

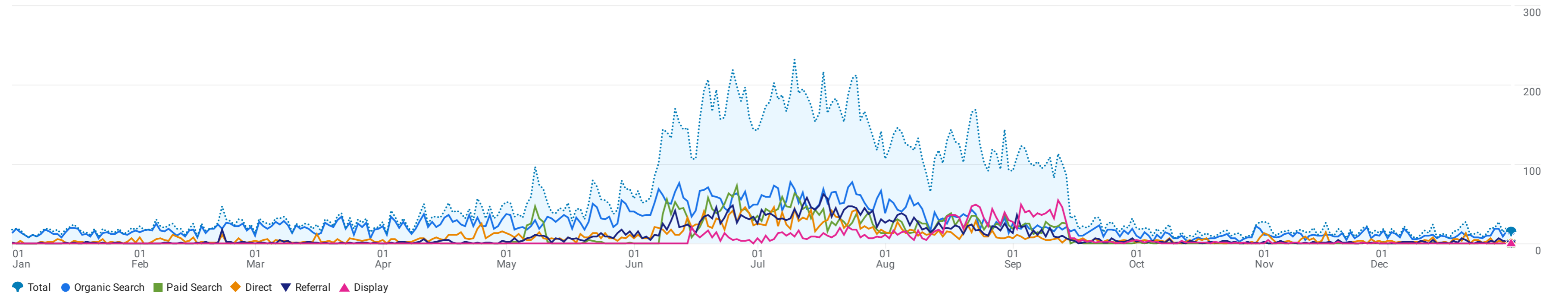
All Users Add comparison

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

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		21,004 vs. 9,379 ↑ 123.95%	12,862 vs. 6,168 ↑ 108.53%	61.24% vs. 65.76% ↓ -6.89%	1m 11s vs. 1m 15s ↓ -6.45%	6.88 vs. 5.82 ↑ 18.24%	144,529 vs. 54,583 ↑ 164.79%	943.00 vs. 208.00 ↑ 353.37%	3.79% vs. 1.89% ↑ 101.07%	\$57,578.79 vs. \$0.00
1 Organic Search										
Jan 1 - Dec 31, 2023		9,082 (43.24%)	6,409 (49.83%)	70.57%	1m 11s	6.20	56,272 (38.93%)	218.00 (23.12%)	2.31%	\$17,213.10 (29.89%)
Jan 1 - Dec 31, 2022		4,376 (46.66%)	3,231 (52.38%)	73.83%	1m 29s	6.50	28,438 (52.1%)	72.00 (34.62%)	1.55%	\$0.00 (-)
% change		107.54%	98.36%	-4.42%	-20.49%	-4.66%	97.88%	202.78%	48.8%	0%
2 Paid Search										
Jan 1 - Dec 31, 2023		3,281 (15.62%)	2,023 (15.73%)	61.66%	46s	4.78	15,699 (10.86%)	117.00 (12.41%)	2.8%	\$4,147.57 (7.2%)
Jan 1 - Dec 31, 2022		2,795 (29.8%)	2,069 (33.54%)	74.03%	1m 16s	5.73	16,029 (29.37%)	92.00 (44.23%)	2.47%	\$0.00 (-)
% change		17.39%	-2.22%	-16.71%	-38.48%	-16.57%	-2.06%	27.17%	13.58%	0%
3 Referral										
Jan 1 - Dec 31, 2023		3,272 (15.58%)	2,712 (21.09%)	82.89%	2m 06s	12.44	40,719 (28.17%)	208.00 (22.06%)	5.53%	\$35,057.56 (60.89%)
Jan 1 - Dec 31, 2022		295 (3.15%)	177 (2.87%)	60%	1m 05s	5.18	1,529 (2.8%)	7.00 (3.37%)	2.03%	\$0.00 (-)
% change		1,009.15%	1,432.2%	38.14%	94.79%	140.1%	2,563.11%	2,871.43%	171.98%	0%
4 Direct										
Jan 1 - Dec 31, 2023		3,093 (14.73%)	1,117 (8.68%)	36.11%	27s	4.39	13,567 (9.39%)	59.00 (6.26%)	1.81%	\$1,056.28 (1.83%)
Jan 1 - Dec 31, 2022		1,289 (13.74%)	526 (8.53%)	40.81%	42s	4.79	6,171 (11.31%)	28.00 (13.46%)	2.09%	\$0.00 (-)
% change		139.95%	112.36%	-11.5%	-35.88%	-8.38%	119.85%	110.71%	-13.56%	0%
5 Display										
Jan 1 - Dec 31, 2023		1,781 (8.48%)	617 (4.8%)	34.64%	8s	3.64	6,481 (4.48%)	324.00 (34.36%)	13.64%	\$0.00 (0%)
Jan 1 - Dec 31, 2022		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%
6 Organic Social										
Jan 1 - Dec 31, 2023		208 (0.99%)	143 (1.11%)	68.75%	34s	5.16	1,073 (0.74%)	4.00 (0.42%)	1.92%	\$104.28 (0.18%)
Jan 1 - Dec 31, 2022		143 (1.52%)	104 (1.69%)	72.73%	1m 15s	5.58	798 (1.46%)	1.00 (0.48%)	0.7%	\$0.00 (-)
% change		45.45%	37.5%	-5.47%	-54.64%	-7.56%	34.46%	300%	175%	0%
7 Unassigned										
Jan 1 - Dec 31, 2023		166 (0.79%)	4 (0.03%)	2.41%	16m 47s	63.98	10,621 (7.35%)	13.00 (1.38%)	7.83%	\$0.00 (0%)
Jan 1 - Dec 31, 2022		300 (3.2%)	0 (0%)	0%	1m 13s	5.39	1,618 (2.96%)	8.00 (3.85%)	2%	\$0.00 (-)
% change		-44.67%	0%	0%	1,277.11%	1,086.32%	556.43%	62.5%	291.57%	0%
8 Email										
Jan 1 - Dec 31, 2023		28 (0.13%)	12 (0.09%)	42.86%	56s	3.46	97 (0.07%)	0.00 (0%)	0%	\$0.00 (0%)
Jan 1 - Dec 31, 2022		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%