

A All Users Add comparison +

Custom Jan 1 - Jan 31, 2026 ▾

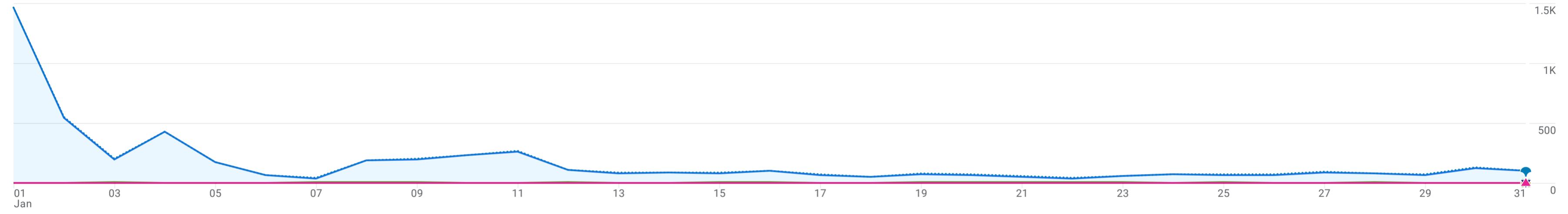
## Traffic acquisition: Session primary channel group (Default Channel Group)

Add filter +

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

Day ▾

2K

Total ● Direct ■ Organic Search ◆ Referral ▼ Organic Social ▲ UnassignedPlot rows Search... Rows per page: 10 ▾ 1-5 of 5

Session primary...Channel Group		Session primary channel group (Default 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	5,445 100% of total	219 100% of total	4.02% Avg 0%	2s Avg 0%	3.25 Avg 0%	17,722 100% of total	0.00	0%	\$0.00	
<input checked="" type="checkbox"/>	1 Direct	5,320 (97.7%)	151 (68.95%)	2.84%	1s	3.18	16,927 (95.51%)	0.00 (-)	0%	\$0.00 (-)	
<input checked="" type="checkbox"/>	2 Organic Search	102 (1.87%)	53 (24.2%)	51.96%	28s	5.72	583 (3.29%)	0.00 (-)	0%	\$0.00 (-)	
<input checked="" type="checkbox"/>	3 Referral	15 (0.28%)	13 (5.94%)	86.67%	34s	12.27	184 (1.04%)	0.00 (-)	0%	\$0.00 (-)	
<input checked="" type="checkbox"/>	4 Organic Social	6 (0.11%)	2 (0.91%)	33.33%	2s	4.17	25 (0.14%)	0.00 (-)	0%	\$0.00 (-)	
<input checked="" type="checkbox"/>	5 Unassigned	3 (0.06%)	0 (0%)	0%	3s	1.00	3 (0.02%)	0.00 (-)	0%	\$0.00 (-)	