Analytics | Accountants Milton Keynes...
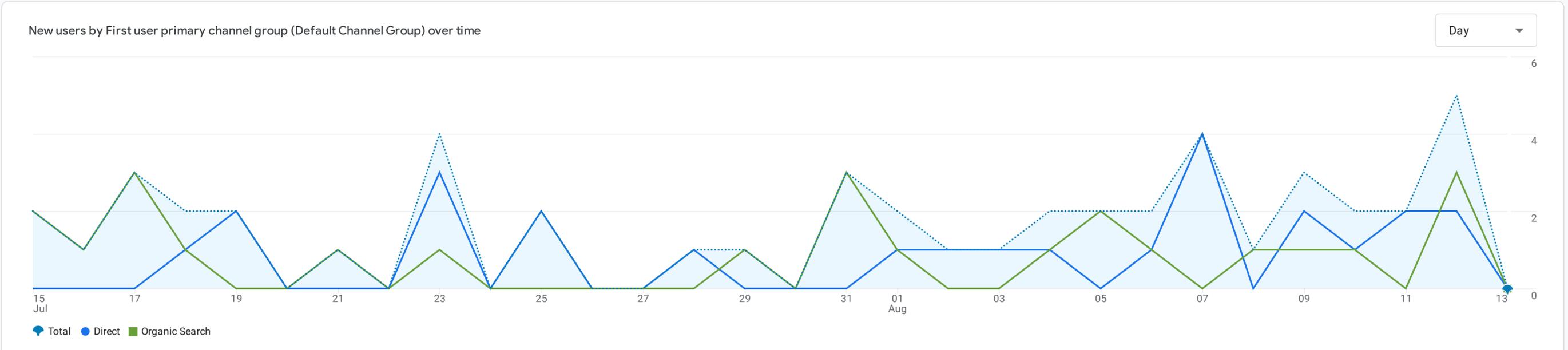
A All Users | Add comparison +

Last 30 days Jul 15 - Aug 13, 2025 ▾

User acquisition: First user primary channel group (Default Channel Group) ⊘ ▾

Add filter +

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

Day ▾

● Total ● Direct ● Organic Search

Plot rows | 🔍 Search…

Rows per page: 10 ▾ 1-2 of 2

⊟	First user prim…Channel Group) ▾ +	Total users ↓	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▾	Key events All events ▾	User key event rate All events ▾
☑	Total	52 100% of total	49 100% of total	8 100% of total	23s Avg 0%	0.46 Avg 0%	283 100% of total	0.00	0%
☑ 1	Direct	27 (51.92%)	25 (51.02%)	3 (37.5%)	11s	0.41	166 (58.66%)	0.00 (–)	0%
☑ 2	Organic Search	25 (48.08%)	24 (48.98%)	5 (62.5%)	36s	0.52	117 (41.34%)	0.00 (–)	0%

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