

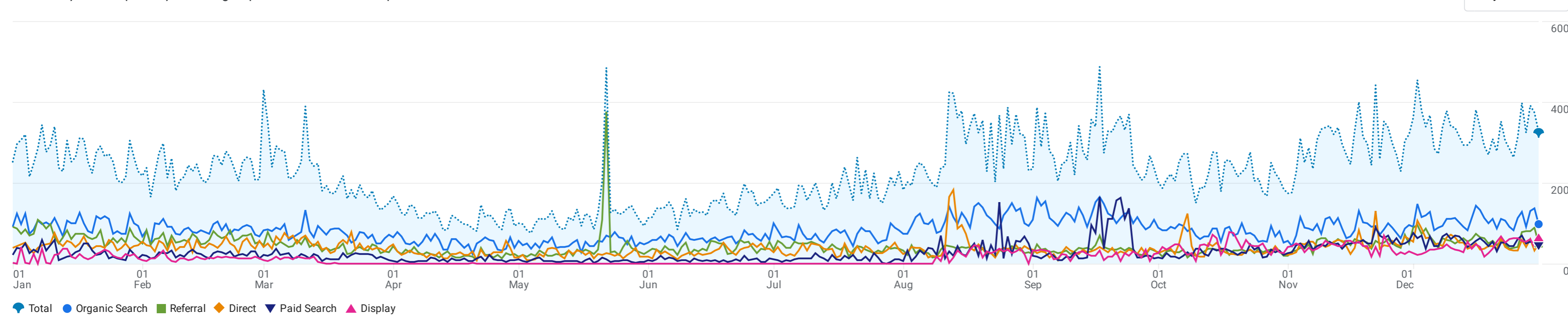
All Users Add comparison

Custom Jan 1 - Dec 31, 2024
Compare: Jan 1 - Dec 31, 2023

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

Add filter

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



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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	81,818 vs. 57,035 ↑ 43.45%	48,962 vs. 35,591 ↑ 37.57%	59.84% vs. 62.4% ↓ -4.1%	1m 02s vs. 1m 01s ↑ 1.33%	7.24 vs. 6.60 ↑ 9.67%	592,527 vs. 376,636 ↑ 57.32%	2,504.00 vs. 1,211.00 ↑ 106.77%	2.38% vs. 1.76% ↑ 34.98%	\$272,364.18 vs. \$184,688.04 ↑ 47.47%
1 Organic Search									
Jan 1 - Dec 31, 2024	30,398 (37.15%)	20,025 (40.9%)	65.88%	53s	5.76	175,055 (29.54%)	339.00 (13.54%)	1.06%	\$78,716.00 (28.9%)
Jan 1 - Dec 31, 2023	20,995 (36.81%)	14,491 (40.72%)	69.02%	59s	5.90	123,903 (32.9%)	343.00 (28.32%)	1.47%	\$54,071.06 (29.28%)
% change	44.79%	38.19%	-4.56%	-10.75%	-2.42%	41.28%	-1.17%	-28.03%	45.58%
2 Referral									
Jan 1 - Dec 31, 2024	16,188 (19.79%)	12,747 (26.03%)	78.74%	1m 40s	11.58	187,461 (31.64%)	401.00 (16.01%)	2.22%	\$115,364.41 (42.36%)
Jan 1 - Dec 31, 2023	12,158 (21.32%)	9,000 (25.29%)	74.03%	1m 39s	10.46	127,182 (33.77%)	308.00 (25.43%)	2.27%	\$81,155.23 (43.94%)
% change	33.15%	41.63%	6.37%	1.31%	10.7%	47.4%	30.19%	-2.31%	42.15%
3 Direct									
Jan 1 - Dec 31, 2024	14,005 (17.12%)	5,827 (11.9%)	41.61%	33s	5.05	70,736 (11.94%)	200.00 (7.99%)	1.22%	\$36,396.04 (13.36%)
Jan 1 - Dec 31, 2023	11,888 (20.84%)	5,190 (14.58%)	43.66%	33s	4.95	58,822 (15.62%)	202.00 (16.68%)	1.33%	\$20,747.01 (11.23%)
% change	17.81%	12.27%	-4.7%	-0.74%	2.08%	20.25%	-0.99%	-8.13%	75.43%
4 Paid Search									
Jan 1 - Dec 31, 2024	10,023 (12.25%)	5,665 (11.57%)	56.52%	53s	6.90	69,116 (11.66%)	223.00 (8.91%)	1.93%	\$40,688.73 (14.94%)
Jan 1 - Dec 31, 2023	6,612 (11.59%)	4,294 (12.06%)	64.94%	48s	5.64	37,309 (9.91%)	149.00 (12.3%)	1.94%	\$24,856.03 (13.46%)
