

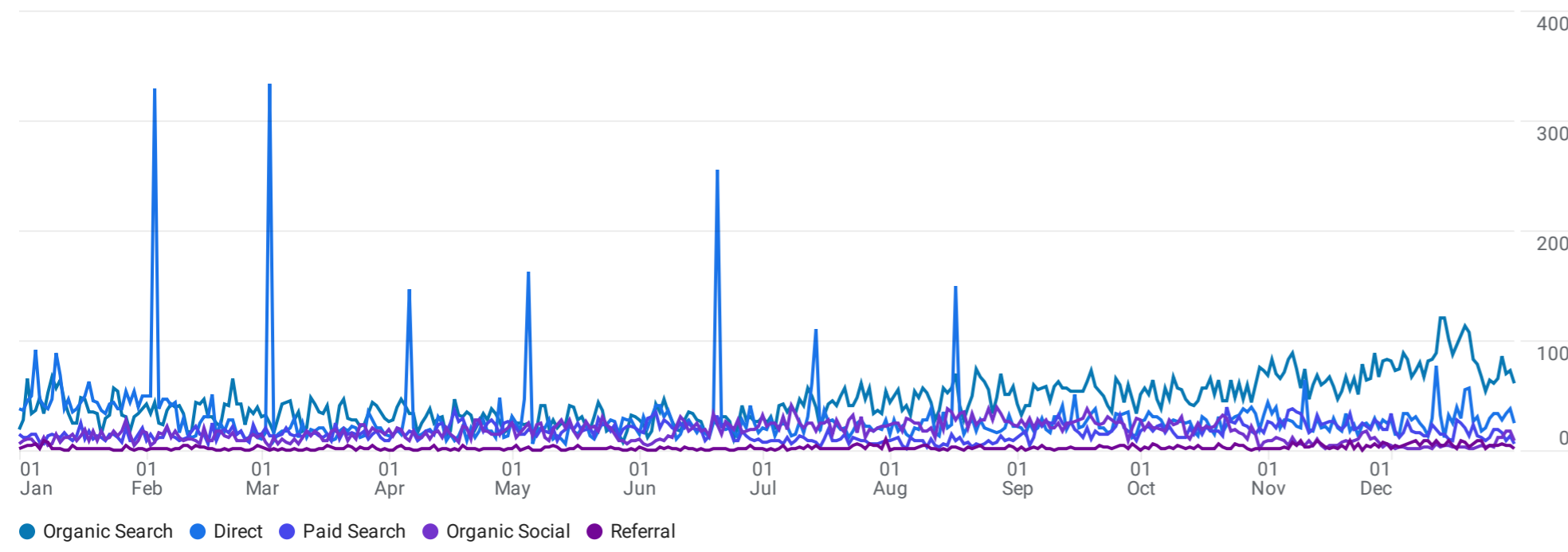
All Users Add comparison

Custom Jan 1 - Dec 31, 2023 Compare: Jan 1 - Dec 31, 2022

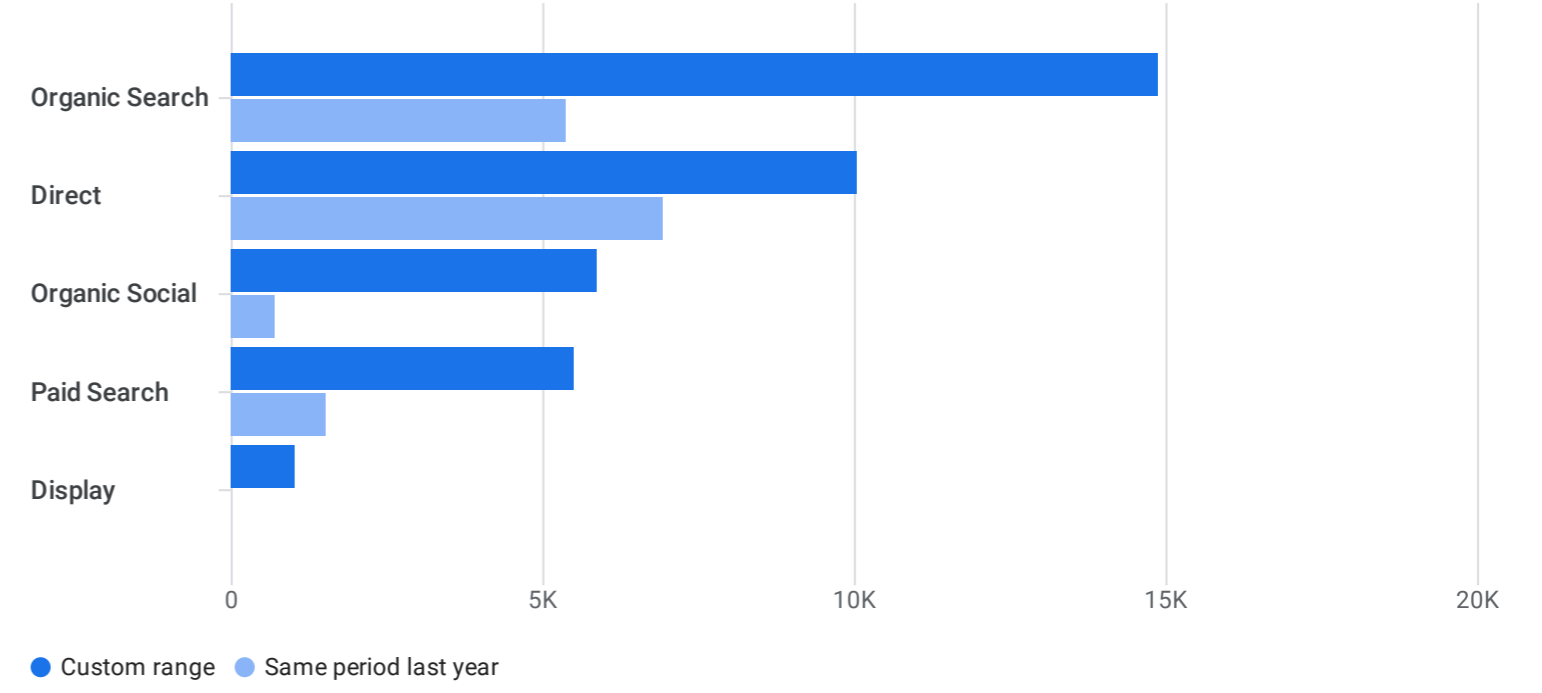
Traffic acquisition: Session default channel group

