

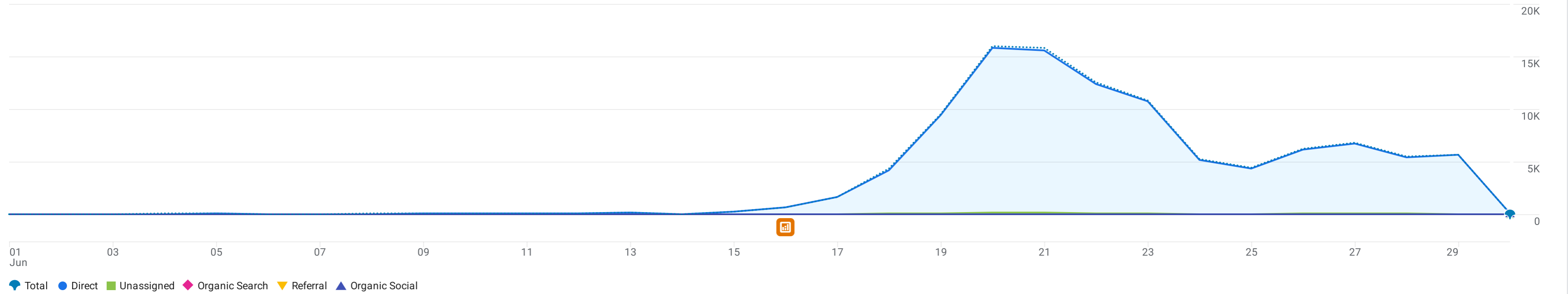
All Users [Add comparison](#)

Custom Jun 1 - Jun 30, 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



Session primary...Channel Group		Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	Key events	Session key event rate	Total revenue
							All events	All events	All events	
<input checked="" type="checkbox"/>	Total	103,324 100% of total	828 100% of total	0.8% Avg 0%	0s Avg 0%	3.34 Avg 0%	345,100 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 Direct	101,711 (98.44%)	652 (78.74%)	0.64%	0s	3.37	342,631 (99.28%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Unassigned	1,079 (1.04%)	0 (0%)	0%	2s	1.00	1,080 (0.31%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Search	285 (0.28%)	160 (19.32%)	56.14%	26s	4.30	1,226 (0.36%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Referral	21 (0.02%)	14 (1.69%)	66.67%	12s	4.57	96 (0.03%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Organic Social	19 (0.02%)	1 (0.12%)	5.26%	1s	3.11	59 (0.02%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	6 AI Assistant	2 (<0.01%)	2 (0.24%)	100%	6m 13s	4.00	8 (<0.01%)	0.00 (-)	0%	\$0.00 (-)