

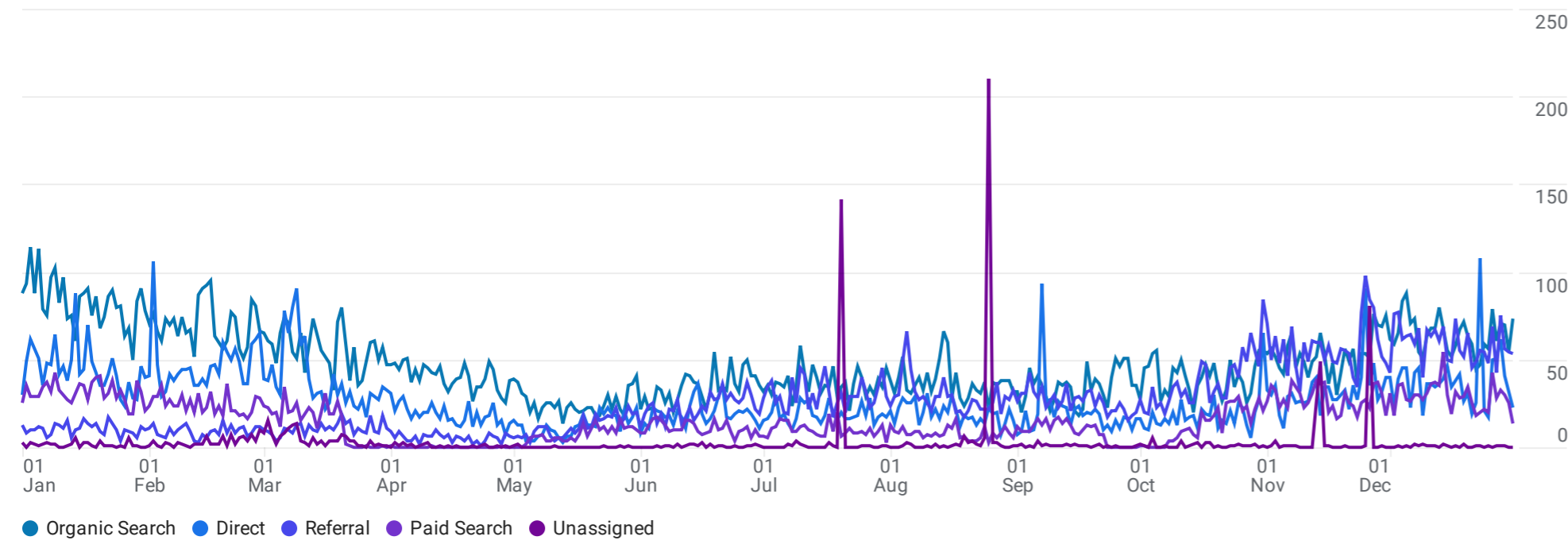
All Users Add comparison

Custom Jan 1 - Dec 31, 2023 Compare: Jan 1 - Dec 31, 2022

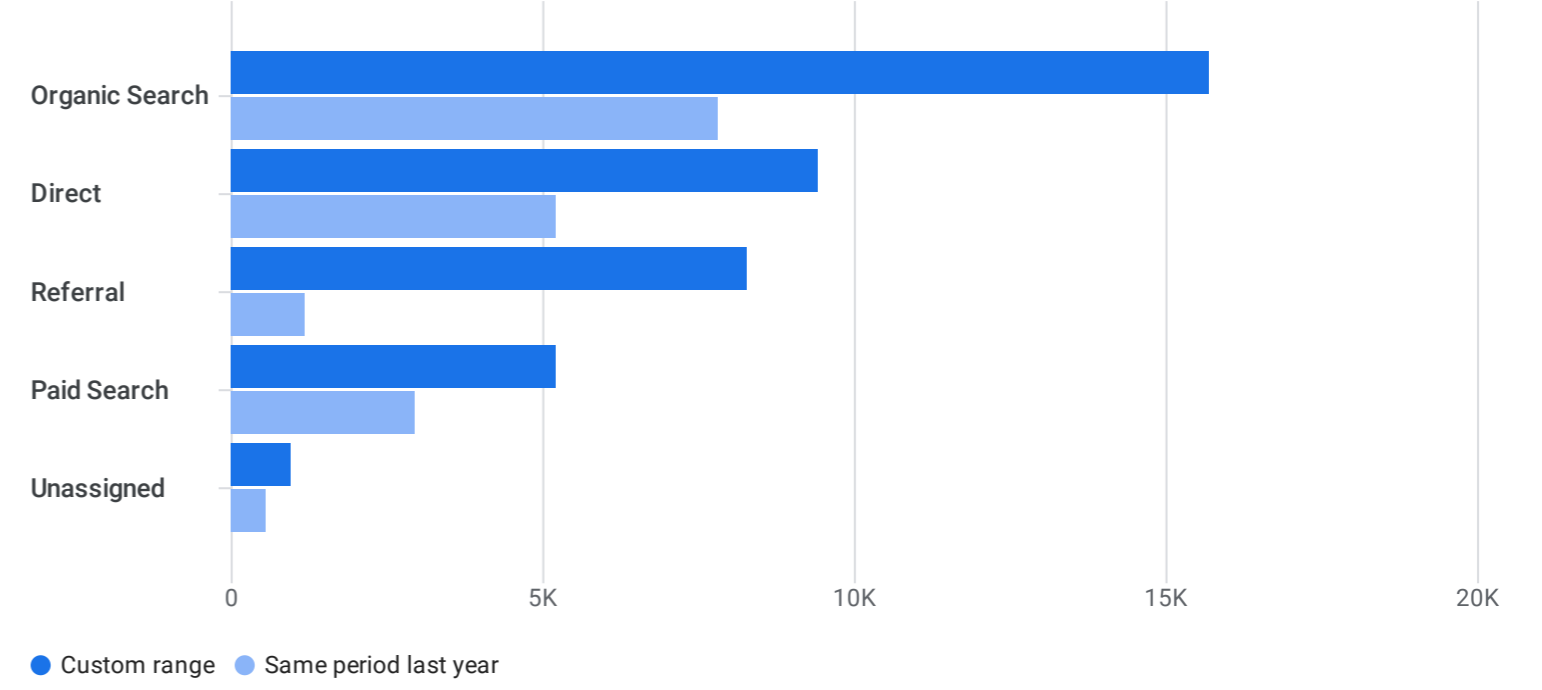
Traffic acquisition: Session default channel group

