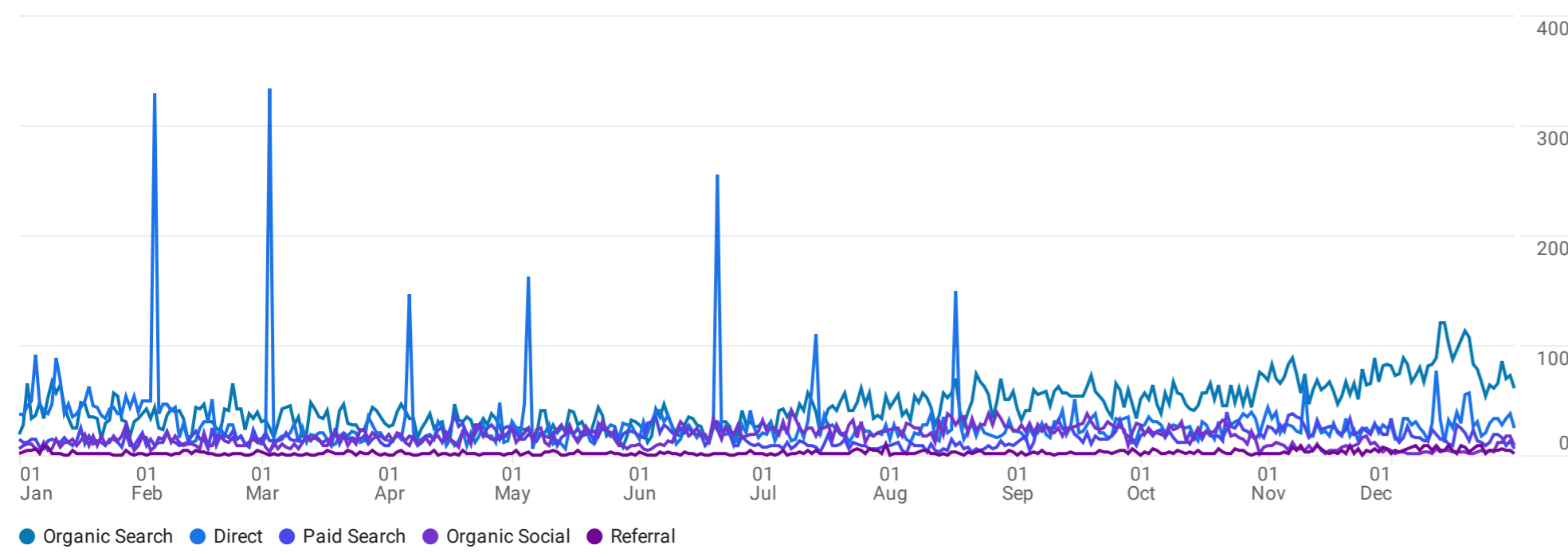**A** All Users   Add comparison +

Custom   Jan 1 – Dec 31, 2023
Compare: Jan 1 - Dec 31, 2022
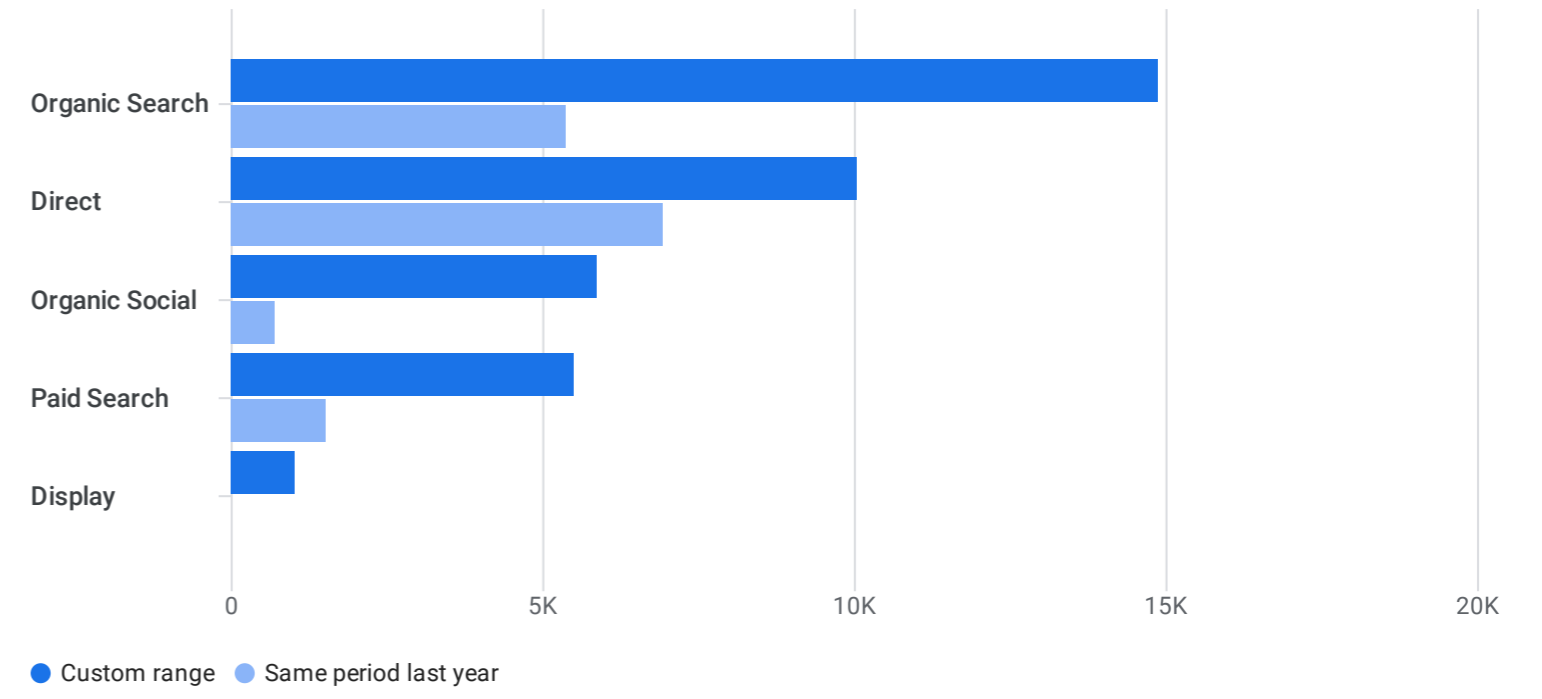
Traffic acquisition: Session default channel group ⚠ ▾

