

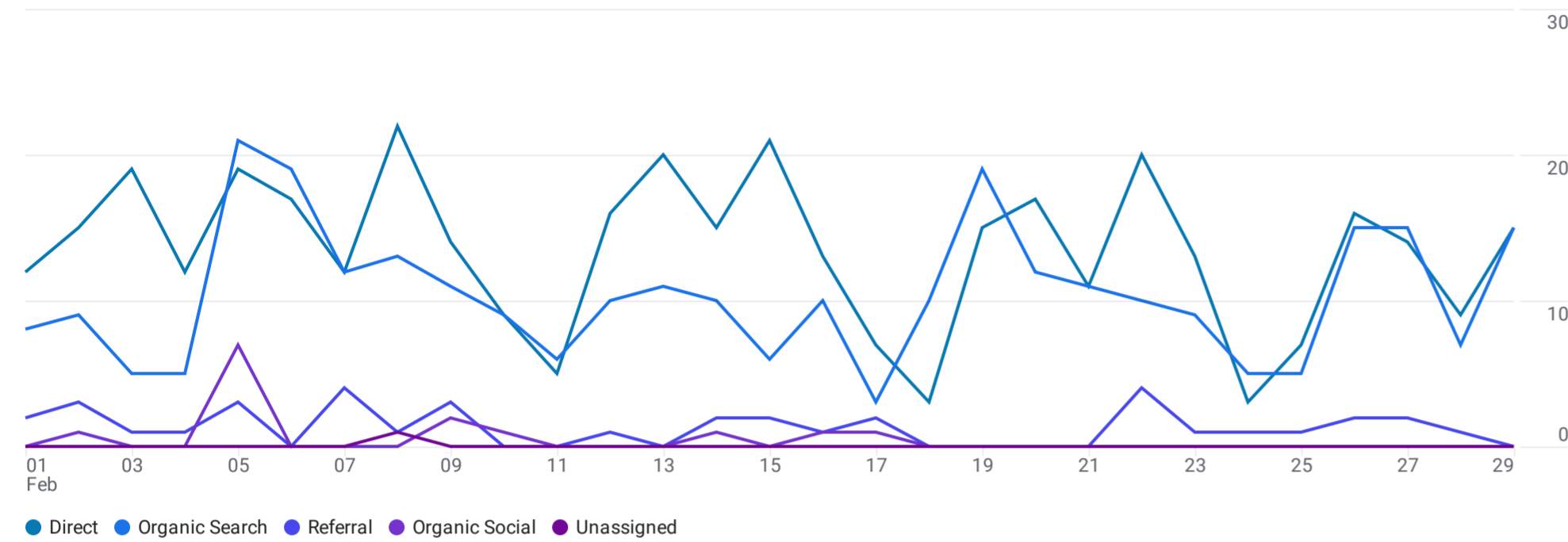
All Users [Add comparison +](#)

Custom Feb 1 - Feb 29, 2024

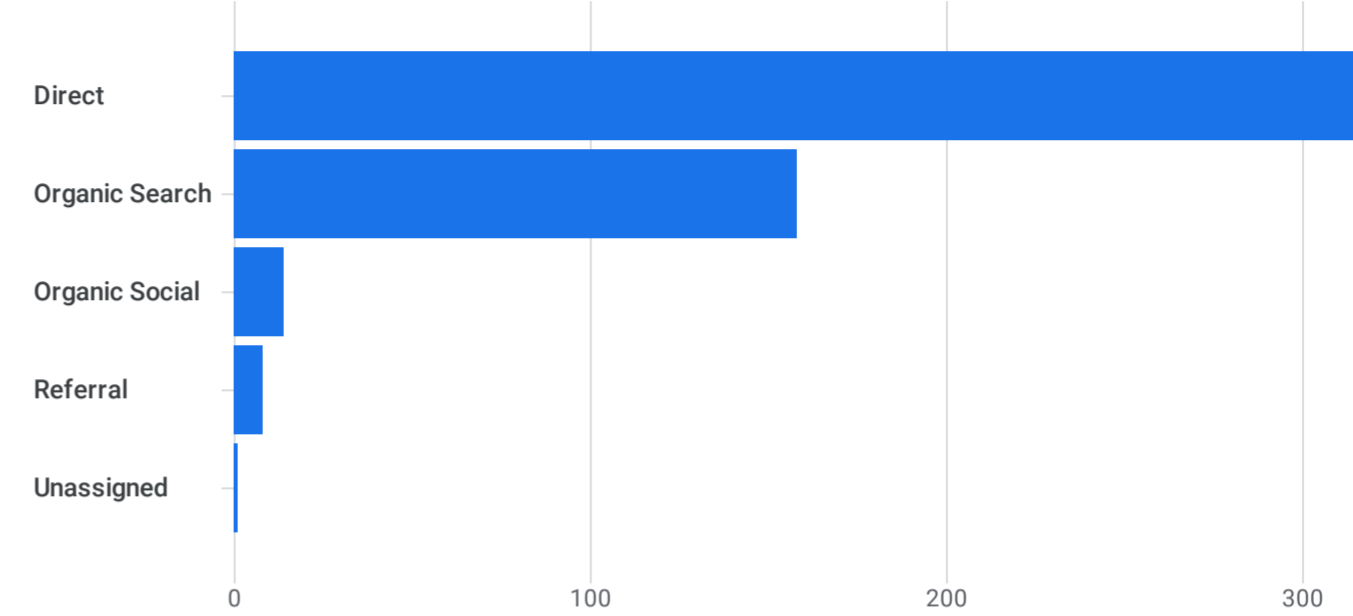
Traffic acquisition: Session primary channel group (Default Channel Group) [✔](#)

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



Users by Session primary channel group (Default Channel Group)



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Session primary...Channel Group) <a href="#">+</a>	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	All events	All events	
	497	1,015	508	20s	1.02	5.07	50.05%	5,141	0.00	\$0.00
1 Direct	326	484	239	22s	0.73	4.84	49.38%	2,344	0.00	\$0.00
2 Organic Search	158	430	212	18s	1.34	5.18	49.3%	2,228	0.00	\$0.00
3 Organic Social	14	15	8	3s	0.57	3.80	53.33%	57	0.00	\$0.00
4 Referral	8	84	48	20s	6.00	6.06	57.14%	509	0.00	\$0.00
5 Unassigned	1	1	0	30s	0.00	3.00	0%	3	0.00	\$0.00