

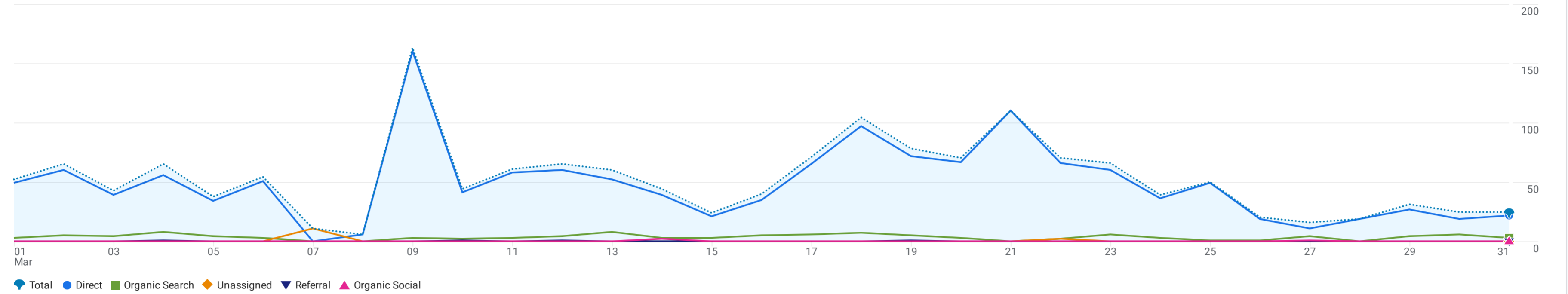
All Users [Add comparison](#) +

Custom Mar 1 - Mar 31, 2026

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

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



Plot rows		Search...	Rows per page: 10 1-5 of 5							
<input type="checkbox"/>	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
<input checked="" type="checkbox"/>	Total	1,631 100% of total	168 100% of total	10.3% Avg 0%	5s Avg 0%	3.82 Avg 0%	6,232 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	1,503 (92.15%)	103 (61.31%)	6.85%	3s	3.72	5,586 (89.63%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	109 (6.68%)	55 (32.74%)	50.46%	28s	5.14	560 (8.99%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Unassigned	13 (0.8%)	4 (2.38%)	30.77%	13s	4.00	52 (0.83%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	4 (0.25%)	3 (1.79%)	75%	38s	5.50	22 (0.35%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Organic Social	3 (0.18%)	3 (1.79%)	100%	12s	4.00	12 (0.19%)	0.00 (-)	0%	\$0.00 (-)