

All Users

Add comparison

Last calendar year

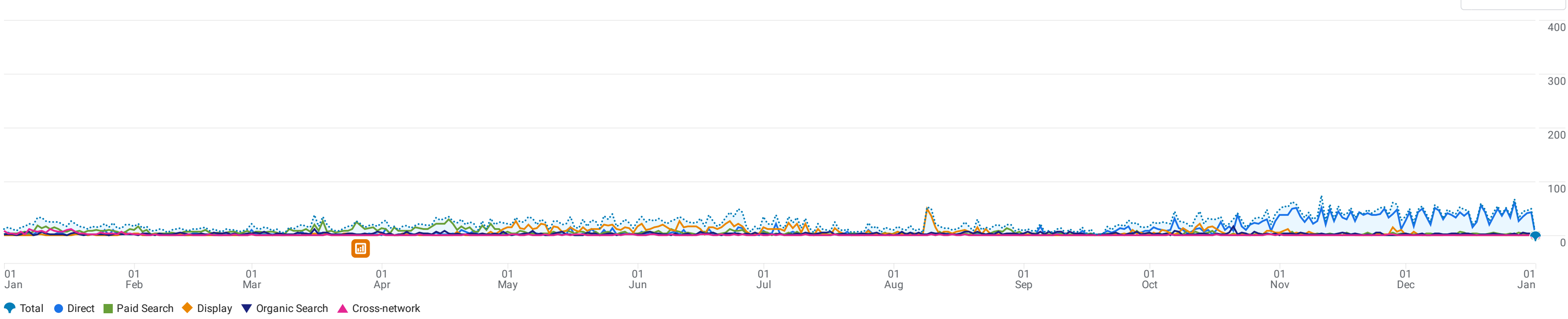
Jan 1 - Dec 31, 2025

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



| Search...                        |                      |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      | Rows per page: | 10 | 1-9 of 9 |
|----------------------------------|----------------------|-------------------------------|--------------------------------|-----------------------------------|-------------------------------------|-----------------------------|----------------------------------|----------------------------------|-----------------------------------|----------------------|----------------|----|----------|
| 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        |                |    |          |
| SHOW ALL ROWS                    |                      |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
| Total                            |                      | 8,256<br>vs. 4,579<br>↑ 80.3% | 3,007<br>vs. 2,338<br>↑ 28.61% | 36.42%<br>vs. 51.06%<br>↓ -28.67% | 25s<br>vs. 29s<br>↓ -11.26%         | 4.83<br>vs. 4.80<br>↑ 0.63% | 39,871<br>vs. 21,976<br>↑ 81.43% | 533.00<br>vs. 443.00<br>↑ 20.32% | 5.26%<br>vs. 7.43%<br>↓ -29.2%    | \$0.00<br>vs. \$0.00 |                |    |          |
| 1                                | Direct               |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 3,442 (41.69%)                | 542 (18.02%)                   | 15.75%                            | 7s                                  | 4.07                        | 14,019 (35.16%)                  | 124.00 (23.26%)                  | 3.28%                             | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 911 (19.9%)                   | 284 (12.15%)                   | 31.17%                            | 24s                                 | 4.60                        | 4,191 (19.07%)                   | 94.00 (21.22%)                   | 8.01%                             | \$0.00 (–)           |                |    |          |
|                                  | % change             | 277.83%                       | 90.85%                         | -49.49%                           | -69.78%                             | -11.47%                     | 234.5%                           | 31.91%                           | -59.03%                           | 0%                   |                |    |          |
| 2                                | Paid Search          |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 1,918 (23.23%)                | 1,116 (37.11%)                 | 58.19%                            | 49s                                 | 5.54                        | 10,631 (26.66%)                  | 113.00 (21.2%)                   | 5.42%                             | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 1,553 (33.92%)                | 829 (35.46%)                   | 53.38%                            | 35s                                 | 4.74                        | 7,359 (33.49%)                   | 89.00 (20.09%)                   | 4.31%                             | \$0.00 (–)           |                |    |          |
|                                  | % change             | 23.5%                         | 34.62%                         | 9%                                | 39.03%                              | 16.97%                      | 44.46%                           | 26.97%                           | 25.68%                            | 0%                   |                |    |          |
| 3                                | Display              |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 1,685 (20.41%)                | 553 (18.39%)                   | 32.82%                            | 14s                                 | 3.84                        | 6,473 (16.23%)                   | 8.00 (1.5%)                      | 0.47%                             | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 269 (5.87%)                   | 79 (3.38%)                     | 29.37%                            | 13s                                 | 3.73                        | 1,003 (4.56%)                    | 7.00 (1.58%)                     | 2.23%                             | \$0.00 (–)           |                |    |          |
|                                  | % change             | 526.39%                       | 600%                           | 11.75%                            | 11.27%                              | 3.03%                       | 545.36%                          | 14.29%                           | -78.71%                           | 0%                   |                |    |          |
| 4                                | Organic Search       |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 973 (11.79%)                  | 617 (20.52%)                   | 63.41%                            | 55s                                 | 6.66                        | 6,481 (16.25%)                   | 211.00 (39.59%)                  | 14.7%                             | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 647 (14.13%)                  | 315 (13.47%)                   | 48.69%                            | 35s                                 | 5.43                        | 3,511 (15.98%)                   | 95.00 (21.44%)                   | 11.9%                             | \$0.00 (–)           |                |    |          |
|                                  | % change             | 50.39%                        | 95.87%                         | 30.25%                            | 57%                                 | 22.74%                      | 84.59%                           | 122.11%                          | 23.49%                            | 0%                   |                |    |          |
