A All Users   Add comparison +
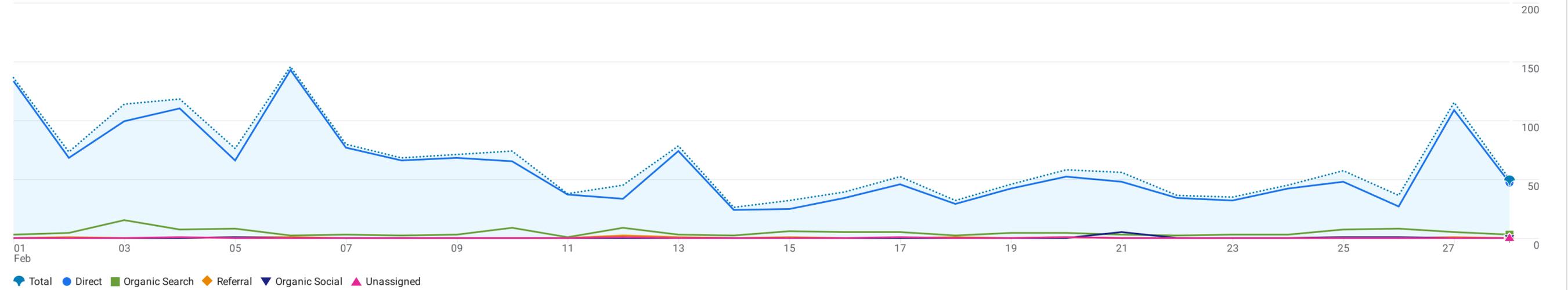
Custom   Feb 1 - Feb 28, 2026 ▾

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

Add filter +

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

Day ▾

◆ Total ● Direct ■ Organic Search ◆ Referral ▼ Organic Social ▲ Unassigned

Plot rows   🔍 Search…

Rows per page: 10 ▾   1-5 of 5

	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 All events ▾	Total revenue
☑	Total	1,832 100% of total	182 100% of total	9.93% Avg 0%	5s Avg 0%	3.77 Avg 0%	6,912 100% of total	0.00	0%	$0.00
☑ 1	Direct	1,678 (91.59%)	93 (51.1%)	5.54%	3s	3.53	5,922 (85.68%)	0.00 (−)	0%	$0.00 (−)
☑ 2	Organic Search	130 (7.1%)	77 (42.31%)	59.23%	20s	5.87	763 (11.04%)	0.00 (−)	0%	$0.00 (−)
☑ 3	Referral	11 (0.6%)	8 (4.4%)	72.73%	40s	16.91	186 (2.69%)	0.00 (−)	0%	$0.00 (−)
☑ 4	Organic Social	8 (0.44%)	4 (2.2%)	50%	2s	3.50	28 (0.41%)	0.00 (−)	0%	$0.00 (−)
☑ 5	Unassigned	4 (0.22%)	0 (0%)	0%	57s	3.25	13 (0.19%)	0.00 (−)	0%	$0.00 (−)