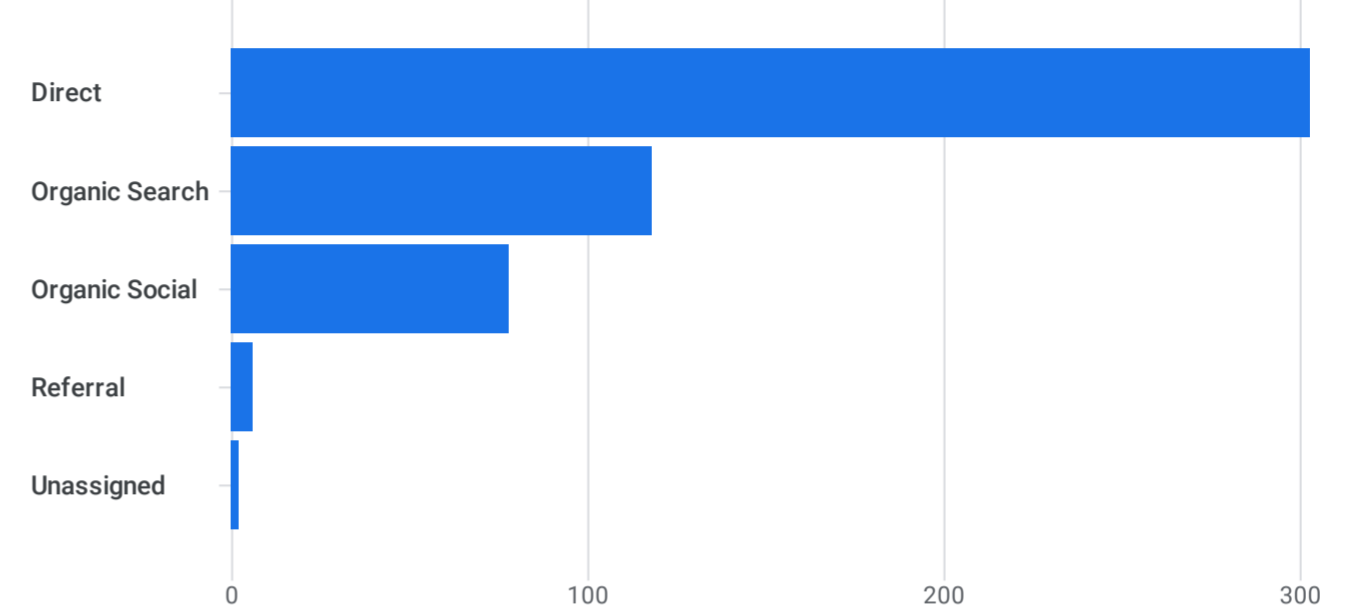
Traffic acquisition: Session default channel group [👍](#)

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Users by Session default channel group over time



Users by Session default channel group



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Rows per page: 10 1-5 of 5

| Session default channel group | Users | Sessions | Engaged sessions | Average engagement time per session | Engaged sessions per user | Events per session | Engagement rate | Event count | Conversions | Total revenue |
|-------------------------------|----------------------|----------------------|----------------------|-------------------------------------|---------------------------|--------------------|------------------|------------------------|-------------|---------------|
| | 502 100% of total | 966 100% of total | 485 100% of total | 0m 19s Avg 0% | 0.97 Avg 0% | 5.16 Avg 0% | 50.21% Avg 0% | 4,984 100% of total | 0.00 | \$0.00 |
| 1 Direct | 303 | 417 | 232 | 0m 27s | 0.77 | 5.44 | 55.64% | 2,270 | 0.00 | \$0.00 |
| 2 Organic Search | 118 | 438 | 208 | 0m 15s | 1.76 | 5.04 | 47.49% | 2,208 | 0.00 | \$0.00 |
| 3 Organic Social | 78 | 97 | 42 | 0m 06s | 0.54 | 4.63 | 43.3% | 449 | 0.00 | \$0.00 |
| 4 Referral | 6 | 13 | 5 | 0m 10s | 0.83 | 4.23 | 38.46% | 55 | 0.00 | \$0.00 |
| 5 Unassigned | 2 | 2 | 0 | 0m 00s | 0.00 | 1.00 | 0% | 2 | 0.00 | \$0.00 |