

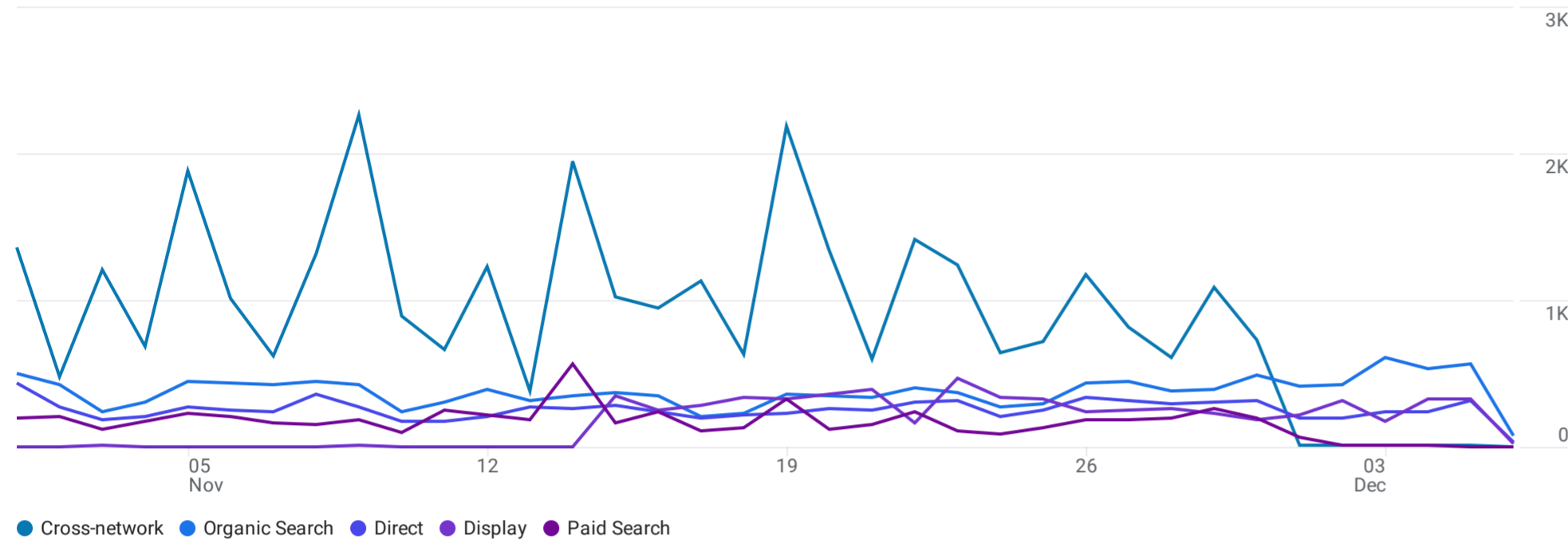
All Users Add comparison +

Custom Nov 1 - Dec 6, 2023

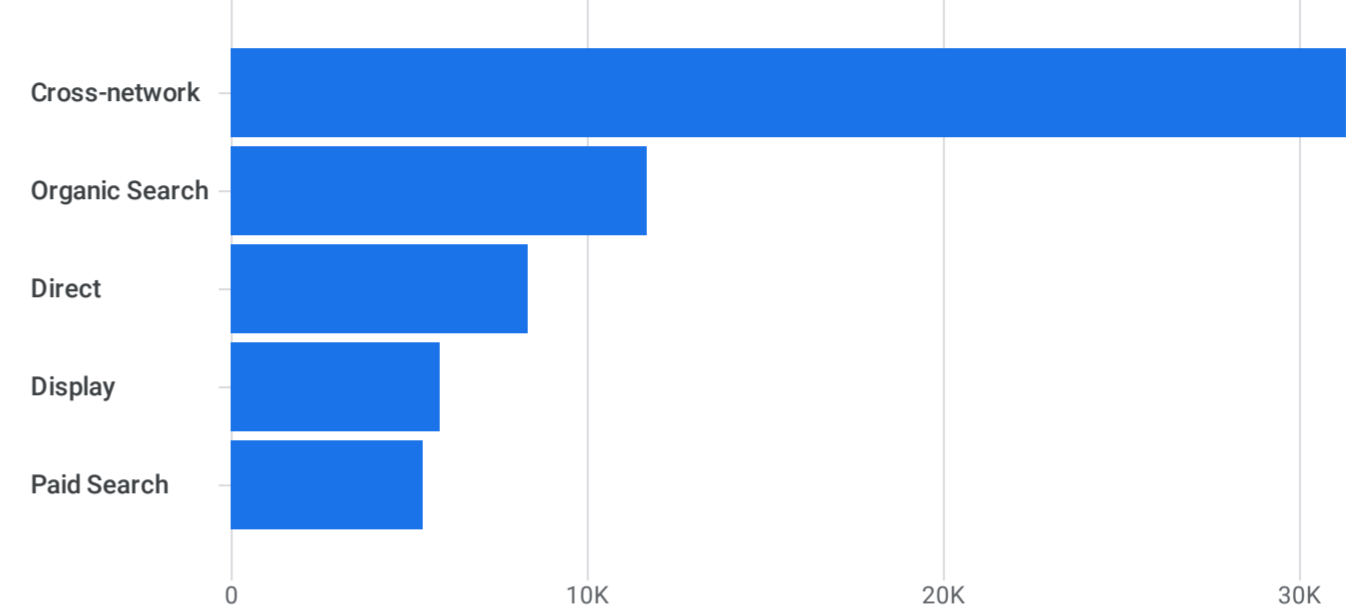
Traffic acquisition: Session default channel group

Add filter +

Users by Session default channel group over time



Users by Session default channel group



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Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
	63,191 100% of total	84,185 100% of total	29,860 100% of total	24s Avg 0%	0.47 Avg 0%	4.28 Avg 0%	35.47% Avg 0%	360,506 100% of total	38.00 100% of total	\$0.00
1 Cross-network	31,317	37,065	11,988	19s	0.38	3.98	32.34%	147,445	16.00	\$0.00
2 Organic Search	11,669	17,884	9,063	38s	0.78	5.08	50.68%	90,923	2.00	\$0.00
3 Direct	8,315	11,292	2,932	18s	0.35	3.99	25.97%	45,109	11.00	\$0.00
4 Display	5,863	8,023	2,547	19s	0.43	3.85	31.75%	30,917	0.00	\$0.00
5 Paid Search	5,369	7,335	2,185	24s	0.41	4.31	29.79%	31,634	0.00	\$0.00
6 Referral	1,302	1,707	772	36s	0.59	4.93	45.23%	8,424	7.00	\$0.00
7 Organic Social	858	1,037	447	29s	0.52	4.73	43.11%	4,903	1.00	\$0.00
8 Unassigned	200	212	2	1m 04s	<0.01	3.31	0.94%	701	0.00	\$0.00
9 Organic Video	6	43	35	52s	5.83	10.09	81.4%	434	1.00	\$0.00
10 Paid Video	2	3	1	1m 03s	0.50	5.33	33.33%	16	0.00	\$0.00