

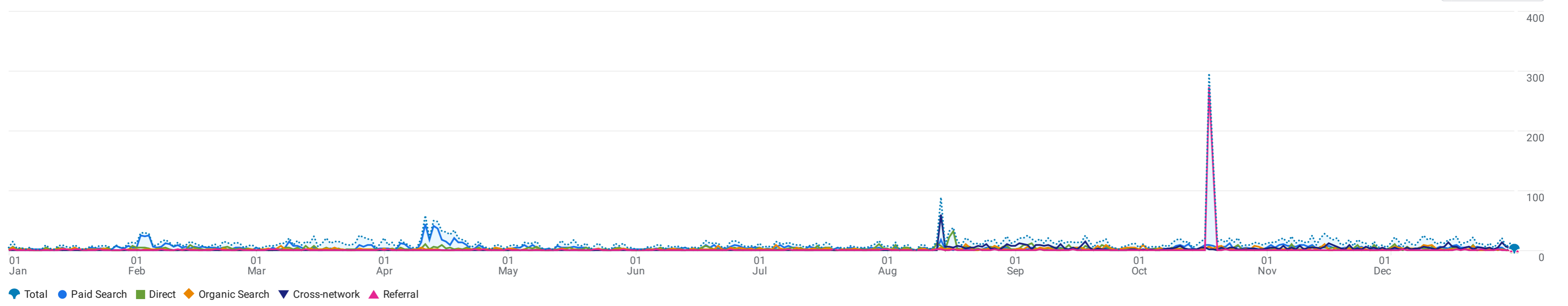
All Users Add comparison

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
Total		4,579 vs. 574 ↑ 697.74%	2,338 vs. 321 ↑ 628.35%	51.06% vs. 55.92% ↓ -8.7%	29s vs. 47s ↓ -38.87%	4.80 vs. 6.66 ↓ -27.96%	21,976 vs. 3,824 ↑ 474.69%	443.00 vs. 75.00 ↑ 490.67%	7.43% vs. 8.36% ↓ -11.21%	\$0.00 vs. \$0.00
1	Paid Search									
	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 (-)
	Jan 1 - Dec 31, 2023	206 (35.89%)	145 (45.17%)	70.39%	1m 00s	6.69	1,378 (36.04%)	25.00 (33.33%)	7.28%	\$0.00 (-)
	% change	653.88%	471.72%	-24.16%	-40.98%	-29.16%	434.03%	256%	-40.75%	0%
2	Direct									
	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 (-)
	Jan 1 - Dec 31, 2023	134 (23.34%)	41 (12.77%)	30.6%	27s	4.42	592 (15.48%)	2.00 (2.67%)	1.49%	\$0.00 (-)
	% change	579.85%	592.68%	1.89%	-11.04%	4.13%	607.94%	4,600%	436.88%	0%
3	Organic Search									
	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 (-)
	Jan 1 - Dec 31, 2023	143 (24.91%)	77 (23.99%)	53.85%	49s	8.06	1,152 (30.13%)	22.00 (29.33%)	12.59%	\$0.00 (-)
	% change	352.45%	309.09%	-9.58%	-29.54%	-32.64%	204.77%	331.82%	-5.45%	0%
4	Cross-network									
	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 (-)
	Jan 1 - Dec 31, 2023	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%
5	Referral									
	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 (-)
	Jan 1 - Dec 31, 2023	27 (4.7%)	13 (4.05%)	48.15%	2m 04s	14.00	378 (9.88%)	9.00 (12%)	14.81%	\$0.00 (-)
	% change	1,614.81%	3,315.38%	99.17%	-78.79%	-63.27%	529.89%	222.22%	-78.13%	0%
6	Display									
	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 (-)
	Jan 1 - Dec 31, 2023	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%
7	Organic Social									
	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 (-)
	Jan 1 - Dec 31, 2023	64 (11.15%)	45 (14.02%)	70.31%	11s	5.06	324 (8.47%)	17.00 (22.67%)	14.06%	\$0.00 (-)
	% change	85.94%	95.56%	5.17%	0.58%	11.38%	107.1%	317.65%	174.88%	0%
8	Unassigned									
	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 (-)
	Jan 1 - Dec 31, 2023	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%