

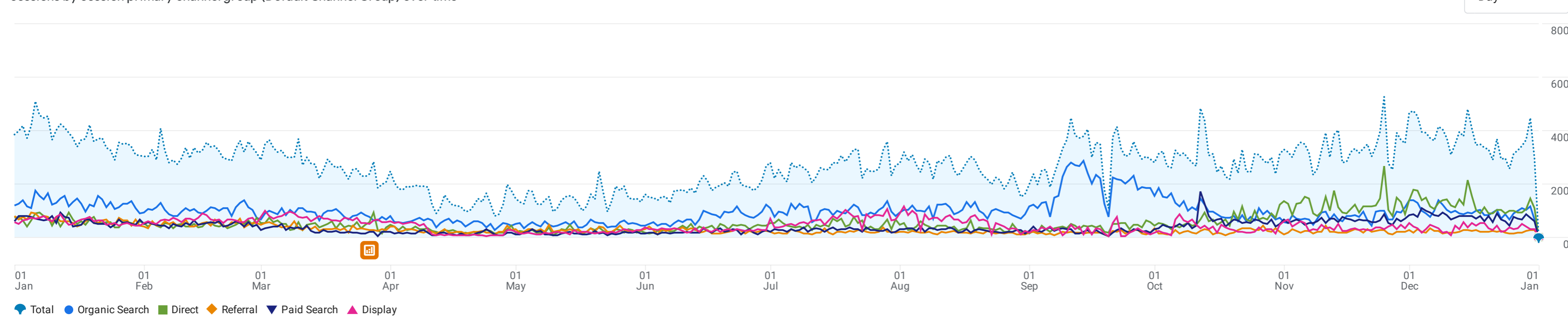
All Users Add comparison

Custom 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



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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	98,496 vs. 81,818 ↑ 20.38%	57,622 vs. 48,962 ↑ 17.69%	58.5% vs. 59.84% ↓ -2.24%	50s vs. 1m 02s ↓ -19.91%	7.32 vs. 7.24 ↑ 1.06%	720,853 vs. 592,527 ↑ 21.66%	4,707.00 vs. 2,504.00 ↑ 87.98%	3.04% vs. 2.38% ↑ 27.5%	\$305,660.76 vs. \$272,364.18 ↑ 12.23%
1 Organic Search									
Jan 1 - Dec 31, 2025	34,795 (35.33%)	23,890 (41.46%)	68.66%	52s	6.49	225,858 (31.33%)	534.00 (11.34%)	1.22%	\$98,520.62 (32.23%)
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%)
% change	14.46%	19.3%	4.22%	-2.53%	12.72%	29.02%	57.52%	14.77%	25.16%
2 Direct									
Jan 1 - Dec 31, 2025	20,362 (20.67%)	8,120 (14.09%)	39.88%	29s	6.62	134,874 (18.71%)	225.00 (4.78%)	0.92%	\$41,665.93 (13.63%)
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%)
% change	45.39%	39.35%	-4.15%	-13.45%	31.14%	90.67%	12.5%	-24.78%	14.48%
3 Display									
Jan 1 - Dec 31, 2025	15,730 (15.97%)	6,031 (10.47%)	38.34%	8s	3.97	62,411 (8.66%)	3,315.00 (70.43%)	11.83%	\$576.00 (0.19%)
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%)
% change	147.79%	169%	8.56%	3.9%	2.99%	155.2%	176.71%	-5.53%	0%
4 Paid Search									
Jan 1 - Dec 31, 2025	13,667 (13.88%)	9,634 (16.72%)	70.49%	1m 01s	8.95	122,343 (16.97%)	378.00 (8.03%)	2.37%	\$105,995.99 (34.68%)
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%)
% change	36.36%	70.06%	24.72%	14.99%	29.82%	77.01%	69.51%	23.12%	160.5%
5 Referral									
Jan 1 - Dec 31, 2025	9,927 (10.08%)	7,459 (12.94%)	75.14%	1m 16s	10.74	106,589 (14.79%)	171.00 (3.63%)	1.59%	\$46,232.13 (15.13%)
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%)
% change	-38.68%	-41.48%	-4.58%	-23.5%	-7.28%	-43.14%	-57.36%	-28.23%	-59.93%
6 Organic Social									
Jan 1 - Dec 31, 2025	2,040 (2.07%)	1,055 (1.83%)	51.72%	10s	4.13	8,427 (1.17%)	8.00 (0.17%)	0.39%	\$698.50 (0.23%)
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%)
% change	40.3%	30.41%	-7.05%	-50.74%	-14.1%	20.52%	-60%	-64.36%	0%
7 Email									
Jan 1 - Dec 31, 2025	1,265 (1.28%)	602 (1.04%)	47.59%	32s	8.90	11,263 (1.56%)	14.00 (0.3%)	1.11%	\$2,732.35 (0.89%)
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%)
% change	33.58%	33.78%	0.15%	0.19%	78.56%	138.52%	366.67%	249.35%	401.81%
8 Unassigned									
Jan 1 - Dec 31, 2025	771 (0.78%)	278 (0.48%)	36.06%	15m 48s	61.15	47,145 (6.54%)	33.00 (0.7%)	2.59%	\$8,866.31 (2.9%)
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%)
% change	384.91%	27,700%	5,633.07%	-78.43%	-77.13%	10.9%	200%	-48.44%	1,254.67%
9 Cross-network									
Jan 1 - Dec 31, 2025	222 (0.23%)	145 (0.25%)	65.32%	44s	8.28	1,838 (0.25%)	29.00 (0.62%)	6.31%	\$372.93 (0.12%)
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%)
% change	-92.48%	-87.68%	63.87%	135.39%	114.37%	-83.88%	-73.39%	132.78%	0%
10 Paid Social									
Jan 1 - Dec 31, 2025	32 (0.03%)	6 (0.01%)	18.75%	4s	3.28	105 (0.01%)	0.00 (0%)	0%	\$0.00 (0%)
Jan 1 - Dec 31, 2024	9 (0.01%)	4 (<0.01%)	44.44%	7s	3.44	31 (<0.01%)	0.00 (0%)	0%	\$0.00 (0%)
% change	255.56%	50%	-57.81%	-44.16%	-4.74%	238.71%	0%	0%	0%