

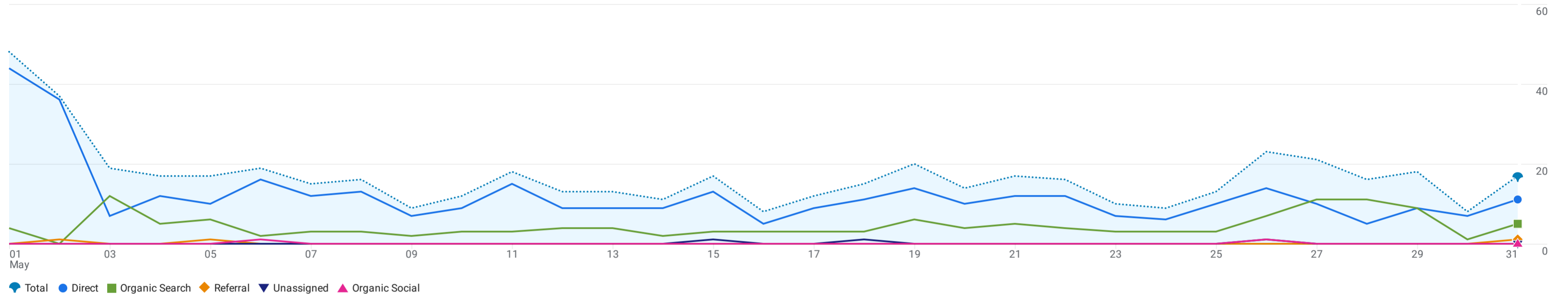
All Users [Add comparison](#)

Custom May 1 - May 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



	↓ 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	518 100% of total	191 100% of total	36.87% Avg 0%	18s Avg 0%	4.95 Avg 0%	2,565 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/> 1 Direct	374 (72.2%)	125 (65.45%)	33.42%	19s	5.18	1,938 (75.56%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/> 2 Organic Search	136 (26.25%)	64 (33.51%)	47.06%	18s	4.43	603 (23.51%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/> 3 Referral	3 (0.58%)	1 (0.52%)	33.33%	14s	4.00	12 (0.47%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/> 4 Unassigned	3 (0.58%)	0 (0%)	0%	5s	1.67	5 (0.19%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/> 5 Organic Social	2 (0.39%)	1 (0.52%)	50%	2s	3.50	7 (0.27%)	0.00 (-)	0%	\$0.00 (-)