

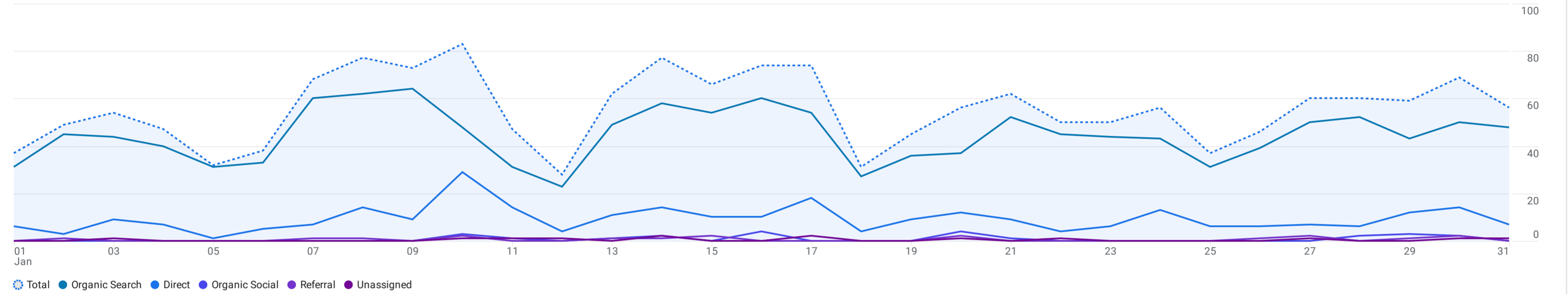
All Users [Add comparison](#)

Custom Jan 1 - Jan 31, 2025

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
Total	1,721 100% of total	1,015 100% of total	58.98% Avg 0%	31s Avg 0%	4.43 Avg 0%	7,621 100% of total	0.00	0%	\$0.00
1 Organic Search	1,387	839	60.49%	30s	4.37	6,066	0.00	0%	\$0.00
2 Direct	286	146	51.05%	29s	4.64	1,328	0.00	0%	\$0.00
3 Organic Social	23	17	73.91%	6s	4.13	95	0.00	0%	\$0.00
4 Referral	17	11	64.71%	28s	5.18	88	0.00	0%	\$0.00
5 Unassigned	13	2	15.38%	2m 49s	3.38	44	0.00	0%	\$0.00