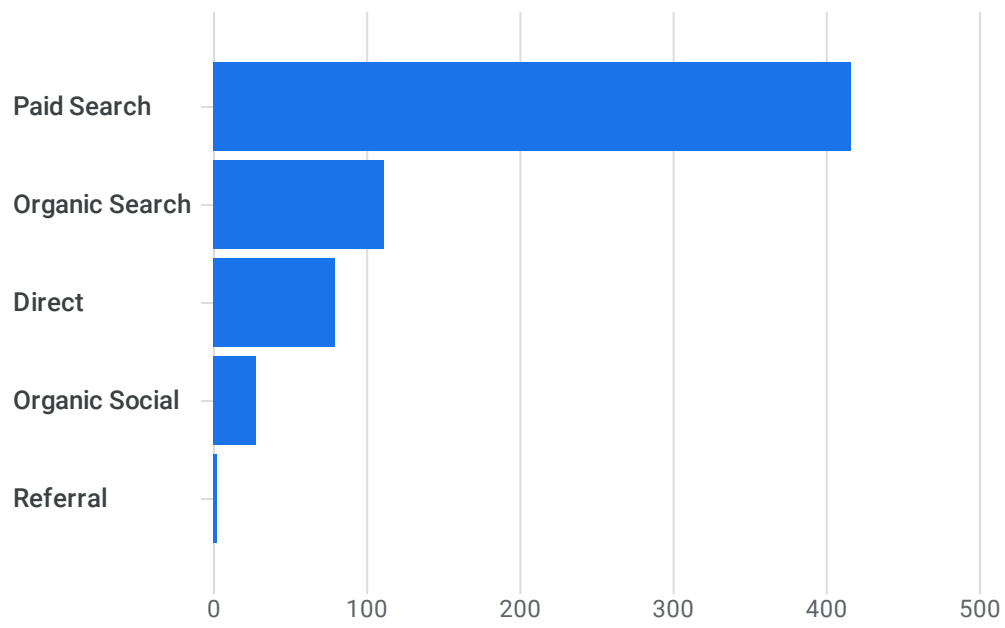


User acquisition: First user default channel grouping ✓

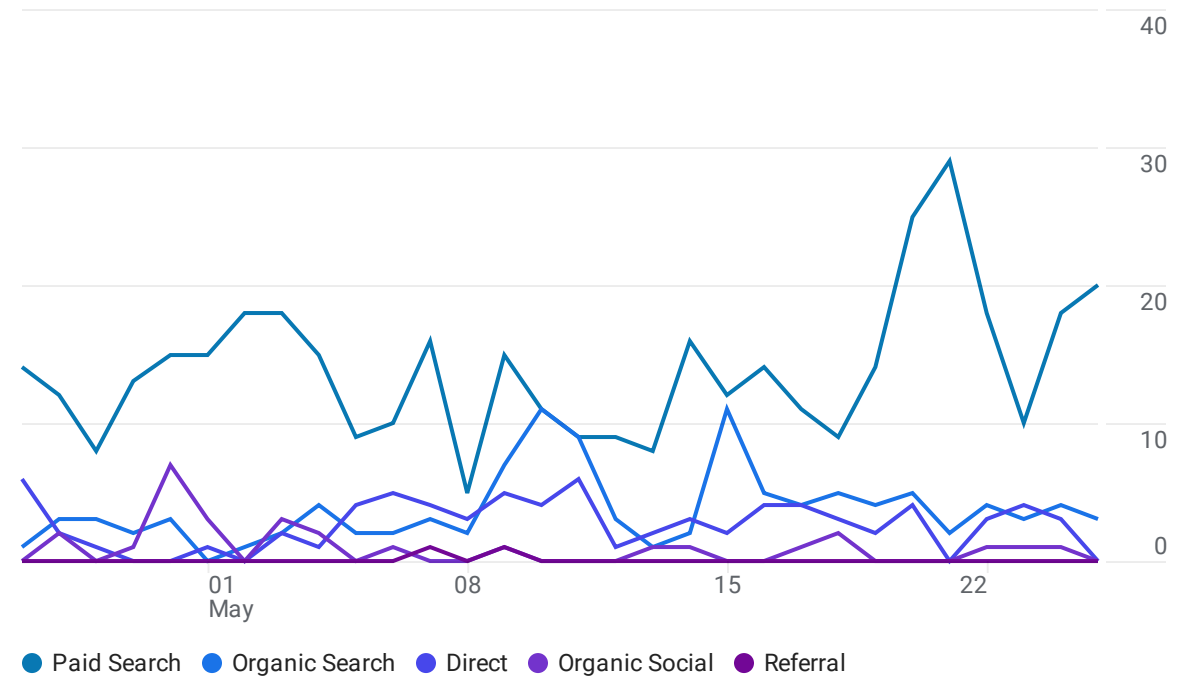
Last 30 days Apr 26 - May 25, 2022

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	1-5 of 5				
First user default channel grouping +	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events
Totals	636 100% of total	438 100% of total	54.07% Avg 0%	0.68 Avg 0%	0m 37s Avg 0%	3,900 100% of total
1 Paid Search	416	269	54.12%	0.64	0m 27s	2,293
2 Organic Search	111	100	62.89%	0.88	1m 12s	827
3 Direct	79	63	50.81%	0.76	0m 52s	674
4 Organic Social	28	5	17.86%	0.18	0m 03s	99
5 Referral	2	1	50%	0.50	0m 01s	7