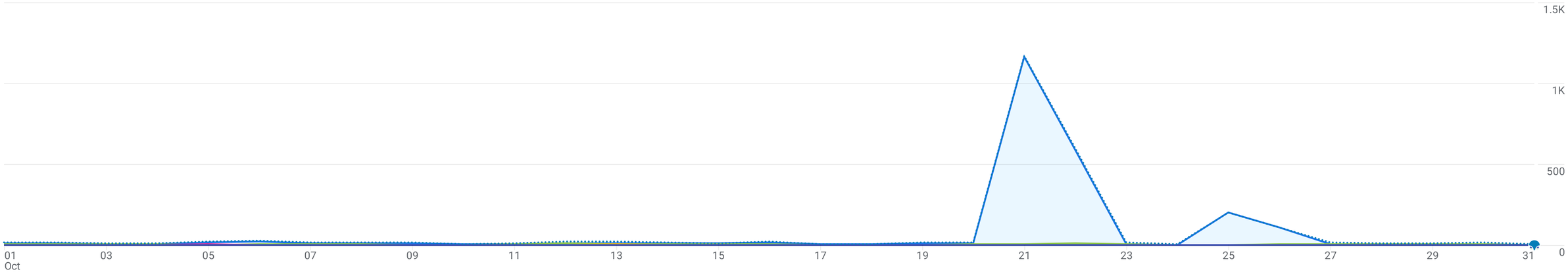
All Users | Add comparison | Custom Oct 1 - Oct 31, 2026

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

Add filter

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

Day



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	Total revenue
Total	2,468 100% of total	232 100% of total	9.4% Avg 0%	4s Avg 0%	3.62 Avg 0%	8,922 100% of total	0.00	0%	$0.00
1 Direct	2,311 (93.64%)	141 (60.78%)	6.1%	3s	3.47	8,025 (89.95%)	0.00 (–)	0%	$0.00 (–)
2 Organic Search	134 (5.43%)	76 (32.76%)	56.72%	29s	5.61	752 (8.43%)	0.00 (–)	0%	$0.00 (–)
3 Referral	11 (0.45%)	9 (3.88%)	81.82%	33s	8.82	97 (1.09%)	0.00 (–)	0%	$0.00 (–)
4 Organic Social	6 (0.24%)	3 (1.29%)	50%	2s	3.50	21 (0.24%)	0.00 (–)	0%	$0.00 (–)
5 AI Assistant	4 (0.16%)	3 (1.29%)	75%	15s	6.75	27 (0.3%)	0.00 (–)	0%	$0.00 (–)

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