

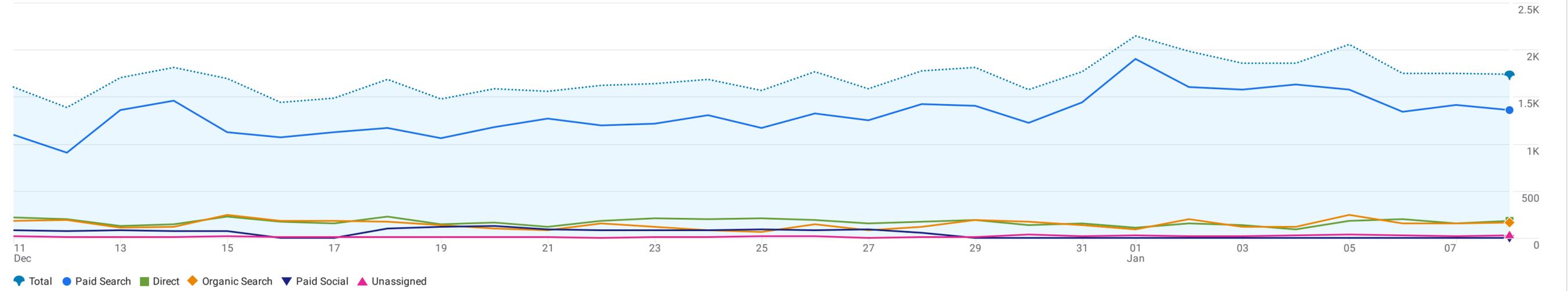
All Users [Add comparison](#)

Custom Dec 11, 2025 - Jan 8, 2026

Traffic acquisition: Session primary channel group (Default Channel Group)

[Add filter](#)

Sessions by Session primary channel group (Default Channel Group) over time



Plot rows		Search...	Rows per page: 10	1-8 of 8						
<input type="checkbox"/>	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
<input checked="" type="checkbox"/>	Total	49,430 100% of total	9,968 100% of total	20.17% Avg 0%	5s Avg 0%	3.21 Avg 0%	158,914 100% of total	54.00 100% of total	0.11% Avg 0%	\$0.00
<input checked="" type="checkbox"/>	1 Paid Search	37,909 (76.69%)	5,687 (57.05%)	15%	2s	3.11	118,069 (74.3%)	4.00 (7.41%)	0.01%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Direct	4,926 (9.97%)	1,675 (16.8%)	34%	8s	3.45	17,010 (10.7%)	33.00 (61.11%)	0.67%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Organic Search	4,166 (8.43%)	2,188 (21.95%)	52.52%	34s	4.02	16,738 (10.53%)	15.00 (27.78%)	0.36%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 Paid Social	1,381 (2.79%)	239 (2.4%)	17.31%	3s	3.21	4,430 (2.79%)	0.00 (0%)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Unassigned	443 (0.9%)	1 (0.01%)	0.23%	5s	2.40	1,063 (0.67%)	0.00 (0%)	0%	\$0.00 (-)
<input type="checkbox"/>	6 Cross-network	174 (0.35%)	92 (0.92%)	52.87%	9s	4.37	760 (0.48%)	0.00 (0%)	0%	\$0.00 (-)
<input type="checkbox"/>	7 Referral	148 (0.3%)	60 (0.6%)	40.54%	21s	4.45	659 (0.41%)	2.00 (3.7%)	1.35%	\$0.00 (-)
<input type="checkbox"/>	8 Organic Social	50 (0.1%)	16 (0.16%)	32%	7s	3.70	185 (0.12%)	0.00 (0%)	0%	\$0.00 (-)