

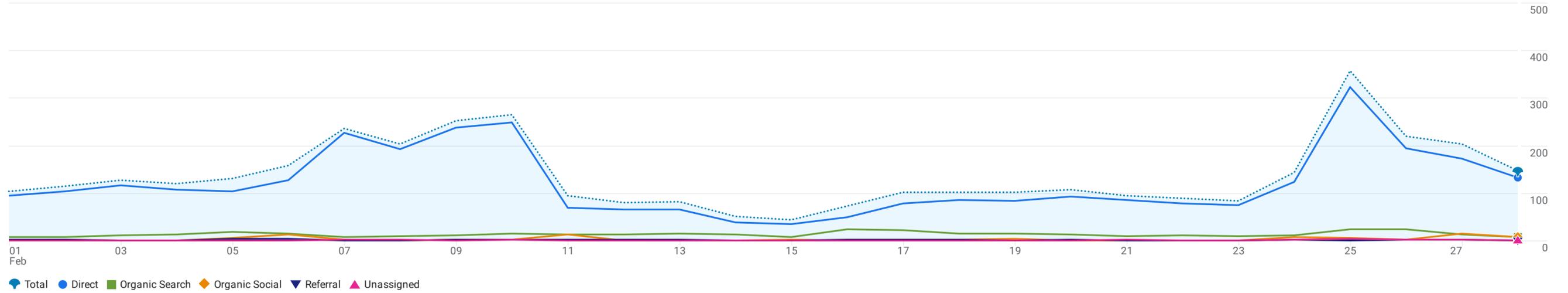
All Users [Add comparison](#)

Custom Feb 1 - Feb 28, 2026

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

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



Plot rows		Search...	Rows per page: 10	1-5 of 5						
<input type="checkbox"/>	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
<input checked="" type="checkbox"/>	Total	3,950 100% of total	425 100% of total	10.76% Avg 0%	4s Avg 0%	3.39 Avg 0%	13,396 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	3,479 (88.08%)	166 (39.06%)	4.77%	1s	3.26	11,333 (84.6%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	361 (9.14%)	216 (50.82%)	59.83%	32s	4.58	1,654 (12.35%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Social	81 (2.05%)	29 (6.82%)	35.8%	2s	3.44	279 (2.08%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	27 (0.68%)	12 (2.82%)	44.44%	7s	4.22	114 (0.85%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	10 (0.25%)	1 (0.24%)	10%	5s	1.60	16 (0.12%)	0.00 (-)	0%	\$0.00 (-)