

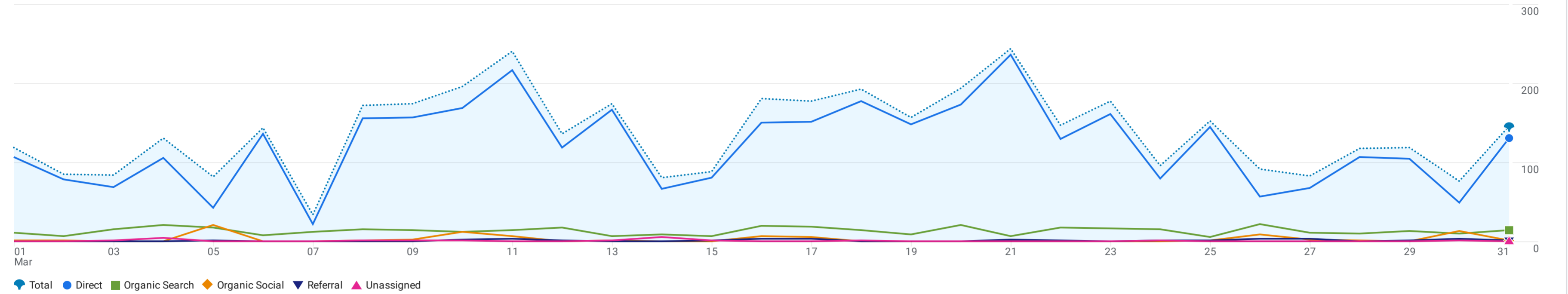
All Users [Add comparison](#)

Custom Mar 1 - Mar 31, 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	4,282 100% of total	454 100% of total	10.6% Avg 0%	4s Avg 0%	3.42 Avg 0%	14,641 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	3,710 (86.64%)	176 (38.77%)	4.74%	1s	3.34	12,391 (84.63%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	404 (9.43%)	250 (55.07%)	61.88%	33s	4.43	1,789 (12.22%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Social	85 (1.99%)	14 (3.08%)	16.47%	2s	3.14	267 (1.82%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	30 (0.7%)	14 (3.08%)	46.67%	14s	5.87	176 (1.2%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	18 (0.42%)	0 (0%)	0%	7s	1.00	18 (0.12%)	0.00 (-)	0%	\$0.00 (-)