Add filter

Users by Session default channel group over time



Users by Session default channel group



Search...

Rows per page: 10 1-10 of 10

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events	Total revenue
38,242 vs. 15,036 ↑ 154.34%	48,491 vs. 19,972 ↑ 142.79%	24,233 vs. 8,732 ↑ 177.52%	46s vs. 45.08 ↑ 2.88%	0.63 vs. 0.58 ↑ 9.12%	5.64 vs. 5.84 ↓ -3.36%	49.97% vs. 43.72% ↑ 14.3%	273,568 vs. 116,596 ↑ 134.63%	1,116.00 vs. 141.00 ↑ 691.49%	\$0.00 vs. \$0.00	
1 Organic Search										
Jan 1 - Dec 31, 2023	14,867	19,611	12,831	58s	0.86	6.40	65.43%	125,580	605.00	\$0.00
Jan 1 - Dec 31, 2022	5,376	7,690	5,119	1m 09s	0.95	7.15	66.57%	54,996	95.00	\$0.00
% change	176.54%	155.02%	150.65%	-16.4%	-9.36%	-10.46%	-1.71%	128.34%	536.84%	0%
2 Direct										
Jan 1 - Dec 31, 2023	10,041	12,139	4,514	28s	0.45	4.81	37.19%	58,346	182.00	\$0.00
Jan 1 - Dec 31, 2022	6,933	8,090	1,735	20s	0.25	4.66	21.45%	37,664	27.00	\$0.00
% change	44.83%	50.05%	160.17%	38.11%	79.64%	3.24%	73.39%	54.91%	574.07%	0%
3 Organic Social										
Jan 1 - Dec 31, 2023	5,864	6,247	1,501	15s	0.26	3.68	24.03%	22,960	16.00	\$0.00
Jan 1 - Dec 31, 2022	697	778	276	22s	0.40	4.66	35.48%	3,626	2.00	\$0.00
% change	741.32%	702.96%	443.84%	-31.18%	-35.36%	-21.14%	-32.27%	533.2%	700%	0%
4 Paid Search										
Jan 1 - Dec 31, 2023	5,499	6,954	4,210	1m 01s	0.77	6.24	60.54%	43,419	261.00	\$0.00
Jan 1 - Dec 31, 2022	1,513	2,050	1,211	1m 02s	0.80	6.70	59.07%	13,728	16.00	\$0.00
% change	263.45%	239.22%	247.65%	-2.68%	-4.35%	-6.76%	2.48%	216.28%	1,531.25%	0%
5 Display										
Jan 1 - Dec 31, 2023	1,023	1,277	289	8s	0.28	3.46	22.63%	4,421	8.00	\$0.00
Jan 1 - Dec 31, 2022	0	0	0	0s	0.00	0.00	0%	0	0.00	\$0.00
% change	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
6 Referral										
Jan 1 - Dec 31, 2023	679	1,202	590	33s	0.87	5.32	49.08%	6,399	39.00	\$0.00
Jan 1 - Dec 31, 2022	296	471	273	44s	0.92	6.25	57.96%	2,943	1.00	\$0.00
% change	129.39%	155.2%	116.12%	-23.4%	-5.79%	-14.8%	-15.32%	117.43%	3,800%	0%
7 Unassigned										
Jan 1 - Dec 31, 2023	469	175	1	16m 20s	<0.01	61.15	0.57%	10,702	5.00	\$0.00
Jan 1 - Dec 31, 2022	383	484	42	58s	0.11	6.42	8.68%	3,108	0.00	\$0.00
% change	22.45%	-63.84%	-97.62%	1,580.47%	-98.06%	852.34%	-93.41%	244.34%	0%	0%
8 Email										
Jan 1 - Dec 31, 2023	165	266	148	1m 11s	0.90	5.97	55.64%	1,588	0.00	\$0.00
Jan 1 - Dec 31, 2022	72	106	42	32s	0.58	3.59	39.62%	381	0.00	\$0.00
% change	129.17%	150.94%	252.38%	121.84%	53.77%	66.09%	40.42%	316.8%	0%	0%
9 Paid Other										
Jan 1 - Dec 31, 2023	51	51	0	0s	0.00	3.00	0%	153	0.00	\$0.00
Jan 1 - Dec 31, 2022	46	46	3	1s	0.07	3.17	6.52%	146	0.00	\$0.00
% change	10.87%	10.87%	-100%	-100%	-100%	-5.48%	-100%	4.79%	0%	0%
10 Organic Shopping										
Jan 1 - Dec 31, 2023	0	0	0	0s	0.00	0.00	0%	0	0.00	\$0.00
Jan 1 - Dec 31, 2022	1	1	0	1s	0.00	4.00	0%	4	0.00	\$0.00
% change	-100%	-100%	0%	-100%	0%	-100%	0%	-100%	0%	0%