

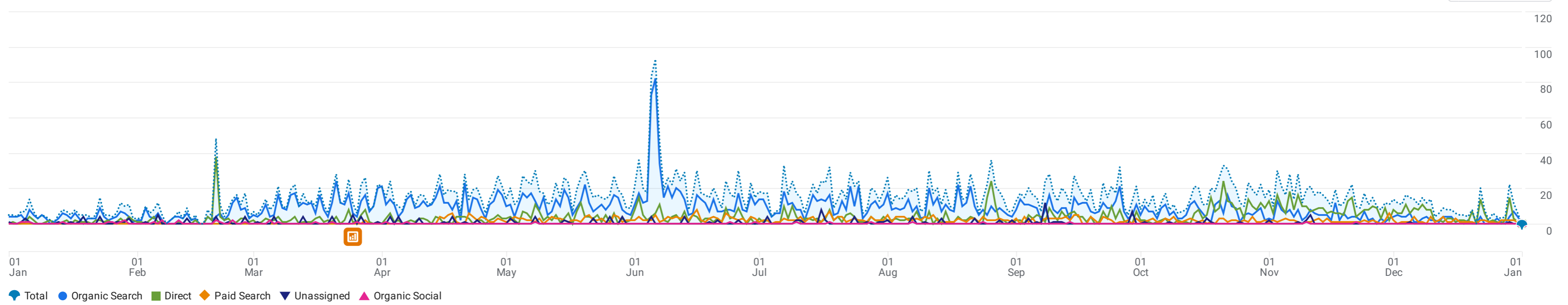
All Users Add comparison

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



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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		5,430 vs. 3,084 ↑ 76.07%	3,160 vs. 1,833 ↑ 72.39%	58.2% vs. 59.44% ↓ -2.09%	34s vs. 40s ↓ -14.29%	5.86 vs. 5.69 ↑ 3.01%	31,804 vs. 17,535 ↑ 81.37%	72.00 vs. 0.00	1.18% vs. 0%	\$0.00 vs. \$0.00
1 Organic Search										
Jan 1 - Dec 31, 2025		3,089 (56.89%)	2,166 (68.54%)	70.12%	44s	6.52	20,150 (63.36%)	41.00 (56.94%)	1.23%	\$0.00 (-)
Jan 1 - Dec 31, 2024		2,155 (69.88%)	1,458 (79.54%)	67.66%	49s	6.34	13,655 (77.87%)	0.00 (-)	0%	\$0.00 (-)
% change		43.34%	48.56%	3.64%	-9.95%	2.95%	47.56%	0%	0%	0%
2 Direct										
Jan 1 - Dec 31, 2025		1,417 (26.1%)	484 (15.32%)	34.16%	16s	4.80	6,807 (21.4%)	13.00 (18.06%)	0.71%	\$0.00 (-)
Jan 1 - Dec 31, 2024		696 (22.57%)	259 (14.13%)	37.21%	15s	4.04	2,815 (16.05%)	0.00 (-)	0%	\$0.00 (-)
% change		103.59%	86.87%	-8.21%	7.87%	18.77%	141.81%	0%	0%	0%
3 Paid Search										
Jan 1 - Dec 31, 2025		572 (10.53%)	384 (12.15%)	67.13%	34s	5.88	3,363 (10.57%)	13.00 (18.06%)	1.92%	\$0.00 (-)
Jan 1 - Dec 31, 2024		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%
4 Unassigned										
Jan 1 - Dec 31, 2025		206 (3.79%)	43 (1.36%)	20.87%	21s	2.80	576 (1.81%)	5.00 (6.94%)	2.43%	\$0.00 (-)
Jan 1 - Dec 31, 2024		105 (3.4%)	24 (1.31%)	22.86%	25s	2.70	283 (1.61%)	0.00 (-)	0%	\$0.00 (-)
% change		96.19%	79.17%	-8.68%	-16.88%	3.74%	103.53%	0%	0%	0%
5 Referral										
Jan 1 - Dec 31, 2025		87 (1.6%)	67 (2.12%)	77.01%	31s	7.83	681 (2.14%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Dec 31, 2024		55 (1.78%)	34 (1.85%)	61.82%	43s	5.20	286 (1.63%)	0.00 (-)	0%	\$0.00 (-)
% change		58.18%	97.06%	24.58%	-29.09%	50.53%	138.11%	0%	0%	0%
6 Organic Social										
Jan 1 - Dec 31, 2025		39 (0.72%)	19 (0.6%)	48.72%	10s	4.62	180 (0.57%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Dec 31, 2024		104 (3.37%)	57 (3.11%)	54.81%	23s	4.77	496 (2.83%)	0.00 (-)	0%	\$0.00 (-)
% change		-62.5%	-66.67%	-11.11%	-55.57%	-3.23%	-63.71%	0%	0%	0%
7 Cross-network										
Jan 1 - Dec 31, 2025		7 (0.13%)	6 (0.19%)	85.71%	19s	6.71	47 (0.15%)	0.00 (0%)	0%	\$0.00 (-)
Jan 1 - Dec 31, 2024		0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (-)	0%	\$0.00 (-)
% change		0%	0%	0%	0%	0%	0%	0%	0%	0%