Add filter +

Users by Session default channel group over time

● Organic Search ● Direct ● Paid Search ● Organic Social ● Referral

Users by Session default channel group

● Custom range ● Same period last year

	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
		38,242 vs. 15,036 ↑ 154.34%	**48,491** vs. 19,972 ↑ 142.79%	**24,233** vs. 8,732 ↑ 177.52%	**46s** vs. 45.08 ↑ 2.88%	**0.63** vs. 0.58 ↑ 9.12%	**5.64** vs. 5.84 ↓ -3.36%	**49.97%** vs. 43.72% ↑ 14.3%	**273,568** vs. 116,596 ↑ 134.63%	**1,116.00** vs. 141.00 ↑ 691.49%	**$0.00** vs. $0.00
1	Organic Search										
	Jan 1 - Dec 31, 2023	14,867	19,611	12,831	58s	0.86	6.40	65.43%	125,580	605.00	$0.00
	Jan 1 - Dec 31, 2022	5,376	7,690	5,119	1m 09s	0.95	7.15	66.57%	54,996	95.00	$0.00
	% change	176.54%	155.02%	150.65%	-16.4%	-9.36%	-10.46%	-1.71%	128.34%	536.84%	0%
2	Direct										
	Jan 1 - Dec 31, 2023	10,041	12,139	4,514	28s	0.45	4.81	37.19%	58,346	182.00	$0.00
	Jan 1 - Dec 31, 2022	6,933	8,090	1,735	20s	0.25	4.66	21.45%	37,664	27.00	$0.00
	% change	44.83%	50.05%	160.17%	38.11%	79.64%	3.24%	73.39%	54.91%	574.07%	0%
3	Organic Social										
	Jan 1 - Dec 31, 2023	5,864	6,247	1,501	15s	0.26	3.68	24.03%	22,960	16.00	$0.00
	Jan 1 - Dec 31, 2022	697	778	276	22s	0.40	4.66	35.48%	3,626	2.00	$0.00
	% change	741.32%	702.96%	443.84%	-31.18%	-35.36%	-21.14%	-32.27%	533.2%	700%	0%
4	Paid Search										
	Jan 1 - Dec 31, 2023	5,499	6,954	4,210	1m 01s	0.77	6.24	60.54%	43,419	261.00	$0.00
	Jan 1 - Dec 31, 2022	1,513	2,050	1,211	1m 02s	0.80	6.70	59.07%	13,728	16.00	$0.00
	% change	263.45%	239.22%	247.65%	-2.68%	-4.35%	-6.76%	2.48%	216.28%	1,531.25%	0%
5	Display										
	Jan 1 - Dec 31, 2023	1,023	1,277	289	8s	0.28	3.46	22.63%	4,421	8.00	$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%
6	Referral										
	Jan 1 - Dec 31, 2023	679	1,202	590	33s	0.87	5.32	49.08%	6,399	39.00	$0.00
	Jan 1 - Dec 31, 2022	296	471	273	44s	0.92	6.25	57.96%	2,943	1.00	$0.00
	% change	129.39%	155.2%	116.12%	-23.4%	-5.79%	-14.8%	-15.32%	117.43%	3,800%	0%
7	Unassigned										
	Jan 1 - Dec 31, 2023	469	175	1	16m 20s	<0.01	61.15	0.57%	10,702	5.00	$0.00
	Jan 1 - Dec 31, 2022	383	484	42	58s	0.11	6.42	8.68%	3,108	0.00	$0.00
	% change	22.45%	-63.84%	-97.62%	1,580.47%	-98.06%	852.34%	-93.41%	244.34%	0%	0%
8	Email										
	Jan 1 - Dec 31, 2023	165	266	148	1m 11s	0.90	5.97	55.64%	1,588	0.00	$0.00
	Jan 1 - Dec 31, 2022	72	106	42	32s	0.58	3.59	39.62%	381	0.00	$0.00
	% change	129.17%	150.94%	252.38%	121.84%	53.77%	66.09%	40.42%	316.8%	0%	0%
9	Paid Other										
	Jan 1 - Dec 31, 2023	51	51	0	0s	0.00	3.00	0%	153	0.00	$0.00
	Jan 1 - Dec 31, 2022	46	46	3	1s	0.07	3.17	6.52%	146	0.00	$0.00
	% change	10.87%	10.87%	-100%	-100%	-100%	-5.48%	-100%	4.79%	0%	0%
10	Organic Shopping										
	Jan 1 - Dec 31, 2023	0	0	0	0s	0.00	0.00	0%	0	0.00	$0.00
	Jan 1 - Dec 31, 2022	1	1	0	1s	0.00	4.00	0%	4	0.00	$0.00
	% change	-100%	-100%	0%	-100%	0%	-100%	0%	-100%	0%	0%

Session default channel group ▾ +
↕ SHOW ALL ROWS

Rows per page: 10 ▾   1-10 of 10