

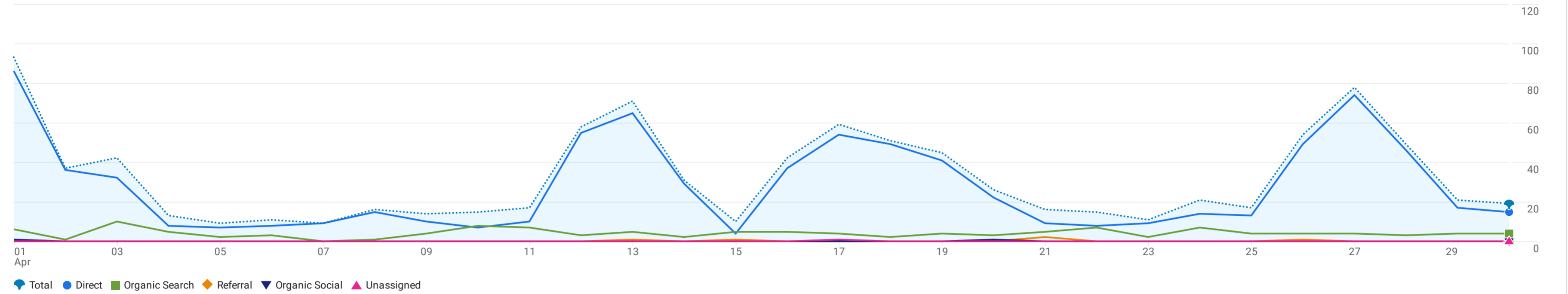
All Users [Add comparison](#)

Custom Apr 1 - Apr 30, 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



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	All events	All events	All events	All events	All events	
<input checked="" type="checkbox"/>	Total	965 100% of total	184 100% of total	19.07% Avg 0%	7s Avg 0%	3.94 Avg 0%	3,804 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	835 (86.53%)	105 (57.07%)	12.57%	6s	3.72	3,104 (81.6%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	123 (12.75%)	76 (41.3%)	61.79%	18s	5.42	667 (17.53%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Referral	5 (0.52%)	2 (1.09%)	40%	13s	3.80	19 (0.5%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Organic Social	2 (0.21%)	1 (0.54%)	50%	6s	6.00	12 (0.32%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	1 (0.1%)	0 (0%)	0%	11s	2.00	2 (0.05%)	0.00 (-)	0%	\$0.00 (-)