All Users | Add comparison

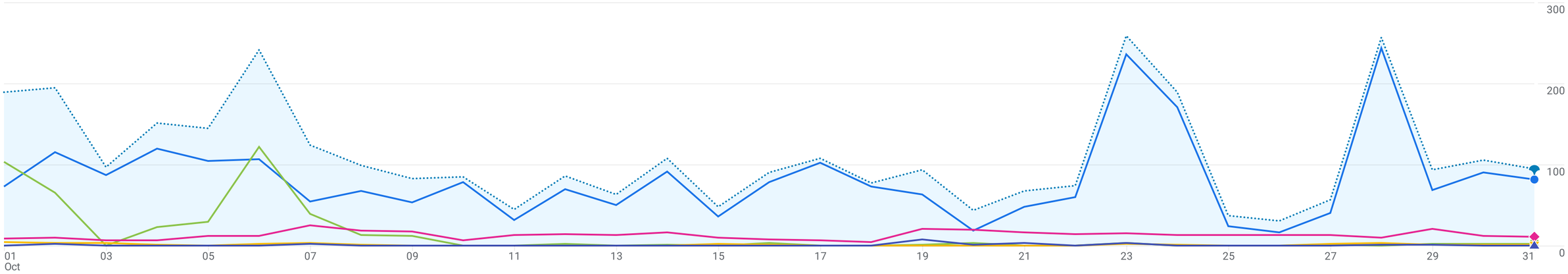
Custom Oct 1 - Oct 31, 2026

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

Add filter

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

Day



Plot rows | Search... | Rows per page: 10 | 1-6 of 6

	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	Total revenue
☑	Total	3,461 100% of total	398 100% of total	11.5% Avg 0%	5s Avg 0%	3.36 Avg 0%	11,632 100% of total	0.00	0%	$0.00
☑	1 Direct	2,555 (73.82%)	131 (32.91%)	5.13%	2s	3.25	8,291 (71.28%)	0.00 (–)	0%	$0.00 (–)
☑	2 Referral	427 (12.34%)	14 (3.52%)	3.28%	0s	3.07	1,312 (11.28%)	0.00 (–)	0%	$0.00 (–)
☑	3 Organic Search	399 (11.53%)	235 (59.05%)	58.9%	34s	4.50	1,796 (15.44%)	0.00 (–)	0%	$0.00 (–)
☑	4 AI Assistant	31 (0.9%)	13 (3.27%)	41.94%	18s	4.90	152 (1.31%)	0.00 (–)	0%	$0.00 (–)
☑	5 Organic Social	21 (0.61%)	4 (1.01%)	19.05%	1s	3.43	72 (0.62%)	0.00 (–)	0%	$0.00 (–)
☐	6 Unassigned	9 (0.26%)	0 (0%)	0%	4s	1.00	9 (0.08%)	0.00 (–)	0%	$0.00 (–)

© 2026 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback