

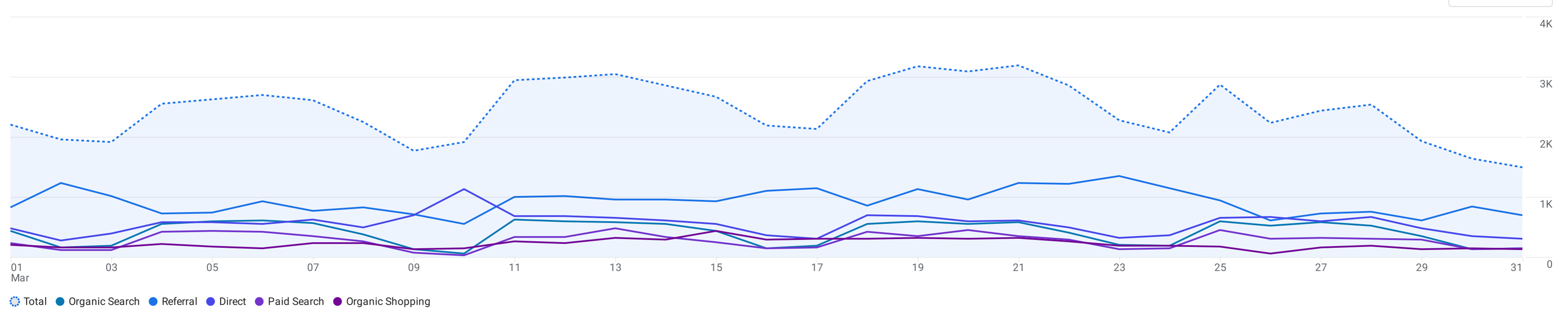
All Users Add comparison

Custom Mar 1 - Mar 31, 2024 Compare: Mar 1 - Mar 31, 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	Key events	Session key event rate	Total revenue
Total	75,116 vs. 29,424 ↑ 155.29%	20,468 vs. 16,794 ↑ 21.88%	27.25% vs. 57.08% ↓ -52.26%	21s vs. 47s ↓ -54.15%	4.70 vs. 6.10 ↓ -22.87%	353,393 vs. 179,475 ↑ 96.9%	0.00 vs. 0.00	0% vs. 0%	\$0.00 vs. \$0.00
1 Referral									
Mar 1 - Mar 31, 2024	28,834 (38.39%)	753 (3.68%)	2.61%	1s	3.29	94,804 (26.83%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 2025	803 (2.73%)	505 (3.01%)	62.89%	45s	6.79	5,453 (3.04%)	0.00 (-)	0%	\$0.00 (-)
% change	3,490.78%	49.11%	-95.85%	-97.08%	-51.58%	1,638.57%	0%	0%	0%
2 Direct									
Mar 1 - Mar 31, 2024	16,691 (22.22%)	5,017 (24.51%)	30.06%	21s	4.83	80,583 (22.8%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 2025	9,031 (30.69%)	3,997 (23.8%)	44.26%	31s	5.33	48,126 (26.81%)	0.00 (-)	0%	\$0.00 (-)
% change	84.82%	25.52%	-32.09%	-29.9%	-9.4%	67.44%	0%	0%	0%
3 Organic Search									
Mar 1 - Mar 31, 2024	12,713 (16.92%)	8,291 (40.51%)	65.22%	54s	6.41	81,511 (23.07%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 2025	19,178 (65.18%)	12,086 (71.97%)	63.02%	56s	6.46	123,848 (69.01%)	0.00 (-)	0%	\$0.00 (-)
% change	-33.71%	-31.4%	3.49%	-1.89%	-0.72%	-34.18%	0%	0%	0%
4 Paid Search									
Mar 1 - Mar 31, 2024	8,309 (11.06%)	5,017 (24.51%)	60.38%	47s	6.74	56,019 (15.85%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 2025	64 (0.22%)	43 (0.26%)	67.19%	26s	7.00	448 (0.25%)	0.00 (-)	0%	\$0.00 (-)
% change	12,882.81%	11,567.44%	-10.13%	77.34%	-3.69%	12,404.24%	0%	0%	0%
5 Organic Shopping									
Mar 1 - Mar 31, 2024	6,897 (9.18%)	70 (0.34%)	1.01%	0s	2.98	20,572 (5.82%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 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%
6 Cross-network									
Mar 1 - Mar 31, 2024	2,101 (2.8%)	1,280 (6.25%)	60.92%	56s	6.49	13,628 (3.86%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 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%
7 Organic Social									
Mar 1 - Mar 31, 2024	616 (0.82%)	133 (0.65%)	21.59%	15s	4.58	2,823 (0.8%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 2025	200 (0.68%)	108 (0.64%)	54%	19s	4.53	905 (0.5%)	0.00 (-)	0%	\$0.00 (-)
% change	208%	23.15%	-60.02%	-22.98%	1.28%	211.93%	0%	0%	0%
8 Display									
Mar 1 - Mar 31, 2024	342 (0.46%)	55 (0.27%)	16.08%	15s	4.41	1,507 (0.43%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 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%
9 Unassigned									
Mar 1 - Mar 31, 2024	252 (0.34%)	0 (0%)	0%	1m 00s	6.38	1,608 (0.46%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 2025	173 (0.59%)	1 (<0.01%)	0.58%	39s	3.28	567 (0.32%)	0.00 (-)	0%	\$0.00 (-)
% change	45.66%	-100%	-100%	51%	94.69%	183.6%	0%	0%	0%
10 Paid Other									
Mar 1 - Mar 31, 2024	61 (0.08%)	8 (0.04%)	13.11%	2s	3.69	225 (0.06%)	0.00 (-)	0%	\$0.00 (-)
Mar 1 - Mar 31, 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%