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 All events	Conversions All events	Total revenue
<b>Organic Search</b>	39,594 vs. 18,504 ↑ 113.98%	57,035 vs. 26,545 ↑ 114.86%	35,591 vs. 15,095 ↑ 135.78%	1m 01s vs. 60.57 ↑ 2.08%	0.90 vs. 0.82 ↑ 10.19%	6.60 vs. 5.13 ↑ 28.73%	62.4% vs. 56.87% ↑ 9.74%	376,636 vs. 136,175 ↑ 176.58%	1,211.00 vs. 159.00 ↑ 661.64%	\$184,688.04 vs. \$0.00
Jan 1 - Dec 31, 2023	15,686	20,995	14,491	59s	0.92	5.90	69.02%	123,903	343.00	\$54,071.06
Jan 1 - Dec 31, 2022	7,815	10,807	7,593	1m 26s	0.97	5.63	70.26%	60,883	58.00	\$0.00
% change	100.72%	94.27%	90.85%	-31.15%	-4.92%	4.76%	-1.76%	103.51%	491.38%	0%
<b>Direct</b>	9,414	11,888	5,190	33s	0.55	4.95	43.66%	58,822	202.00	\$20,747.01
Jan 1 - Dec 31, 2023	9,414	11,888	5,190	33s	0.55	4.95	43.66%	58,822	202.00	\$20,747.01
Jan 1 - Dec 31, 2022	5,202	7,126	3,498	39s	0.67	4.88	49.09%	34,756	45.00	\$0.00
% change	80.97%	66.83%	48.37%	-13.21%	-18.01%	1.45%	-11.06%	69.24%	348.89%	0%
<b>Referral</b>	8,269	12,158	9,000	1m 39s	1.09	10.46	74.03%	127,182	308.00	\$81,155.23
Jan 1 - Dec 31, 2023	8,269	12,158	9,000	1m 39s	1.09	10.46	74.03%	127,182	308.00	\$81,155.23
Jan 1 - Dec 31, 2022	1,174	1,871	1,063	52s	0.91	5.07	56.81%	9,479	12.00	\$0.00
% change	604.34%	549.81%	746.66%	88.41%	20.21%	106.48%	30.29%	1,241.72%	2,466.67%	0%
<b>Paid Search</b>	5,212	6,612	4,294	48s	0.82	5.64	64.94%	37,309	149.00	\$24,856.03
Jan 1 - Dec 31, 2023	5,212	6,612	4,294	48s	0.82	5.64	64.94%	37,309	149.00	\$24,856.03
Jan 1 - Dec 31, 2022	2,945	3,977	2,548	47s	0.87	5.03	64.07%	20,008	32.00	\$0.00
% change	76.98%	66.26%	68.52%	2.39%	-4.78%	12.16%	1.36%	86.47%	365.63%	0%
<b>Unassigned</b>	956	504	1	9m 23s	<0.01	35.84	0.2%	18,062	13.00	\$635.98
Jan 1 - Dec 31, 2023	956	504	1	9m 23s	<0.01	35.84	0.2%	18,062	13.00	\$635.98
Jan 1 - Dec 31, 2022	550	683	0	53s	0.00	4.42	0%	3,022	9.00	\$0.00
% change	73.82%	-26.21%	0%	956.73%	0%	709.96%	0%	497.68%	44.44%	0%
<b>Display</b>	922	1,053	387	12s	0.42	3.79	36.75%	3,995	173.00	\$0.00
Jan 1 - Dec 31, 2023	922	1,053	387	12s	0.42	3.79	36.75%	3,995	173.00	\$0.00
Jan 1 - Dec 31, 2022	0	0	0	0s	0.00	0.00	0%	0	0.00	\$0.00
% change	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Organic Social</b>	901	1,054	614	27s	0.68	5.06	58.25%	5,332	12.00	\$2,011.90
Jan 1 - Dec 31, 2023	901	1,054	614	27s	0.68	5.06	58.25%	5,332	12.00	\$2,011.90
Jan 1 - Dec 31, 2022	587	647	328	26s	0.56	4.71	50.7%	3,045	1.00	\$0.00
% change	53.49%	62.91%	87.2%	3.15%	21.96%	7.49%	14.91%	75.11%	1,100%	0%
<b>Email</b>	366	472	177	31s	0.48	4.30	37.5%	2,031	11.00	\$1,210.83
Jan 1 - Dec 31, 2023	366	472	177	31s	0.48	4.30	37.5%	2,031	11.00	\$1,210.83
Jan 1 - Dec 31, 2022	863	1,170	649	43s	0.75	4.26	55.47%	4,982	2.00	\$0.00
% change	-57.59%	-59.66%	-72.73%	-27.04%	-35.69%	1.05%	-32.4%	-59.23%	450%	0%