% change	51.59%	31.93%	-12.97%	10.65%	22.21%	85.25%	49.66%	-0.53%	63.7%
5 Display									
Jan 1 - Dec 31, 2024	6,348 (7.76%)	2,242 (4.58%)	35.32%	8s	3.85	24,456 (4.13%)	1,198.00 (47.84%)	12.52%	\$0.00 (0%)
Jan 1 - Dec 31, 2023	1,053 (1.85%)	387 (1.09%)	36.75%	12s	3.79	3,995 (1.06%)	173.00 (14.29%)	9.78%	\$0.00 (0%)
% change	502.85%	479.33%	-3.9%	-34.63%	1.55%	512.17%	592.49%	28.03%	0%
6 Cross-network									
Jan 1 - Dec 31, 2024	2,953 (3.61%)	1,177 (2.4%)	39.86%	19s	3.86	11,405 (1.92%)	109.00 (4.35%)	2.71%	\$0.00 (0%)
Jan 1 - Dec 31, 2023	0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (0%)	0%	\$0.00 (0%)
% change	0%	0%	0%	0%	0%	0%	0%	0%	0%
7 Organic Social									
Jan 1 - Dec 31, 2024	1,454 (1.78%)	809 (1.65%)	55.64%	20s	4.81	6,992 (1.18%)	20.00 (0.8%)	1.1%	\$0.00 (0%)
Jan 1 - Dec 31, 2023	1,054 (1.85%)	614 (1.73%)	58.25%	27s	5.06	5,332 (1.42%)	12.00 (0.99%)	0.95%	\$2,011.90 (1.09%)
% change	37.95%	31.76%	-4.49%	-23.76%	-4.94%	31.13%	66.67%	15.98%	-100%
8 Email									
Jan 1 - Dec 31, 2024	947 (1.16%)	450 (0.92%)	47.52%	32s	4.99	4,722 (0.8%)	3.00 (0.12%)	0.32%	\$544.50 (0.2%)
Jan 1 - Dec 31, 2023	472 (0.83%)	177 (0.5%)	37.5%	31s	4.30	2,031 (0.54%)	11.00 (0.91%)	2.33%	\$1,210.83 (0.66%)
% change	100.64%	154.24%	26.72%	4.03%	15.88%	132.5%	-72.73%	-86.41%	-55.03%
9 Unassigned									
Jan 1 - Dec 31, 2024	159 (0.19%)	1 (<0.01%)	0.63%	1h 13m	267.36	42,510 (7.17%)	11.00 (0.44%)	5.03%	\$654.50 (0.24%)
Jan 1 - Dec 31, 2023	504 (0.88%)	1 (<0.01%)	0.2%	9m 23s	35.84	18,062 (4.8%)	13.00 (1.07%)	2.18%	\$635.98 (0.34%)
% change	-68.45%	0%	216.98%	680.69%	646.03%	135.36%	-15.38%	130.53%	2.91%
10 Paid Video									
Jan 1 - Dec 31, 2024	13 (0.02%)	4 (<0.01%)	30.77%	7s	3.31	43 (<0.01%)	0.00 (0%)	0%	\$0.00 (0%)
Jan 1 - Dec 31, 2023	0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (0%)	0%	\$0.00 (0%)
% change	0%	0%	0%	0%	0%	0%	0%	0%	0%