Ⓐ All Users | Add comparison ＋

Custom Sep 1 - Sep 30, 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	1,133 100% of total	579 100% of total	51.1% Avg 0%	19s Avg 0%	4.25 Avg 0%	4,816 100% of total	0.00	0%	$0.00
☑ 1	Organic Search	545 (48.1%)	339 (58.55%)	62.2%	24s	4.49	2,447 (50.81%)	0.00 (−)	0%	$0.00 (−)
☑ 2	Direct	507 (44.75%)	187 (32.3%)	36.88%	14s	3.98	2,017 (41.88%)	0.00 (−)	0%	$0.00 (−)
☑ 3	Referral	48 (4.24%)	32 (5.53%)	66.67%	11s	4.79	230 (4.78%)	0.00 (−)	0%	$0.00 (−)
☑ 4	Organic Social	27 (2.38%)	20 (3.45%)	74.07%	9s	4.19	113 (2.35%)	0.00 (−)	0%	$0.00 (−)
☑ 5	Unassigned	6 (0.53%)	0 (0%)	0%	19s	1.50	9 (0.19%)	0.00 (−)	0%	$0.00 (−)