

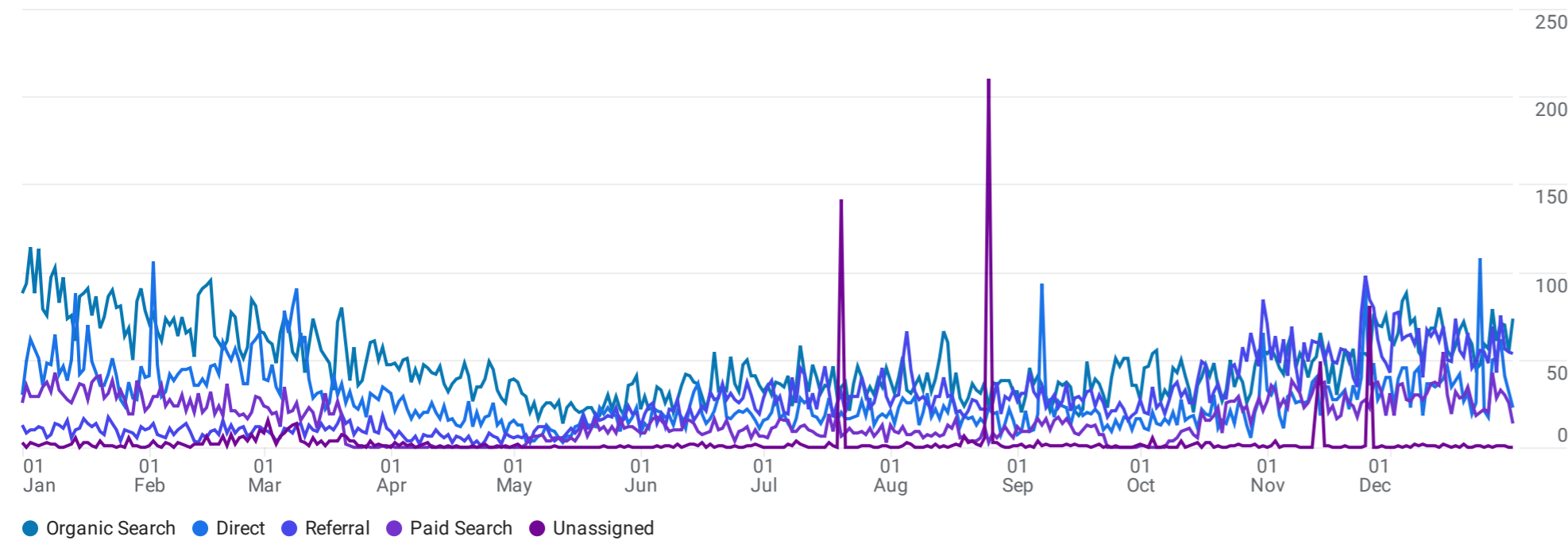
All Users Add comparison

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

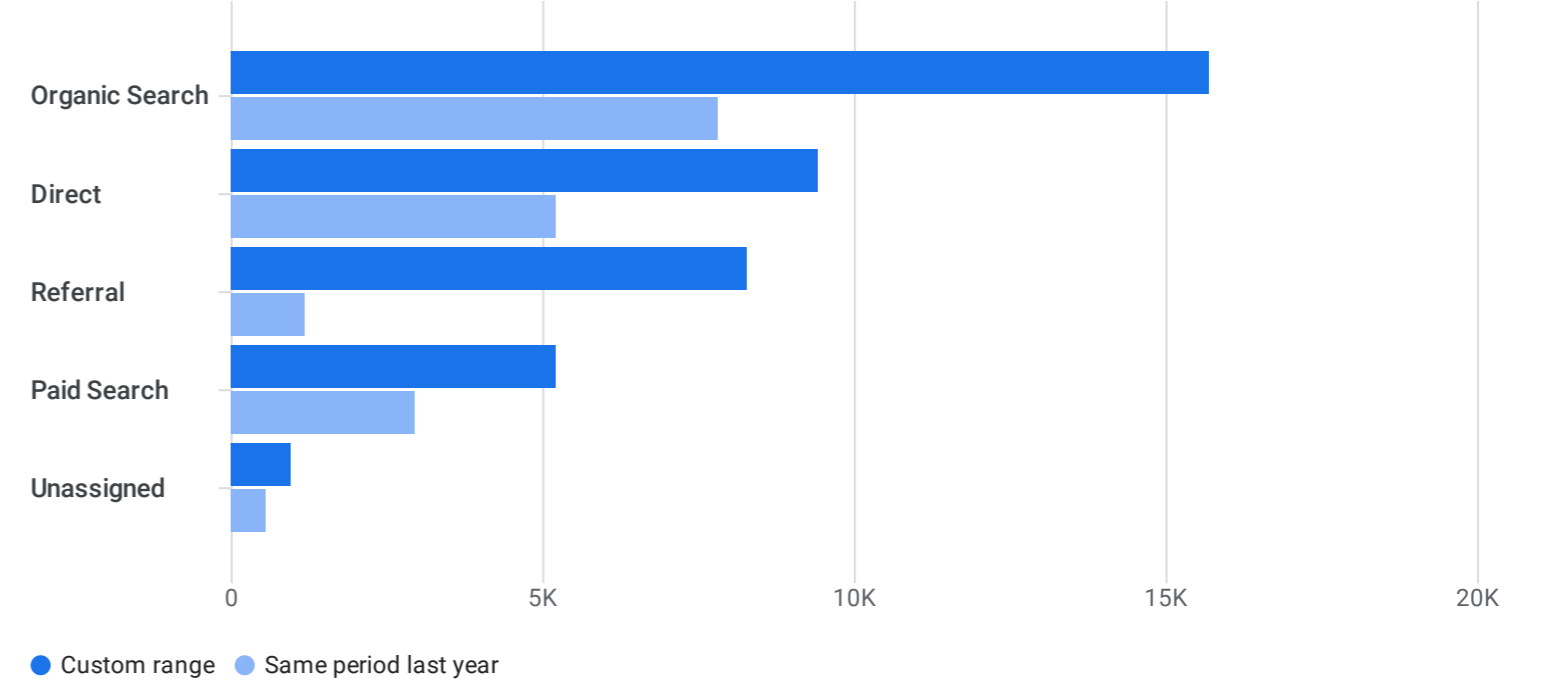
Traffic acquisition: Session default channel group

