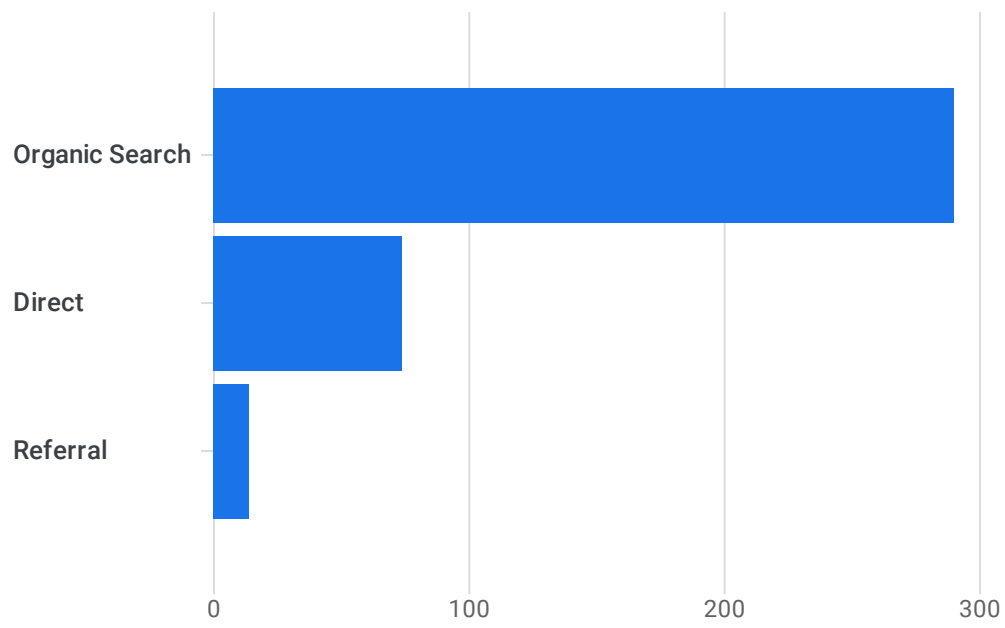


User acquisition: First user default channel grouping ✓

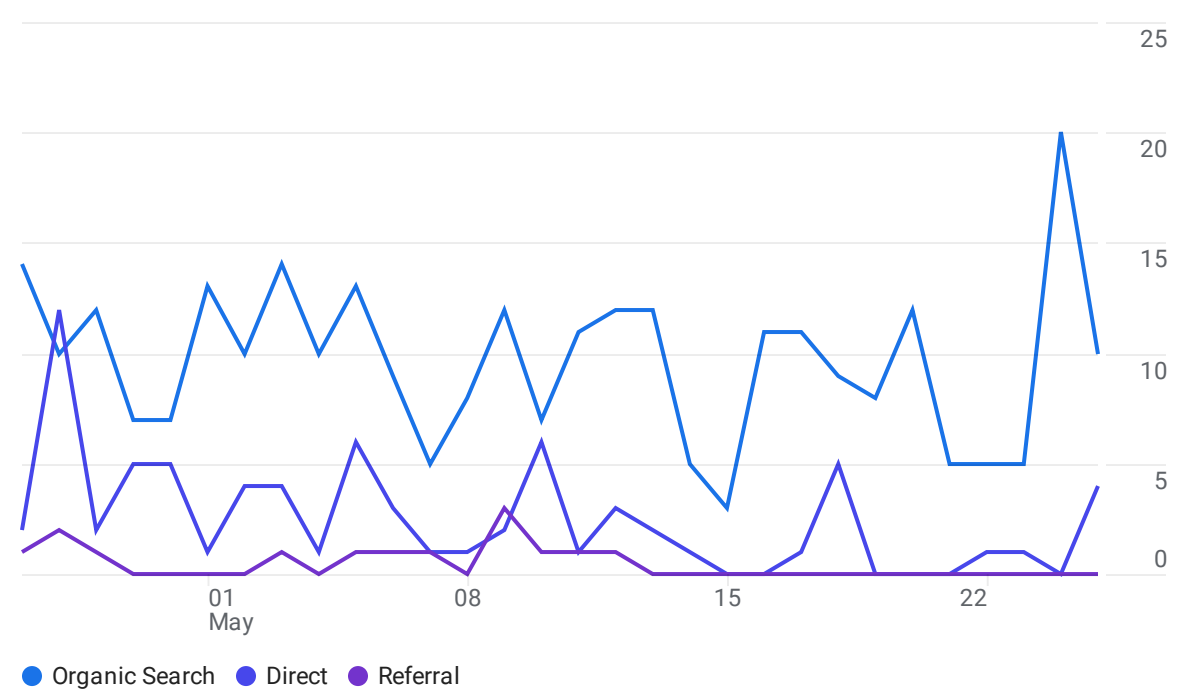
Last 30 days Apr 26 - May 25, 2022

All Users Add comparison +

New users by First user default channel grouping



New users by First user default channel grouping over time



| Search... | | Rows per page: 10 | | | | | 1-3 of 3 |
|-------------------------------------|-----------------------------|-----------------------------|-------------------------|---------------------------|-------------------------|-------------------------------|----------|
| First user default channel grouping | ↓ New users | Engaged sessions | Engagement rate | Engaged sessions per user | Average engagement time | Event count | |
| Totals | 378 100% of total | 412 100% of total | 73.05% Avg 0% | 1.00 Avg 0% | 2m 07s Avg 0% | 3,789 100% of total | |
| 1 Organic Search | 290 | 319 | 78.96% | 1.03 | 2m 21s | 2,918 | |
| 2 Direct | 74 | 80 | 56.74% | 0.91 | 1m 12s | 730 | |
| 3 Referral | 14 | 13 | 68.42% | 0.81 | 3m 00s | 141 | |