

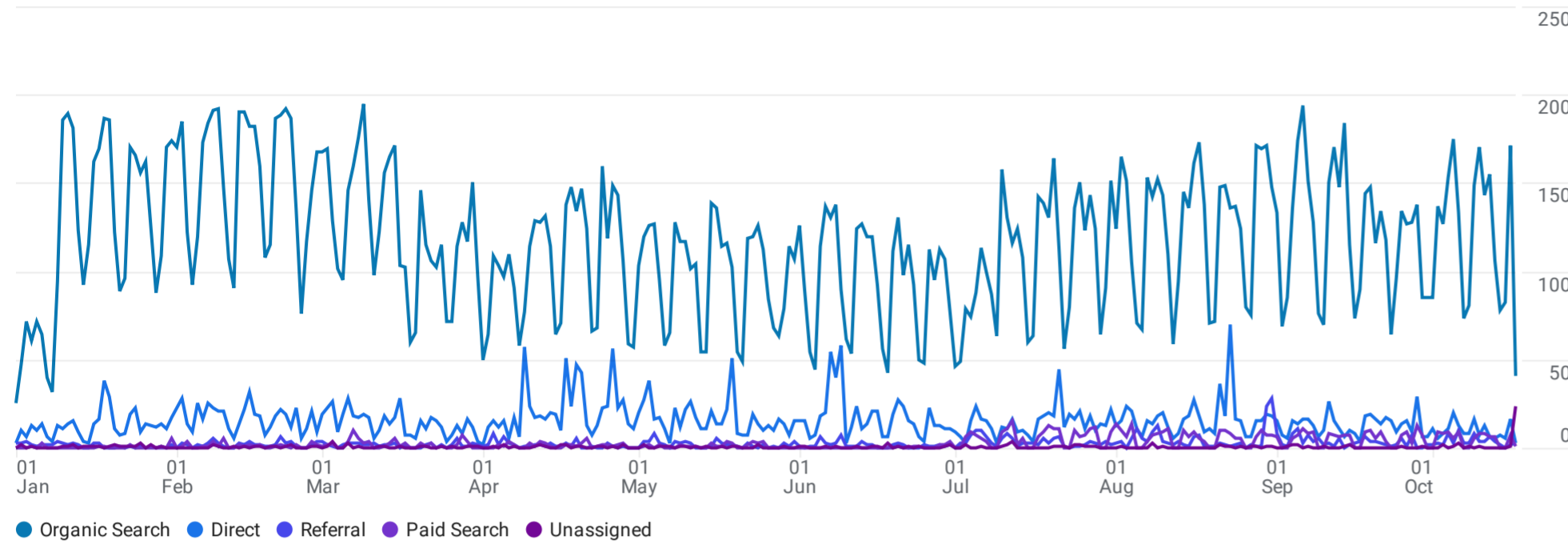
All Users Add comparison

This year (Jan - Today) Jan 1 - Oct 17, 2023  
 Compare: Jan 1 - Oct 17, 2022

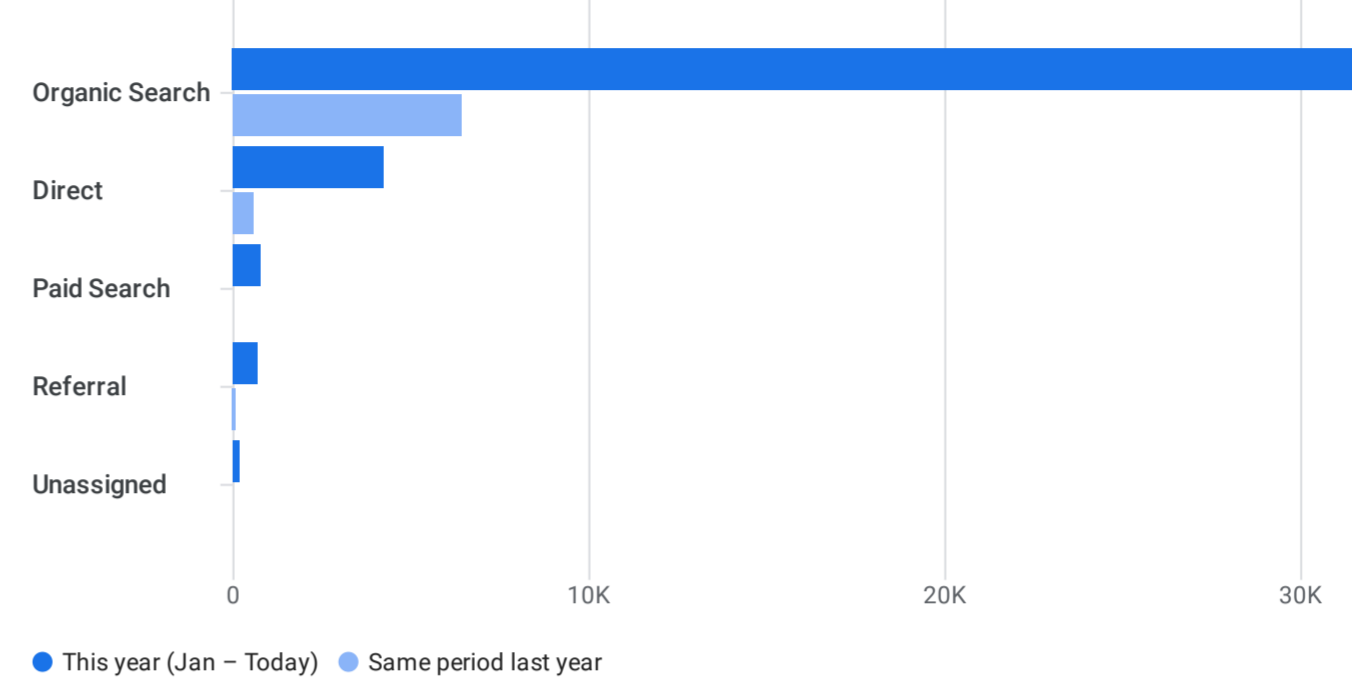
Traffic acquisition: Session default channel group

