

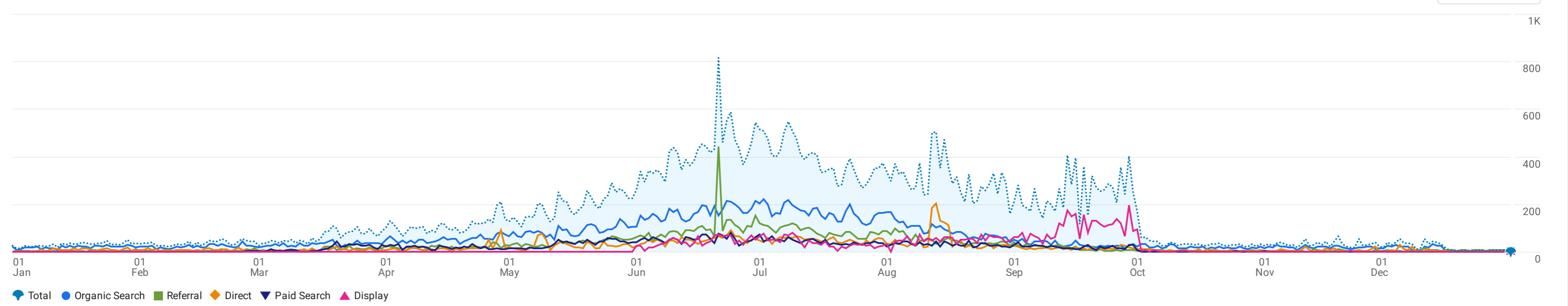
All Users Add comparison

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



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
<b>Total</b>	56,764 vs. 21,004 ↑ 170.25%	32,907 vs. 12,862 ↑ 155.85%	57.97% vs. 61.24% ↓ -5.33%	1m 04s vs. 1m 11s ↓ -9.27%	7.27 vs. 6.88 ↑ 5.68%	412,798 vs. 144,529 ↑ 185.62%	4,735.00 vs. 943.00 ↑ 402.12%	5.42% vs. 3.79% ↑ 42.9%	\$195,853.58 vs. \$57,578.79 ↑ 240.15%
<b>1 Organic Search</b>									
Jan 1 - Dec 31, 2024	21,614 (38.08%)	14,859 (45.15%)	68.75%	1m 04s	6.41	138,584 (33.57%)	614.00 (12.97%)	2.64%	\$82,667.94 (42.21%)
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%)
% change	137.99%	131.85%	-2.58%	-10%	3.48%	146.28%	181.65%	14.25%	380.26%
<b>2 Referral</b>									
Jan 1 - Dec 31, 2024	9,945 (17.52%)	8,275 (25.15%)	83.21%	2m 16s	14.74	146,594 (35.51%)	629.00 (13.28%)	5.24%	\$86,541.35 (44.19%)
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%)
% change	203.94%	205.13%	0.39%	7.84%	18.45%	260.01%	202.4%	-5.3%	146.86%
<b>3 Direct</b>									
Jan 1 - Dec 31, 2024	7,515 (13.24%)	2,477 (7.53%)	32.96%	28s	4.34	32,607 (7.9%)	274.00 (5.79%)	2.55%	\$12,577.89 (6.42%)
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%)
% change	142.97%	121.75%	-8.73%	3.44%	-1.08%	140.34%	364.41%	41.11%	1,090.77%
<b>4 Display</b>									
Jan 1 - Dec 31, 2024	7,294 (12.85%)	2,049 (6.23%)	28.09%	5s	3.72	27,122 (6.57%)	1,981.00 (41.84%)	15%	\$0.00 (0%)
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%)
% change	309.55%	232.09%	-18.91%	-35.38%	2.18%	318.48%	511.42%	9.93%	0%
<b>5 Paid Search</b>									
Jan 1 - Dec 31, 2024	6,491 (11.44%)	4,003 (12.16%)	61.67%	49s	5.23	33,944 (8.22%)	191.00 (4.03%)	2.67%	\$13,315.37 (6.8%)
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%)
% change	97.84%	97.87%	0.02%	6.5%	9.29%	116.22%	63.25%	-4.95%	221.04%
<b>6 Cross-network</b>									
Jan 1 - Dec 31, 2024	3,275 (5.77%)	984 (2.99%)	30.05%	5s	3.86	12,647 (3.06%)	1,030.00 (21.75%)	16.95%	\$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%
<b>7 Unassigned</b>									
Jan 1 - Dec 31, 2024	526 (0.93%)	127 (0.39%)	24.14%	9m 33s	36.37	19,130 (4.63%)	8.00 (0.17%)	1.52%	\$361.63 (0.18%)
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%)
% change	216.87%	3,075%	902%	-43.06%	-43.16%	80.11%	-38.46%	-80.58%	0%
<b>8 Email</b>									
Jan 1 - Dec 31, 2024	310 (0.55%)	129 (0.39%)	41.61%	29s	4.25	1,316 (0.32%)	3.00 (0.06%)	0.97%	\$291.50 (0.15%)
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%)
% change	1,007.14%	975%	-2.9%	-46.59%	22.54%	1,256.7%	0%	0%	0%
<b>9 Organic Social</b>									
Jan 1 - Dec 31, 2024	158 (0.28%)	96 (0.29%)	60.76%	34s	5.41	854 (0.21%)	5.00 (0.11%)	3.16%	\$97.90 (0.05%)
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%)
% change	-24.04%	-32.87%	-11.62%	-0.23%	4.78%	-20.41%	25%	64.56%	-6.12%