

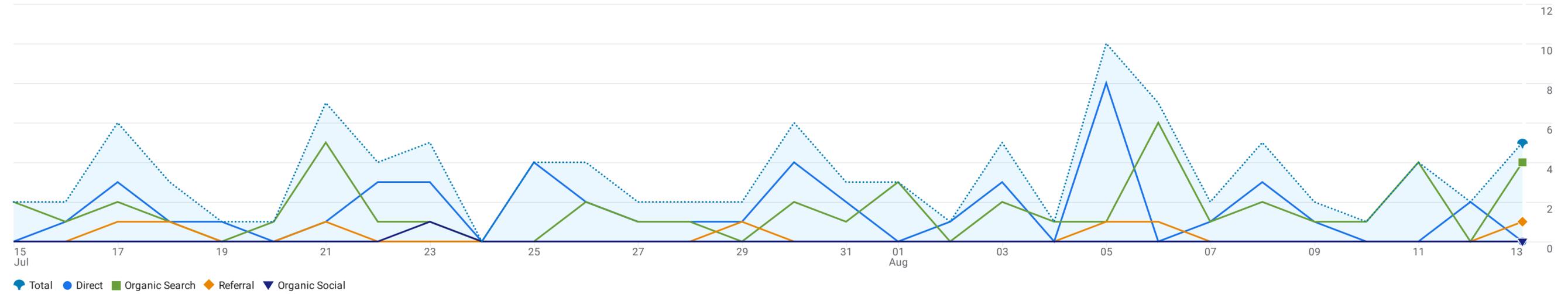
All Users Add comparison +

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



	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count	Key events	User key event rate
Total	108	102	16	56s	0.78	851	0.00	0%
1 Direct	50 (46.3%)	47 (46.08%)	5 (31.25%)	1m 10s	0.51	394 (46.3%)	0.00 (-)	0%
2 Organic Search	50 (46.3%)	47 (46.08%)	11 (68.75%)	50s	1.08	408 (47.94%)	0.00 (-)	0%
3 Referral	7 (6.48%)	7 (6.86%)	0 (0%)	13s	0.57	45 (5.29%)	0.00 (-)	0%
4 Organic Social	1 (0.93%)	1 (0.98%)	0 (0%)	8s	1.00	4 (0.47%)	0.00 (-)	0%