

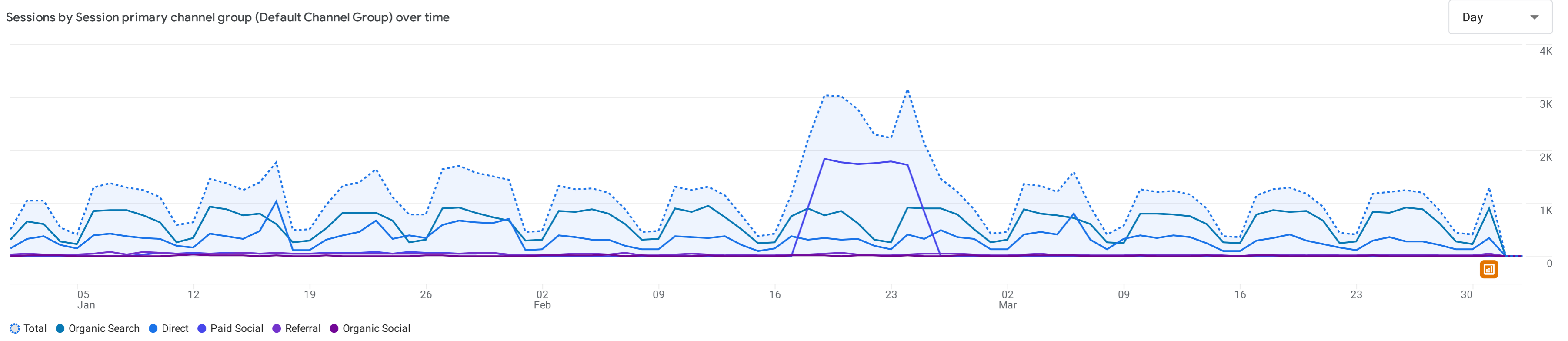
All Users Add comparison

Custom Jan 1 - Mar 31, 2025
 Compare: Oct 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
Total	103,985 vs. 94,517 ↑ 10.02%	51,148 vs. 42,712 ↑ 19.75%	49.19% vs. 45.19% ↑ 8.85%	41s vs. 37s ↑ 10.09%	5.96 vs. 5.55 ↑ 7.45%	620,237 vs. 524,653 ↑ 18.22%	0.00 vs. 0.00	0% vs. 0%	\$0.00 vs. \$0.00
1 Organic Search									
Jan 1 - Mar 31, 2025	57,085 (54.9%)	37,065 (72.47%)	64.93%	56s	6.57	375,268 (60.5%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	47,719 (50.49%)	29,943 (70.1%)	62.75%	55s	6.38	304,406 (58.02%)	0.00 (-)	0%	\$0.00 (-)
% change	19.63%	23.79%	3.48%	2.63%	3.05%	23.28%	0%	0%	0%
2 Direct									
Jan 1 - Mar 31, 2025	29,717 (28.58%)	11,722 (22.92%)	39.45%	29s	5.30	157,495 (25.39%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	41,390 (43.79%)	10,409 (24.37%)	25.15%	18s	4.34	179,795 (34.27%)	0.00 (-)	0%	\$0.00 (-)
% change	-28.2%	12.61%	56.85%	60.63%	22.01%	-12.4%	0%	0%	0%
3 Paid Social									
Jan 1 - Mar 31, 2025	13,699 (13.17%)	705 (1.38%)	5.15%	1s	4.30	58,903 (9.5%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	1,807 (1.91%)	58 (0.14%)	3.21%	0s	4.61	8,328 (1.59%)	0.00 (-)	0%	\$0.00 (-)
% change	658.11%	1,115.52%	60.34%	179.18%	-6.7%	607.29%	0%	0%	0%
4 Referral									
Jan 1 - Mar 31, 2025	3,287 (3.16%)	1,777 (3.47%)	54.06%	43s	6.57	21,611 (3.48%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	4,376 (4.63%)	1,820 (4.26%)	41.59%	31s	5.59	24,450 (4.66%)	0.00 (-)	0%	\$0.00 (-)
% change	-24.89%	-2.36%	29.99%	37.67%	17.67%	-11.61%	0%	0%	0%
5 Organic Social									
Jan 1 - Mar 31, 2025	791 (0.76%)	418 (0.82%)	52.84%	21s	4.83	3,817 (0.62%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	956 (1.01%)	523 (1.22%)	54.71%	16s	5.34	5,103 (0.97%)	0.00 (-)	0%	\$0.00 (-)
% change	-17.26%	-20.08%	-3.4%	29.77%	-9.6%	-25.2%	0%	0%	0%
6 Unassigned									
Jan 1 - Mar 31, 2025	513 (0.49%)	8 (0.02%)	1.56%	42s	3.21	1,646 (0.27%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	451 (0.48%)	4 (<0.01%)	0.89%	35s	2.81	1,267 (0.24%)	0.00 (-)	0%	\$0.00 (-)
% change	13.75%	100%	75.83%	20.35%	14.21%	29.91%	0%	0%	0%
7 Paid Search									
Jan 1 - Mar 31, 2025	177 (0.17%)	114 (0.22%)	64.41%	45s	8.06	1,426 (0.23%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	147 (0.16%)	88 (0.21%)	59.86%	45s	7.80	1,146 (0.22%)	0.00 (-)	0%	\$0.00 (-)
% change	20.41%	29.55%	7.59%	-0.1%	3.34%	24.43%	0%	0%	0%
8 Display									
Jan 1 - Mar 31, 2025	7 (<0.01%)	0 (0%)	0%	0s	4.00	28 (<0.01%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	7 (<0.01%)	0 (0%)	0%	0s	5.14	36 (<0.01%)	0.00 (-)	0%	\$0.00 (-)
% change	0%	0%	0%	0%	-22.22%	-22.22%	0%	0%	0%
9 Paid Other									
Jan 1 - Mar 31, 2025	6 (<0.01%)	0 (0%)	0%	0s	3.17	19 (<0.01%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	18 (0.02%)	5 (0.01%)	27.78%	2s	4.56	82 (0.02%)	0.00 (-)	0%	\$0.00 (-)
% change	-66.67%	-100%	-100%	-100%	-30.49%	-76.83%	0%	0%	0%
10 Email									
Jan 1 - Mar 31, 2025	3 (<0.01%)	0 (0%)	0%	0s	4.00	12 (<0.01%)	0.00 (-)	0%	\$0.00 (-)
Oct 1 - Dec 31, 2024	8 (<0.01%)	0 (0%)	0%	0s	3.00	24 (<0.01%)	0.00 (-)	0%	\$0.00 (-)
% change	-62.5%	0%	0%	0%	33.33%	-50%	0%	0%	0%