

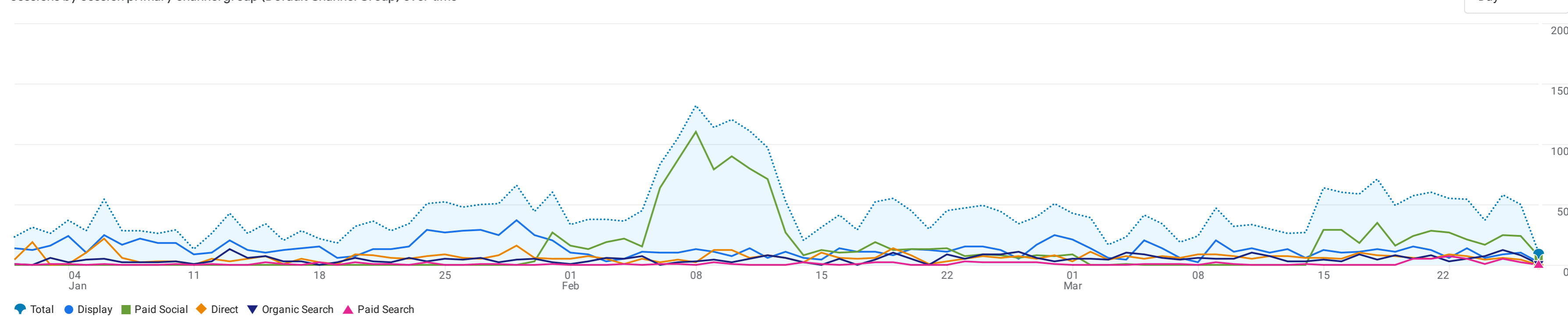
All Users Add comparison

This year (Jan - Today) Jan 1 - Mar 27, 2026 Compare: Jan 1 - Mar 27, 2025

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
Total	3,830 vs. 2,130 ↑ 79.81%	809 vs. 669 ↑ 20.93%	21.12% vs. 31.41% ↓ -32.75%	13s vs. 11s ↑ 11.7%	3.67 vs. 3.86 ↓ -5.07%	14,047 vs. 8,229 ↑ 70.7%	12.00 vs. 0.00	0.23% vs. 0%	\$0.00 vs. \$0.00
1 Paid Social									
Jan 1 - Mar 27, 2026	1,190 (31.07%)	30 (3.71%)	2.52%	0s	3.01	3,582 (25.5%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Mar 27, 2025	0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (-)	0%	\$0.00 (-)
% change	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 Display									
Jan 1 - Mar 27, 2026	1,140 (29.77%)	257 (31.77%)	22.54%	7s	3.27	3,731 (26.56%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Mar 27, 2025	1,314 (61.69%)	328 (49.03%)	24.96%	6s	3.46	4,553 (55.33%)	0.00 (-)	0%	\$0.00 (-)
% change	-13.24%	-21.65%	-9.69%	17.67%	-5.55%	-18.05%	0%	0%	0%
3 Direct									
Jan 1 - Mar 27, 2026	527 (13.76%)	98 (12.11%)	18.6%	7s	3.80	2,002 (14.25%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Mar 27, 2025	164 (7.7%)	72 (10.76%)	43.9%	13s	5.18	850 (10.33%)	0.00 (-)	0%	\$0.00 (-)
% change	221.34%	36.11%	-57.64%	-42.37%	-26.7%	135.53%	0%	0%	0%
4 Organic Search									
Jan 1 - Mar 27, 2026	402 (10.5%)	257 (31.77%)	63.93%	1m 07s	6.14	2,470 (17.58%)	6.00 (50%)	1.49%	\$0.00 (-)
Jan 1 - Mar 27, 2025	168 (7.89%)	118 (17.64%)	70.24%	43s	5.77	969 (11.78%)	0.00 (-)	0%	\$0.00 (-)
% change	139.29%	117.8%	-8.98%	56.77%	6.53%	154.9%	0%	0%	0%
5 Cross-network									
Jan 1 - Mar 27, 2026	283 (7.39%)	45 (5.56%)	15.9%	2s	3.12	882 (6.28%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Mar 27, 2025	0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (-)	0%	\$0.00 (-)
% change	0%	0%	0%	0%	0%	0%	0%	0%	0%
6 Organic Social									
Jan 1 - Mar 27, 2026	94 (2.45%)	30 (3.71%)	31.91%	9s	3.81	358 (2.55%)	1.00 (8.33%)	1.06%	\$0.00 (-)
Jan 1 - Mar 27, 2025	18 (0.85%)	11 (1.64%)	61.11%	12s	4.56	82 (1%)	0.00 (-)	0%	\$0.00 (-)
% change	422.22%	172.73%	-47.78%	-27.86%	-16.4%	336.59%	0%	0%	0%
7 Paid Search									
Jan 1 - Mar 27, 2026	83 (2.17%)	67 (8.28%)	80.72%	1m 16s	7.43	617 (4.39%)	1.00 (8.33%)	1.2%	\$0.00 (-)
Jan 1 - Mar 27, 2025	399 (18.73%)	123 (18.39%)	30.83%	15s	3.89	1,552 (18.86%)	0.00 (-)	0%	\$0.00 (-)
% change	-79.2%	-45.53%	161.86%	379.67%	91.11%	-60.24%	0%	0%	0%
8 Referral									
Jan 1 - Mar 27, 2026	65 (1.7%)	16 (1.98%)	24.62%	18s	4.08	265 (1.89%)	4.00 (33.33%)	1.54%	\$0.00 (-)
Jan 1 - Mar 27, 2025	7 (0.33%)	7 (1.05%)	100%	1m 04s	6.57	46 (0.56%)	0.00 (-)	0%	\$0.00 (-)
% change	828.57%	128.57%	-75.38%	-71.97%	-37.96%	476.09%	0%	0%	0%
9 Paid Video									
Jan 1 - Mar 27, 2026	38 (0.99%)	8 (0.99%)	21.05%	20s	3.13	119 (0.85%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Mar 27, 2025	53 (2.49%)	8 (1.2%)	15.09%	1s	3.15	167 (2.03%)	0.00 (-)	0%	\$0.00 (-)
% change	-28.3%	0%	39.47%	958.12%	-0.61%	-28.74%	0%	0%	0%
10 Unassigned									
Jan 1 - Mar 27, 2026	5 (0.13%)	1 (0.12%)	20%	36s	4.20	21 (0.15%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Mar 27, 2025	4 (0.19%)	0 (0%)	0%	11s	2.50	10 (0.12%)	0.00 (-)	0%	\$0.00 (-)
% change	25%	0%	0%	230.91%	68%	110%	0%	0%	0%