A All Users   Add comparison +
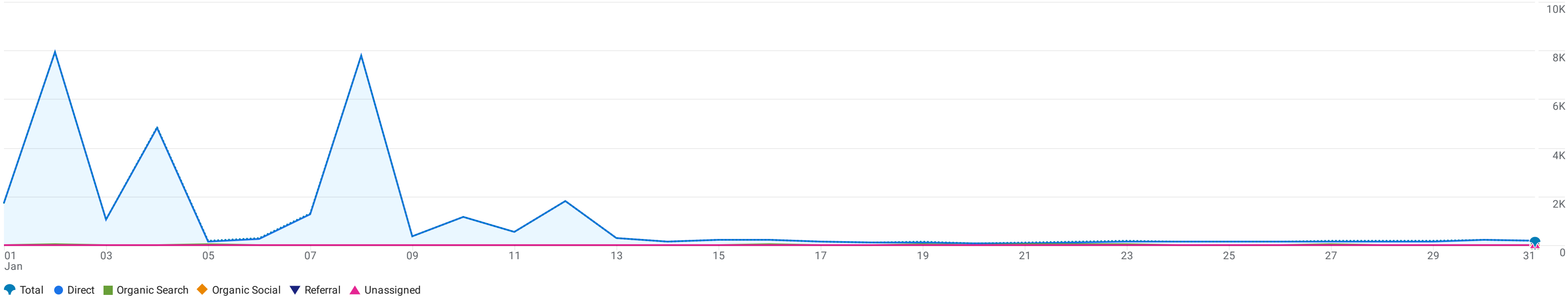
Custom | Jan 1 - Jan 31, 2026

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

Add filter +

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

Day ▾

● Total ● Direct ● Organic Search ● Organic Social ● Referral ▲ Unassigned

Plot rows | 🔍 Search…

Rows per page: 10 ▾ 1-5 of 5

		↓ 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	32,873 100% of total	502 100% of total	1.53% Avg 0%	0s Avg 0%	3.07 Avg 0%	101,019 100% of total	0.00	0%	$0.00
☑ 1	Direct	32,407 (98.58%)	216 (43.03%)	0.67%	0s	3.05	98,914 (97.92%)	0.00 (−)	0%	$0.00 (−)
☑ 2	Organic Search	461 (1.4%)	272 (54.18%)	59%	25s	4.27	1,969 (1.95%)	0.00 (−)	0%	$0.00 (−)
☑ 3	Organic Social	12 (0.04%)	5 (1%)	41.67%	2s	3.58	43 (0.04%)	0.00 (−)	0%	$0.00 (−)
☑ 4	Referral	12 (0.04%)	7 (1.39%)	58.33%	13s	5.42	65 (0.06%)	0.00 (−)	0%	$0.00 (−)
☑ 5	Unassigned	12 (0.04%)	2 (0.4%)	16.67%	7s	2.33	28 (0.03%)	0.00 (−)	0%	$0.00 (−)