Add filter

Users by Session default channel group over time



Users by Session default channel group



Search...

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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 vs. 5,202 80.97%	11,888 vs. 7,126 66.83%	5,190 vs. 3,498 48.37%	33s vs. 39s -13.21%	0.55 vs. 0.67 -18.01%	4.95 vs. 4.88 1.45%	43.66% vs. 49.09% -11.06%	58,822 vs. 34,756 69.24%	202.00 vs. 45.00 348.89%	\$20,747.01 vs. \$0.00 0%
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 vs. 1,174 604.34%	12,158 vs. 1,871 549.81%	9,000 vs. 1,063 746.66%	1m 39s vs. 52s 88.41%	1.09 vs. 0.91 20.21%	10.46 vs. 5.07 106.48%	74.03% vs. 56.81% 30.29%	127,182 vs. 9,479 1,241.72%	308.00 vs. 12.00 2,466.67%	\$81,155.23 vs. \$0.00 0%
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 vs. 2,945 76.98%	6,612 vs. 3,977 66.26%	4,294 vs. 2,548 68.52%	48s vs. 47s 2.39%	0.82 vs. 0.87 -4.78%	5.64 vs. 5.03 12.16%	64.94% vs. 64.07% 1.36%	37,309 vs. 20,008 86.47%	149.00 vs. 32.00 365.63%	\$24,856.03 vs. \$0.00 0%
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 vs. 550 73.82%	504 vs. 683 -26.21%	1 vs. 0 0%	9m 23s vs. 53s 956.73%	<0.01 vs. 0.00 0%	35.84 vs. 4.42 709.96%	0.2% vs. 0% 0%	18,062 vs. 3,022 497.68%	13.00 vs. 9.00 44.44%	\$635.98 vs. \$0.00 0%
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 vs. 0 0%	1,053 vs. 0 0%	387 vs. 0 0%	12s vs. 0s 0%	0.42 vs. 0.00 0%	3.79 vs. 0.00 0%	36.75% vs. 0% 0%	3,995 vs. 0 0%	173.00 vs. 0.00 0%	\$0.00 vs. \$0.00 0%
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 vs. 587 53.49%	1,054 vs. 647 62.91%	614 vs. 328 87.2%	27s vs. 26s 3.15%	0.68 vs. 0.56 21.96%	5.06 vs. 4.71 7.49%	58.25% vs. 50.7% 14.91%	5,332 vs. 3,045 75.11%	12.00 vs. 1.00 1,100%	\$2,011.90 vs. \$0.00 0%
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 vs. 863 -57.59%	472 vs. 1,170 -59.66%	177 vs. 649 -72.73%	31s vs. 43s -27.04%	0.48 vs. 0.75 -35.69%	4.30 vs. 4.26 1.05%	37.5% vs. 55.47% -32.4%	2,031 vs. 4,982 -59.23%	11.00 vs. 2.00 450%	\$1,210.83 vs. \$0.00 0%
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%