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	New users	Sessions	Bounce rate	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversion
	vs. 7,104	vs. 7,144	vs. 8,709	vs. 43.54%	vs. 4,917	vs. 50.28	vs. 0.69	vs. 4.12	vs. 56.46%	vs. 35,910	vs.
<b>1 Organic Search</b>	<b>38,208</b> ↑ 437.84%	<b>38,121</b> ↑ 433.61%	<b>48,647</b> ↑ 458.58%	<b>45.24%</b> ↑ 3.9%	<b>26,639</b> ↑ 441.77%	<b>0m 47s</b> ↓ -5.69%	<b>0.70</b> ↑ 0.73%	<b>4.08</b> ↓ -1.02%	<b>54.76%</b> ↓ -3.01%	<b>198,542</b> ↑ 452.89%	<b>3</b>
Jan 1 - Oct 17, 2023	32,351	32,330	41,029	43.06%	23,363	0m 50s	0.72	4.03	56.94%	165,239	2
Jan 1 - Oct 17, 2022	6,433	6,449	7,807	41.95%	4,532	0m 52s	0.70	4.12	58.05%	32,141	0
% change	402.89%	401.32%	425.54%	2.64%	415.51%	-3.79%	2.51%	-2.18%	-1.91%	414.11%	
<b>2 Direct</b>											
Jan 1 - Oct 17, 2023	4,227	4,208	5,277	59.58%	2,133	0m 28s	0.50	4.41	40.42%	23,259	0
Jan 1 - Oct 17, 2022	590	590	692	57.95%	291	0m 28s	0.49	4.40	42.05%	3,047	0
% change	616.44%	613.22%	662.57%	2.82%	632.99%	-1.32%	2.31%	0.1%	-3.88%	663.34%	
<b>3 Paid Search</b>											
Jan 1 - Oct 17, 2023	784	777	878	43.85%	493	0m 42s	0.63	5.32	56.15%	4,668	0
Jan 1 - Oct 17, 2022	14	14	15	46.67%	8	0m 15s	0.57	4.53	53.33%	68	0
% change	5,500%	5,450%	5,753.33%	-6.04%	6,062.5%	169.25%	10.04%	17.28%	5.28%	6,764.71%	
<b>4 Referral</b>											
Jan 1 - Oct 17, 2023	701	668	884	27.6%	640	0m 29s	0.91	4.93	72.4%	4,354	1
Jan 1 - Oct 17, 2022	90	84	122	21.31%	96	0m 36s	1.07	4.73	78.69%	577	0
% change	678.89%	695.24%	624.59%	29.52%	566.67%	-18.37%	-14.41%	4.14%	-7.99%	654.59%	
<b>5 Unassigned</b>											
Jan 1 - Oct 17, 2023	185	2	187	99.47%	1	1m 25s	<0.01	1.72	0.53%	321	0
Jan 1 - Oct 17, 2022	29	0	30	100%	0	1m 29s	0.00	1.77	0%	53	0
% change	537.93%	0%	523.33%	-0.53%	0%	-4.43%	0%	-2.84%	0%	505.66%	
<b>6 Organic Social</b>											
Jan 1 - Oct 17, 2023	140	136	170	61.18%	66	0m 12s	0.47	3.96	38.82%	674	0
Jan 1 - Oct 17, 2022	7	7	7	71.43%	2	0m 13s	0.29	3.43	28.57%	24	0
% change	1,900%	1,842.86%	2,328.57%	-14.35%	3,200%	-6.35%	65%	15.64%	35.88%	2,708.33%	
<b>7 Email</b>											
Jan 1 - Oct 17, 2023	1	0	5	40%	3	0m 10s	3.00	5.40	60%	27	0
Jan 1 - Oct 17, 2022	0	0	0	0%	0	0m 00s	0.00	0.00	0%	0	0
% change	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	