

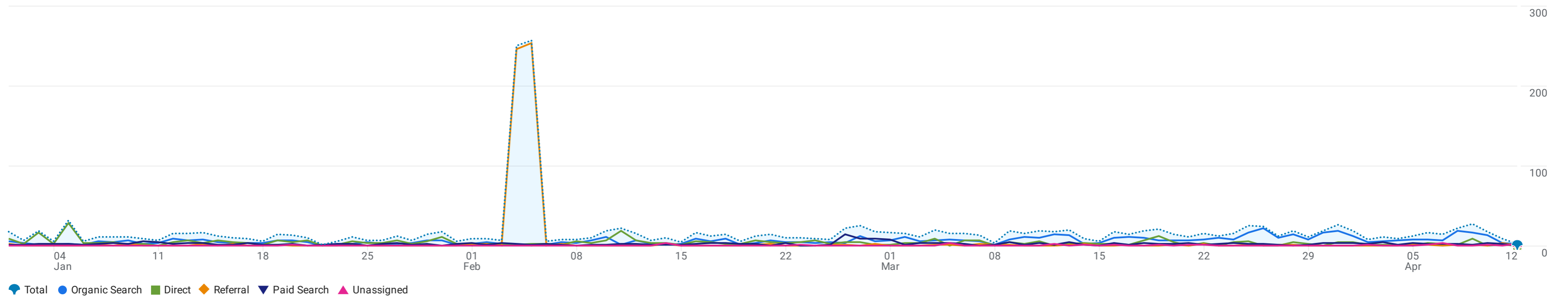
All Users Add comparison

Custom Jan 1 - Apr 12, 2026 Compare: Jan 1 - Apr 12, 2025

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
Total	1,800 vs. 1,031 ↑ 74.59%	1,204 vs. 619 ↑ 94.51%	66.89% vs. 60.04% ↑ 11.41%	32s vs. 37s ↓ -12.95%	5.61 vs. 5.79 ↓ -3.12%	10,103 vs. 5,973 ↑ 69.14%	24.00 vs. 0.00	1.22% vs. 0%	\$0.00 vs. \$0.00
1 Organic Search									
Jan 1 - Apr 12, 2026	623 (34.61%)	400 (33.22%)	64.21%	36s	6.03	3,756 (37.18%)	15.00 (62.5%)	2.41%	\$0.00 (-)
Jan 1 - Apr 12, 2025	715 (69.35%)	509 (82.23%)	71.19%	47s	6.59	4,712 (78.89%)	0.00 (-)	0%	\$0.00 (-)
% change	-12.87%	-21.41%	-9.81%	-22.67%	-8.52%	-20.29%	0%	0%	0%
2 Referral									
Jan 1 - Apr 12, 2026	550 (30.56%)	531 (44.1%)	96.55%	40s	5.90	3,243 (32.1%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Apr 12, 2025	10 (0.97%)	8 (1.29%)	80%	28s	7.40	74 (1.24%)	0.00 (-)	0%	\$0.00 (-)
% change	5,400%	6,537.5%	20.68%	41.73%	-20.32%	4,282.43%	0%	0%	0%
3 Direct									
Jan 1 - Apr 12, 2026	375 (20.83%)	113 (9.39%)	30.13%	14s	4.74	1,777 (17.59%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Apr 12, 2025	202 (19.59%)	83 (13.41%)	41.09%	15s	4.49	906 (15.17%)	0.00 (-)	0%	\$0.00 (-)
% change	85.64%	36.14%	-26.66%	-3.56%	5.65%	96.14%	0%	0%	0%
4 Paid Search									
Jan 1 - Apr 12, 2026	219 (12.17%)	142 (11.79%)	64.84%	33s	5.24	1,148 (11.36%)	8.00 (33.33%)	2.74%	\$0.00 (-)
Jan 1 - Apr 12, 2025	2 (0.19%)	0 (0%)	0%	0s	3.00	6 (0.1%)	0.00 (-)	0%	\$0.00 (-)
% change	10,850%	0%	0%	0%	74.73%	19,033.33%	0%	0%	0%
5 Unassigned									
Jan 1 - Apr 12, 2026	23 (1.28%)	11 (0.91%)	47.83%	13s	4.57	105 (1.04%)	1.00 (4.17%)	4.35%	\$0.00 (-)
Jan 1 - Apr 12, 2025	75 (7.27%)	8 (1.29%)	10.67%	14s	2.03	152 (2.54%)	0.00 (-)	0%	\$0.00 (-)
% change	-69.33%	37.5%	348.37%	-9.27%	125.26%	-30.92%	0%	0%	0%
6 Organic Social									
Jan 1 - Apr 12, 2026	7 (0.39%)	4 (0.33%)	57.14%	18s	5.29	37 (0.37%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Apr 12, 2025	28 (2.72%)	11 (1.78%)	39.29%	6s	4.39	123 (2.06%)	0.00 (-)	0%	\$0.00 (-)
% change	-75%	-63.64%	45.45%	182.35%	20.33%	-69.92%	0%	0%	0%
7 Cross-network									
Jan 1 - Apr 12, 2026	4 (0.22%)	3 (0.25%)	75%	1m 40s	9.25	37 (0.37%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Apr 12, 2025	0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (-)	0%	\$0.00 (-)
% change	0%	0%	0%	0%	0%	0%	0%	0%	0%