A	All Users	Add comparison ➕		Custom	May 1 - May 31, 2025 ▾

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

Add filter ➕

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

Day ▾

⚙ Total ● Organic Search ● Direct ● Referral ● Organic Social ● Unassigned
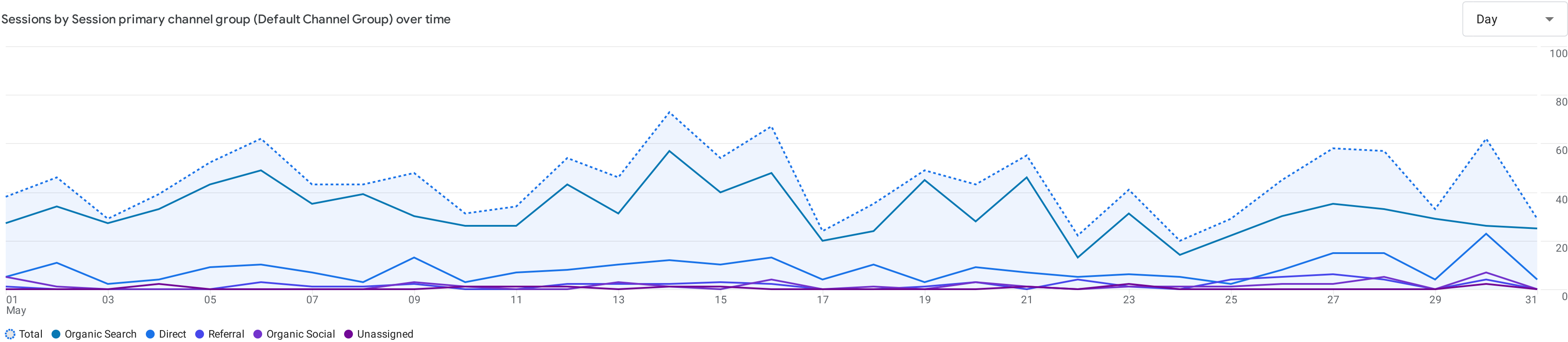
| Plot rows | 🔍 Search... | | | | | | Rows per page: 10 ▾ | 1-5 of 5 |

☑		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 All events ▾	Total revenue
☑		Total	1,357 100% of total	773 100% of total	56.96% Avg 0%	25s Avg 0%	4.37 Avg 0%	5,934 100% of total	0.00	0%	$0.00
☑	1	Organic Search	1,008 (74.28%)	595 (76.97%)	59.03%	24s	4.27	4,306 (72.56%)	0.00 (−)	0%	$0.00 (−)
☑	2	Direct	247 (18.2%)	122 (15.78%)	49.39%	30s	4.94	1,219 (20.54%)	0.00 (−)	0%	$0.00 (−)
☑	3	Referral	51 (3.76%)	25 (3.23%)	49.02%	5s	3.92	200 (3.37%)	0.00 (−)	0%	$0.00 (−)
☑	4	Organic Social	42 (3.1%)	30 (3.88%)	71.43%	5s	3.95	166 (2.8%)	0.00 (−)	0%	$0.00 (−)
☑	5	Unassigned	12 (0.88%)	0 (0%)	0%	1m 08s	3.58	43 (0.72%)	0.00 (−)	0%	$0.00 (−)