

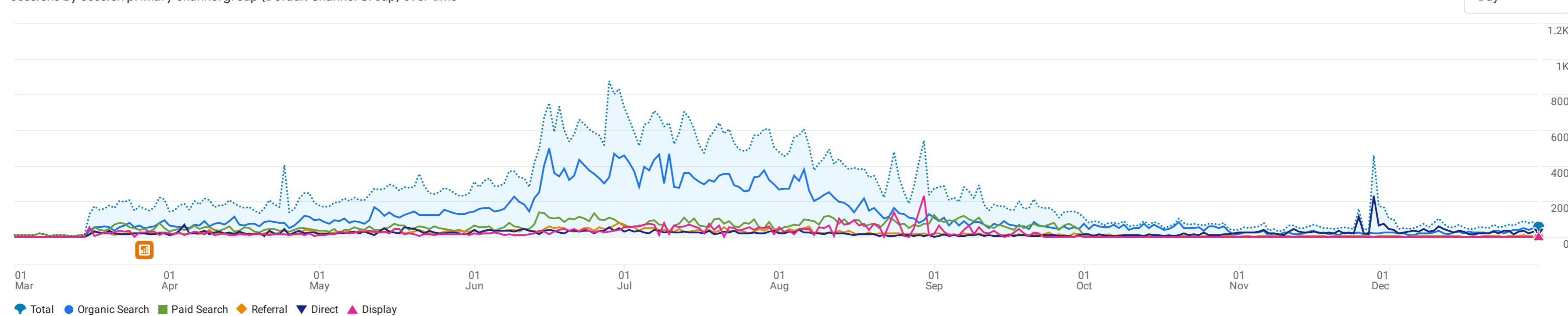
All Users Add comparison

Custom Mar 1 - Dec 31, 2025 Compare: Mar 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 All events	Key events All events	Session key event rate All events	Total revenue
<b>Total</b>	69,574 vs. 55,000 ↑ 26.5%	36,902 vs. 31,661 ↑ 16.55%	53.04% vs. 57.57% ↓ -7.86%	54s vs. 1m 01s ↓ -11.42%	7.10 vs. 7.14 ↓ -0.52%	494,222 vs. 392,741 ↑ 25.84%	2,002.00 vs. 4,692.00 ↓ -57.33%	1.65% vs. 5.54% ↓ -70.23%	\$160,331.88 vs. \$190,503.69 ↓ -15.84%
<b>1 Organic Search</b>									
Mar 1 - Dec 31, 2025	36,951 (53.11%)	21,435 (58.09%)	58.01%	40s	4.71	174,204 (35.25%)	791.00 (39.51%)	1.35%	\$44,304.10 (27.63%)
Mar 1 - Dec 31, 2024	20,275 (36.86%)	14,010 (44.25%)	69.1%	1m 04s	6.47	131,262 (33.42%)	590.00 (12.57%)	2.71%	\$79,019.75 (41.48%)
% change	82.25%	53%	-16.05%	-36.75%	-27.18%	32.71%	34.07%	-50.13%	-43.93%
<b>2 Paid Search</b>									
Mar 1 - Dec 31, 2025	12,485 (17.94%)	7,150 (19.38%)	57.27%	30s	4.47	55,764 (11.28%)	257.00 (12.84%)	1.51%	\$13,593.73 (8.48%)
Mar 1 - Dec 31, 2024	6,465 (11.75%)	3,999 (12.63%)	61.86%	50s	5.24	33,865 (8.62%)	191.00 (4.07%)	2.68%	\$13,315.37 (6.99%)
% change	93.12%	78.79%	-7.42%	-38.57%	-14.73%	64.67%	34.55%	-43.73%	2.09%
<b>3 Direct</b>									
Mar 1 - Dec 31, 2025	6,865 (9.87%)	3,007 (8.15%)	43.8%	28s	3.88	26,632 (5.39%)	66.00 (3.3%)	0.79%	\$396.60 (0.25%)
Mar 1 - Dec 31, 2024	7,110 (12.93%)	2,350 (7.42%)	33.05%	28s	4.32	30,745 (7.83%)	259.00 (5.52%)	2.59%	\$12,577.89 (6.6%)
% change	-3.45%	27.96%	32.52%	-0.02%	-10.29%	-13.38%	-74.52%	-69.6%	-96.85%
<b>4 Display</b>									
Mar 1 - Dec 31, 2025	6,179 (8.88%)	1,761 (4.77%)	28.5%	7s	3.80	23,468 (4.75%)	521.00 (26.02%)	5%	\$3,421.79 (2.13%)
Mar 1 - Dec 31, 2024	7,294 (13.26%)	2,049 (6.47%)	28.09%	5s	3.72	27,122 (6.91%)	1,981.00 (42.22%)	15%	\$0.00 (0%)
% change	-15.29%	-14.06%	1.45%	37.13%	2.14%	-13.47%	-73.7%	-66.66%	0%
