

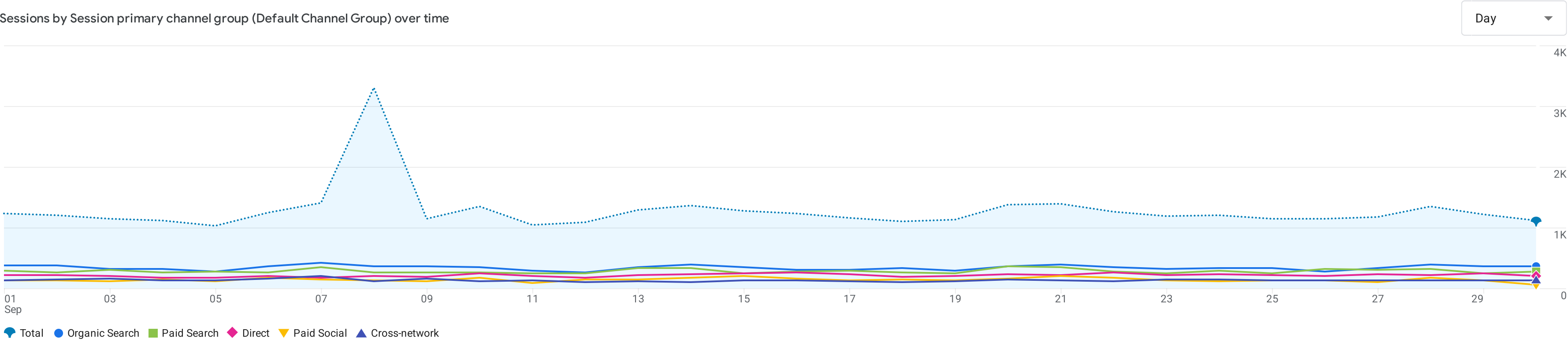


Traffic acquisition: Session primary channel group (Default Channel Group)

✓▼

Add filter +

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



Plot rows

Search...

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	Session primary...Channel Group) +	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count purchase ▼	Key events All events ▼	Session key event rate All events ▼	Total revenue
☒	Total	38,507 100% of total	18,278 100% of total	47.47% Avg 0%	51s Avg 0%	5.45 Avg 0%	419 0.2% of total	2,729.00 100% of total	2.93% Avg 0%	£305,721.44 100% of total
☒	1 Organic Search	10,458 (27.16%)	5,164 (28.25%)	49.38%	56s	5.65	53 (12.65%)	515.00 (18.87%)	2.32%	£40,875.65 (13.37%)
☒	2 Paid Search	8,520 (22.13%)	5,009 (27.4%)	58.79%	1m 03s	6.29	44 (10.5%)	406.00 (14.88%)	2.12%	£31,162.19 (10.19%)
☒	3 Direct	6,544 (16.99%)	2,622 (14.35%)	40.07%	51s	5.13	229 (54.65%)	1,197.00 (43.86%)	6.94%	£171,006.02 (55.94%)
☒	4 Paid Social	4,184 (10.87%)	1,974 (10.8%)	47.18%	32s	5.47	4 (0.95%)	51.00 (1.87%)	0.65%	£3,733.00 (1.22%)
☒	5 Cross-network	3,976 (10.33%)	2,169 (11.87%)	54.55%	1m 07s	5.91	30 (7.16%)	296.00 (10.85%)	3.07%	£19,667.00 (6.43%)
☐	6 Unassigned	3,365 (8.74%)	316 (1.73%)	9.39%	16s	2.52	58 (13.84%)	228.00 (8.35%)	2.62%	£39,018.58 (12.76%)
☐	7 Organic Social	526 (1.37%)	227 (1.24%)	43.16%	30s	5.13	0 (0%)	5.00 (0.18%)	0.76%	£0.00 (0%)
☐	8 Paid Shopping	343 (0.89%)	196 (1.07%)	57.14%	43s	5.37	0 (0%)	2.00 (0.07%)	0.58%	£0.00 (0%)
☐	9 Organic Shopping	299 (0.78%)	162 (0.89%)	54.18%	1m 29s	6.41	1 (0.24%)	22.00 (0.81%)	3.68%	£259.00 (0.08%)
☐	10 Display	264 (0.69%)	40 (0.22%)	15.15%	7s	3.24	0 (0%)	0.00 (0%)	0%	£0.00 (0%)
☐	11 Referral	263 (0.68%)	128 (0.7%)	48.67%	20s	4.35	0 (0%)	7.00 (0.26%)	1.52%	£0.00 (0%)
☐	12 Paid Other	66 (0.17%)	26 (0.14%)	39.39%	29s	4.82	0 (0%)	0.00 (0%)	0%	£0.00 (0%)
☐	13 Paid Video	5 (0.01%)	1 (<0.01%)	20%	6s	3.00	0 (0%)	0.00 (0%)	0%	£0.00 (0%)
☐	14 Organic Video	2 (<0.01%)	1 (<0.01%)	50%	36s	5.00	0 (0%)	0.00 (0%)	0%	£0.00 (0%)