

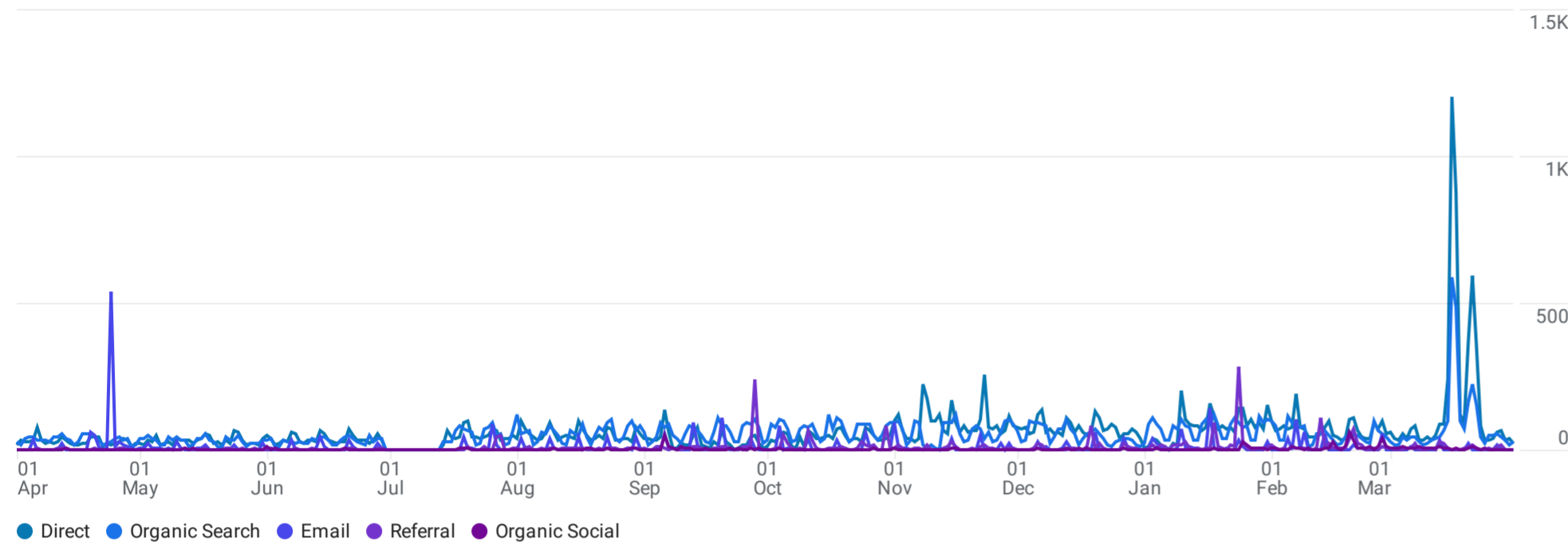
All Users [Add comparison +](#)

Custom Apr 1, 2023 - Mar 31, 2024

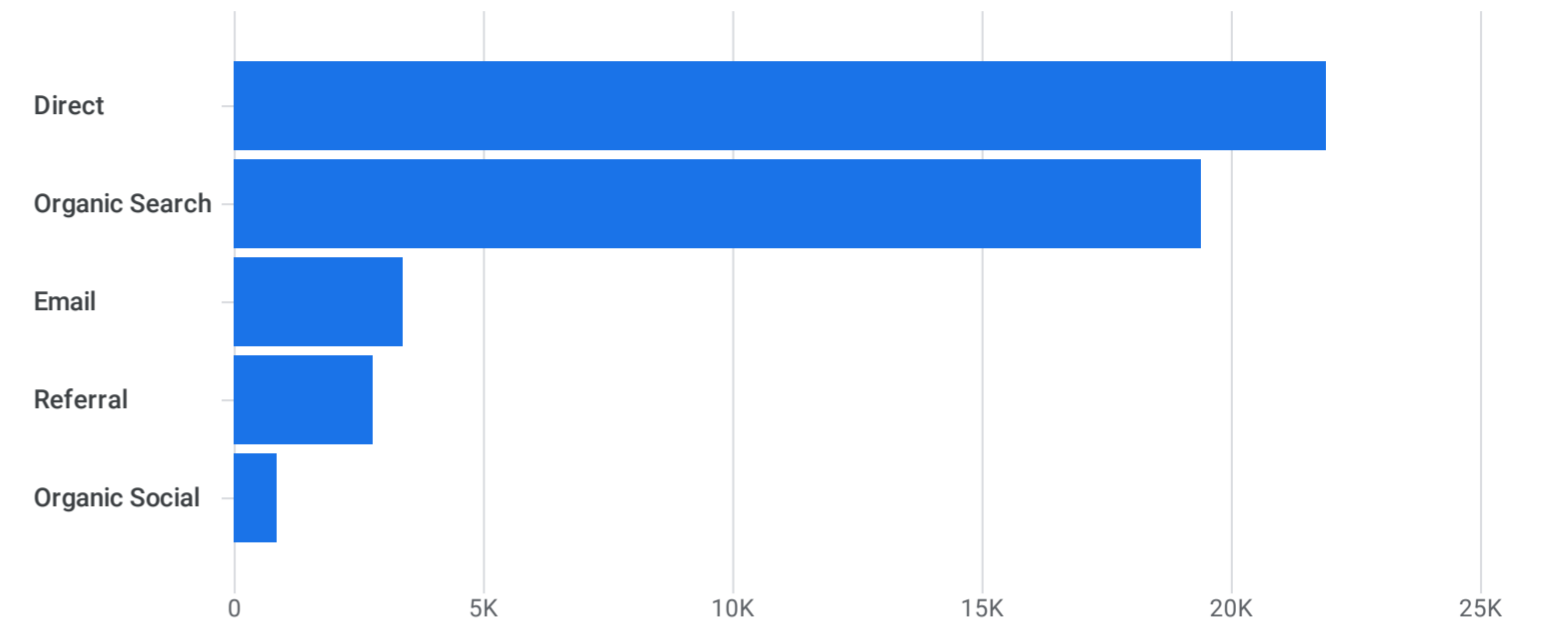
User acquisition: First user primary channel group (Default Channel Group) [👍](#)

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New users by First user primary channel group (Default Channel Group) over time



New users by First user primary channel group (Default Channel Group)



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First user prim...Channel Group) +	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count session_start	Conversions All events	Total revenue
	48,549 100% of total	22,817 100% of total	44.42% Avg 0%	0.64 Avg 0%	1m 00s Avg 0%	57,630 14.91% of total	0.00	\$0.00
1 Direct	21,905	5,941	26.23%	0.35	25s	24,664	0.00	\$0.00
2 Organic Search	19,390	13,708	65.29%	1.04	1m 24s	24,361	0.00	\$0.00
3 Email	3,373	1,182	33.76%	0.47	41s	4,068	0.00	\$0.00
4 Referral	2,779	1,045	47.74%	0.53	4m 05s	3,225	0.00	\$0.00
5 Organic Social	852	449	51.55%	0.69	25s	1,002	0.00	\$0.00
6 Unassigned	249	162	64.29%	1.13	1m 30s	309	0.00	\$0.00
7 Organic Video	1	0	0%	0.00	0s	1	0.00	\$0.00