<b>5 Referral</b>									
Mar 1 - Dec 31, 2025	3,405 (4.89%)	1,266 (3.43%)	37.18%	7m 01s	51.88	176,646 (35.74%)	258.00 (12.89%)	1.76%	\$85,471.84 (53.31%)
Mar 1 - Dec 31, 2024	9,708 (17.65%)	8,076 (25.51%)	83.19%	2m 17s	14.83	143,944 (36.65%)	625.00 (13.32%)	5.33%	\$84,839.65 (44.53%)
% change	-64.93%	-84.32%	-55.31%	206.45%	249.88%	22.72%	-58.72%	-66.91%	0.75%
<b>6 Email</b>									
Mar 1 - Dec 31, 2025	1,837 (2.64%)	777 (2.11%)	42.3%	16s	4.63	8,502 (1.72%)	12.00 (0.6%)	0.49%	\$2,113.51 (1.32%)
Mar 1 - Dec 31, 2024	310 (0.56%)	129 (0.41%)	41.61%	29s	4.25	1,316 (0.34%)	3.00 (0.06%)	0.97%	\$291.50 (0.15%)
% change	492.58%	502.33%	1.64%	-45.49%	9.02%	546.05%	300%	-49.37%	625.05%
<b>7 Cross-network</b>									
Mar 1 - Dec 31, 2025	1,370 (1.97%)	756 (2.05%)	55.18%	49s	6.69	9,161 (1.85%)	50.00 (2.5%)	2.34%	\$2,586.00 (1.61%)
Mar 1 - Dec 31, 2024	3,275 (5.95%)	984 (3.11%)	30.05%	5s	3.86	12,647 (3.22%)	1,030.00 (21.95%)	16.95%	\$0.00 (0%)
% change	-58.17%	-23.17%	83.66%	814.32%	73.16%	-27.56%	-95.15%	-86.22%	0%
<b>8 Unassigned</b>									
Mar 1 - Dec 31, 2025	1,010 (1.45%)	386 (1.05%)	38.22%	2m 21s	16.36	16,524 (3.34%)	33.00 (1.65%)	1.98%	\$6,551.63 (4.09%)
Mar 1 - Dec 31, 2024	521 (0.95%)	127 (0.4%)	24.38%	5m 23s	21.17	11,027 (2.81%)	8.00 (0.17%)	1.54%	\$361.63 (0.19%)
% change	93.86%	203.94%	56.78%	-56.23%	-22.7%	49.85%	312.5%	28.96%	1,711.69%
<b>9 Organic Social</b>									
Mar 1 - Dec 31, 2025	601 (0.86%)	268 (0.73%)	44.59%	18s	4.05	2,432 (0.49%)	9.00 (0.45%)	1%	\$1,892.68 (1.18%)
Mar 1 - Dec 31, 2024	146 (0.27%)	90 (0.28%)	61.64%	36s	5.57	813 (0.21%)	5.00 (0.11%)	3.42%	\$97.90 (0.05%)
% change	311.64%	197.78%	-27.66%	-50.14%	-27.33%	199.14%	80%	-70.85%	1,833.28%
<b>10 Paid Video</b>									
Mar 1 - Dec 31, 2025	319 (0.46%)	56 (0.15%)	17.55%	2s	2.79	889 (0.18%)	5.00 (0.25%)	1.25%	\$0.00 (0%)
Mar 1 - Dec 31, 2024	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%