

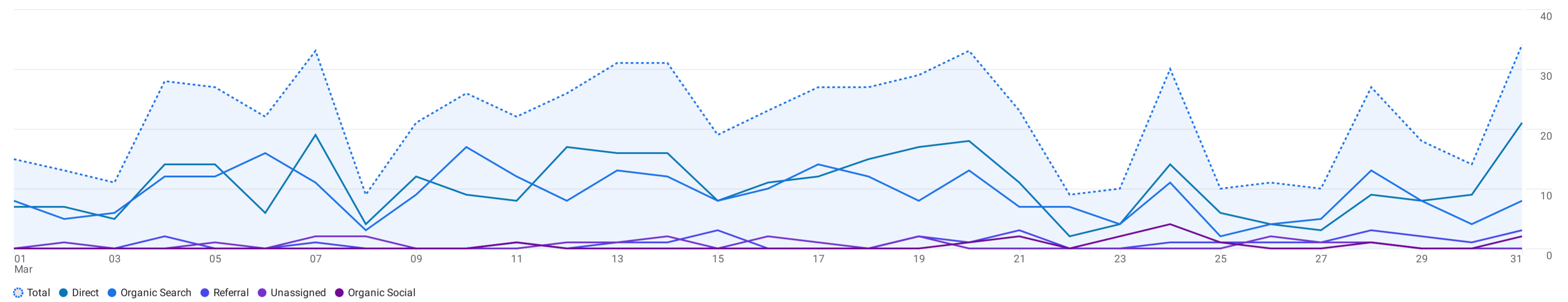
All Users [Add comparison](#)

Custom Mar 1 - Mar 31, 2025

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

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



Session primary...Channel Group		Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	Key events	Session key event rate	Total revenue
							All events	All events	All events	
<input checked="" type="checkbox"/>	Total	670 100% of total	278 100% of total	41.49% Avg 0%	21s Avg 0%	4.81 Avg 0%	3,224 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	326 (48.66%)	146 (52.52%)	44.79%	24s	5.13	1,671 (51.83%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	282 (42.09%)	105 (37.77%)	37.23%	17s	4.28	1,207 (37.44%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Referral	27 (4.03%)	22 (7.91%)	81.48%	33s	8.85	239 (7.41%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Unassigned	19 (2.84%)	0 (0%)	0%	0s	2.89	55 (1.71%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Organic Social	14 (2.09%)	5 (1.8%)	35.71%	23s	3.71	52 (1.61%)	0.00 (-)	0%	\$0.00 (-)