| 5                                | Cross-network        |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 229 (2.77%)                   | 151 (5.02%)                    | 65.94%                            | 47s                                 | 5.51                        | 1,261 (3.16%)                    | 33.00 (6.19%)                    | 14.41%                            | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 604 (13.19%)                  | 295 (12.62%)                   | 48.84%                            | 25s                                 | 4.69                        | 2,832 (12.89%)                   | 53.00 (11.96%)                   | 8.44%                             | \$0.00 (–)           |                |    |          |
|                                  | % change             | -62.09%                       | -48.81%                        | 35.01%                            | 87.99%                              | 17.44%                      | -55.47%                          | -37.74%                          | 70.67%                            | 0%                   |                |    |          |
| 6                                | Referral             |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 102 (1.24%)                   | 54 (1.8%)                      | 52.94%                            | 17s                                 | 4.87                        | 497 (1.25%)                      | 25.00 (4.69%)                    | 18.63%                            | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 463 (10.11%)                  | 444 (18.99%)                   | 95.9%                             | 26s                                 | 5.14                        | 2,381 (10.83%)                   | 29.00 (6.55%)                    | 3.24%                             | \$0.00 (–)           |                |    |          |
|                                  | % change             | -77.97%                       | -87.84%                        | -44.79%                           | -34.7%                              | -5.25%                      | -79.13%                          | -13.79%                          | 474.97%                           | 0%                   |                |    |          |
| 7                                | Unassigned           |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 75 (0.91%)                    | 8 (0.27%)                      | 10.67%                            | 17s                                 | 2.91                        | 218 (0.55%)                      | 5.00 (0.94%)                     | 5.33%                             | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 11 (0.24%)                    | 0 (0%)                         | 0%                                | 46s                                 | 2.55                        | 28 (0.13%)                       | 5.00 (1.13%)                     | 45.45%                            | \$0.00 (–)           |                |    |          |
|                                  | % change             | 581.82%                       | 0%                             | 0%                                | -62.72%                             | 14.19%                      | 678.57%                          | 0%                               | -88.27%                           | 0%                   |                |    |          |
| 8                                | Organic Social       |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 54 (0.65%)                    | 36 (1.2%)                      | 66.67%                            | 10s                                 | 4.91                        | 265 (0.66%)                      | 14.00 (2.63%)                    | 22.22%                            | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 119 (2.6%)                    | 88 (3.76%)                     | 73.95%                            | 11s                                 | 5.64                        | 671 (3.05%)                      | 71.00 (16.03%)                   | 38.66%                            | \$0.00 (–)           |                |    |          |
|                                  | % change             | -54.62%                       | -59.09%                        | -9.85%                            | -11.03%                             | -12.97%                     | -60.51%                          | -80.28%                          | -42.51%                           | 0%                   |                |    |          |
| 9                                | Paid Video           |                               |                                |                                   |                                     |                             |                                  |                                  |                                   |                      |                |    |          |
|                                  | Jan 1 - Dec 31, 2025 | 8 (0.1%)                      | 2 (0.07%)                      | 25%                               | 7s                                  | 3.25                        | 26 (0.07%)                       | 0.00 (0%)                        | 0%                                | \$0.00 (–)           |                |    |          |
|                                  | Jan 1 - Dec 31, 2024 | 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%                   |                |    |          |