

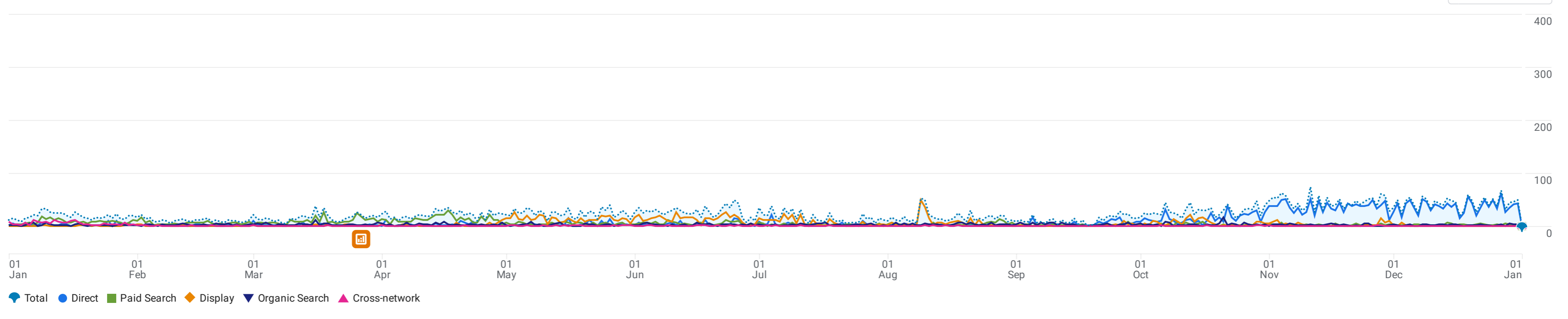
All Users Add comparison

Last calendar year Jan 1 - Dec 31, 2025
Compare: Jan 1 - Dec 31, 2024

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 | Key events | Session key event rate | Total revenue |
|---------------------------------|--|-------------------------------|--------------------------------|-----------------------------------|-------------------------------------|-----------------------------|----------------------------------|----------------------------------|--------------------------------|----------------------|
| SHOW ALL ROWS | | | | | | | All events | All events | All events | |
| Total | | 8,256 vs. 4,579 ↑ 80.3% | 3,007 vs. 2,338 ↑ 28.61% | 36.42% vs. 51.06% ↓ -28.67% | 25s vs. 29s ↓ -11.26% | 4.83 vs. 4.80 ↑ 0.63% | 39,871 vs. 21,976 ↑ 81.43% | 533.00 vs. 443.00 ↑ 20.32% | 5.26% vs. 7.43% ↓ -29.2% | \$0.00 vs. \$0.00 |
| 1 Direct | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 3,442 (41.69%) | 542 (18.02%) | 15.75% | 7s | 4.07 | 14,019 (35.16%) | 124.00 (23.26%) | 3.28% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 911 (19.9%) | 284 (12.15%) | 31.17% | 24s | 4.60 | 4,191 (19.07%) | 94.00 (21.22%) | 8.01% | \$0.00 (-) |
| % change | | 277.83% | 90.85% | -49.49% | -69.78% | -11.47% | 234.5% | 31.91% | -59.03% | 0% |
| 2 Paid Search | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 1,918 (23.23%) | 1,116 (37.11%) | 58.19% | 49s | 5.54 | 10,631 (26.66%) | 113.00 (21.2%) | 5.42% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 1,553 (33.92%) | 829 (35.46%) | 53.38% | 35s | 4.74 | 7,359 (33.49%) | 89.00 (20.09%) | 4.31% | \$0.00 (-) |
| % change | | 23.5% | 34.62% | 9% | 39.03% | 16.97% | 44.46% | 26.97% | 25.68% | 0% |
| 3 Display | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 1,685 (20.41%) | 553 (18.39%) | 32.82% | 14s | 3.84 | 6,473 (16.23%) | 8.00 (1.5%) | 0.47% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 269 (5.87%) | 79 (3.38%) | 29.37% | 13s | 3.73 | 1,003 (4.56%) | 7.00 (1.58%) | 2.23% | \$0.00 (-) |
| % change | | 526.39% | 600% | 11.75% | 11.27% | 3.03% | 545.36% | 14.29% | -78.71% | 0% |
| 4 Organic Search | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 973 (11.79%) | 617 (20.52%) | 63.41% | 55s | 6.66 | 6,481 (16.25%) | 211.00 (39.59%) | 14.7% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 647 (14.13%) | 315 (13.47%) | 48.69% | 35s | 5.43 | 3,511 (15.98%) | 95.00 (21.44%) | 11.9% | \$0.00 (-) |
| % change | | 50.39% | 95.87% | 30.25% | 57% | 22.74% | 84.59% | 122.11% | 23.49% | 0% |
| 5 Cross-network | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 229 (2.77%) | 151 (5.02%) | 65.94% | 47s | 5.51 | 1,261 (3.16%) | 33.00 (6.19%) | 14.41% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 604 (13.19%) | 295 (12.62%) | 48.84% | 25s | 4.69 | 2,832 (12.89%) | 53.00 (11.96%) | 8.44% | \$0.00 (-) |
| % change | | -62.09% | -48.81% | 35.01% | 87.99% | 17.44% | -55.47% | -37.74% | 70.67% | 0% |
| 6 Referral | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 102 (1.24%) | 54 (1.8%) | 52.94% | 17s | 4.87 | 497 (1.25%) | 25.00 (4.69%) | 18.63% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 463 (10.11%) | 444 (18.99%) | 95.9% | 26s | 5.14 | 2,381 (10.83%) | 29.00 (6.55%) | 3.24% | \$0.00 (-) |
| % change | | -77.97% | -87.84% | -44.79% | -34.7% | -5.25% | -79.13% | -13.79% | 474.97% | 0% |
| 7 Unassigned | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 75 (0.91%) | 8 (0.27%) | 10.67% | 17s | 2.91 | 218 (0.55%) | 5.00 (0.94%) | 5.33% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 11 (0.24%) | 0 (0%) | 0% | 46s | 2.55 | 28 (0.13%) | 5.00 (1.13%) | 45.45% | \$0.00 (-) |
| % change | | 581.82% | 0% | 0% | -62.72% | 14.19% | 678.57% | 0% | -88.27% | 0% |
| 8 Organic Social | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 54 (0.65%) | 36 (1.2%) | 66.67% | 10s | 4.91 | 265 (0.66%) | 14.00 (2.63%) | 22.22% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 119 (2.6%) | 88 (3.76%) | 73.95% | 11s | 5.64 | 671 (3.05%) | 71.00 (16.03%) | 38.66% | \$0.00 (-) |
| % change | | -54.62% | -59.09% | -9.85% | -11.03% | -12.97% | -60.51% | -80.28% | -42.51% | 0% |
| 9 Paid Video | | | | | | | | | | |
| Jan 1 - Dec 31, 2025 | | 8 (0.1%) | 2 (0.07%) | 25% | 7s | 3.25 | 26 (0.07%) | 0.00 (0%) | 0% | \$0.00 (-) |
| Jan 1 - Dec 31, 2024 | | 0 (0%) | 0 (0%) | 0% | 0s | 0.00 | 0 (0%) | 0.00 (0%) | 0% | \$0.00 (-) |
| % change | | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |