

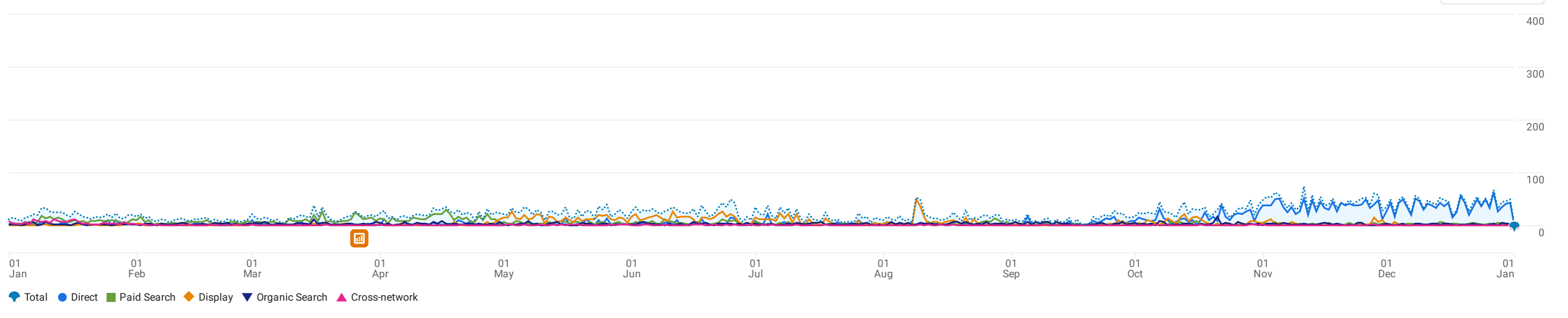
All Users Add comparison

Custom 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



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		8,256 vs. 4,579 ↑ 80.3%	3,007 vs. 2,338 ↑ 28.61%	36.42% vs. 51.06% ↓ -28.67%	25s vs. 29s ↓ -11.26%	4.83 vs. 4.80 ↑ 0.63%	39,871 vs. 21,976 ↑ 81.43%	533.00 vs. 443.00 ↑ 20.32%	5.26% vs. 7.43% ↓ -29.2%	\$0.00 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%