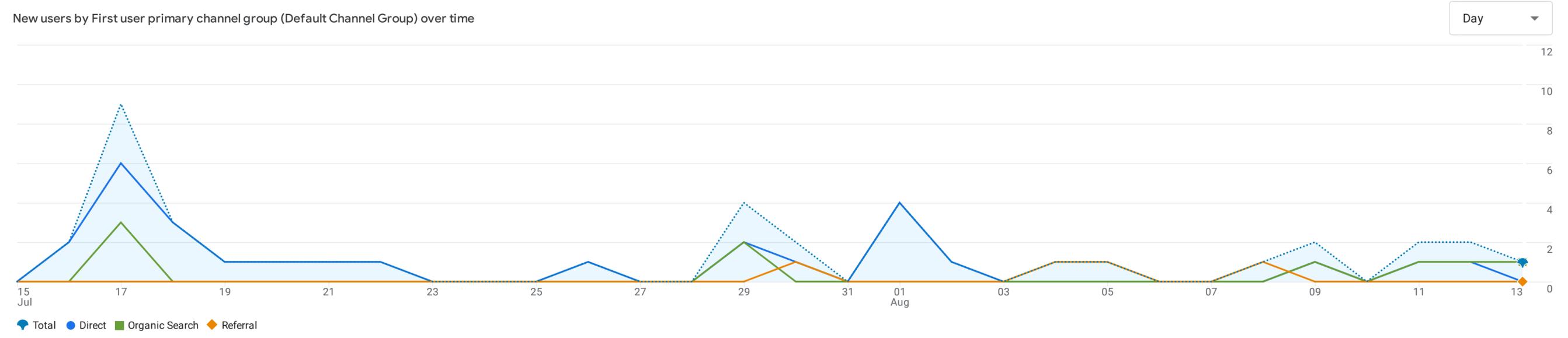


All Users Add comparison +

Last 30 days Jul 15 - Aug 13, 2025

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

Add filter +



Plot rows Search... Rows per page: 10 1-4 of 4

	First user prim...Channel Group	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
<input checked="" type="checkbox"/>	Total	43 100% of total	40 100% of total	13 100% of total	2m 33s Avg 0%	1.21 Avg 0%	575 100% of total	0.00	0%
<input checked="" type="checkbox"/>	1 Direct	29 (67.44%)	27 (67.5%)	10 (76.92%)	3m 01s	1.17	447 (77.74%)	0.00 (-)	0%
<input checked="" type="checkbox"/>	2 Organic Search	9 (20.93%)	9 (22.5%)	0 (0%)	1m 38s	1.00	62 (10.78%)	0.00 (-)	0%
<input checked="" type="checkbox"/>	3 Referral	4 (9.3%)	4 (10%)	2 (15.38%)	1m 26s	1.75	40 (6.96%)	0.00 (-)	0%
<input type="checkbox"/>	4 Organic Social	1 (2.33%)	0 (0%)	1 (7.69%)	38s	2.00	26 (4.52%)	0.00 (-)	0%