

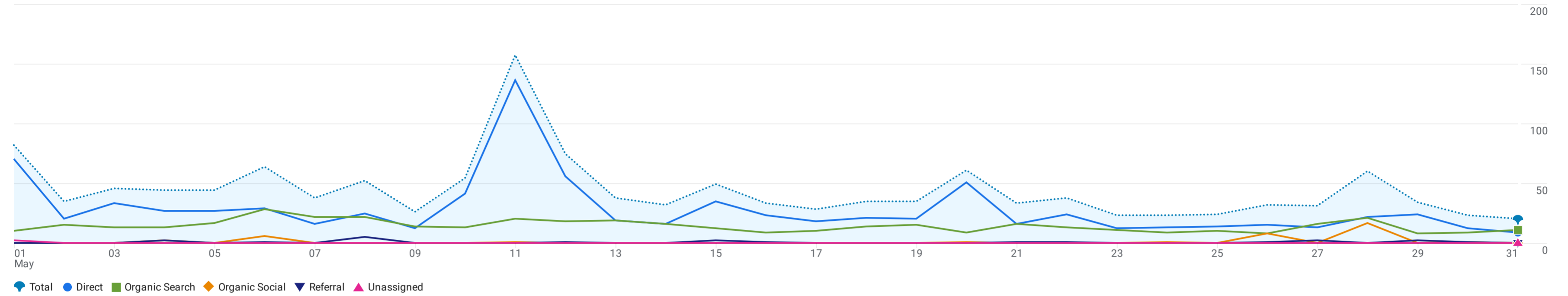
All Users [Add comparison](#) +

Custom May 1 - May 31, 2026

Traffic acquisition: Session primary channel group (Default Channel Group) [🔍](#)

[Add filter](#) +

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



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	1,365 100% of total	466 100% of total	34.14% Avg 0%	12s Avg 0%	3.58 Avg 0%	4,880 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	863 (63.22%)	182 (39.06%)	21.09%	4s	3.24	2,792 (57.21%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Organic Search	442 (32.38%)	263 (56.44%)	59.5%	29s	4.19	1,854 (37.99%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Social	37 (2.71%)	7 (1.5%)	18.92%	1s	3.16	117 (2.4%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	20 (1.47%)	12 (2.58%)	60%	11s	5.55	111 (2.27%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	2 (0.15%)	1 (0.21%)	50%	7s	3.00	6 (0.12%)	0.00 (-)	0%	\$0.00 (-)