All Users | Add comparison

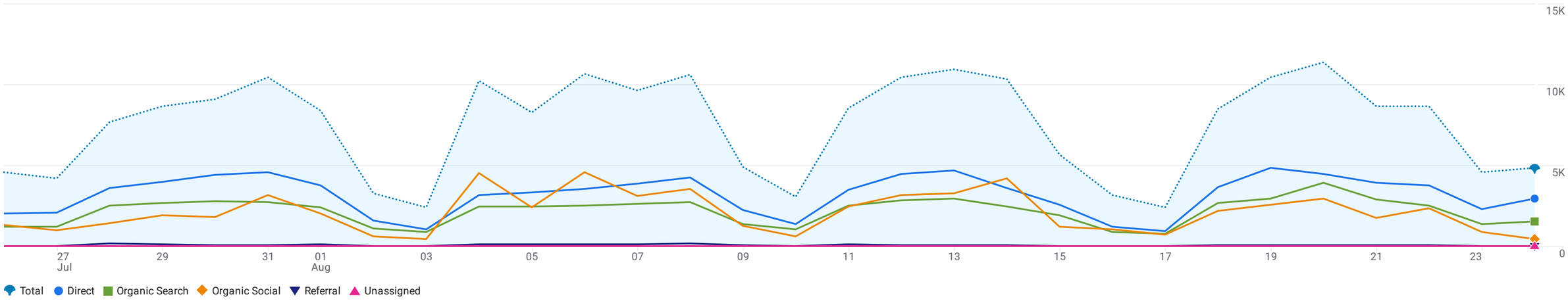
Last 30 days 26 Jul - 24 Aug 2025

User acquisition: First user primary channel group (Default channel group)

Add filter

Total users by First user primary channel group (Default channel group) over time

Day



Plot rows | Search... | Rows per page: 10 | 1-6 of 6

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	91,971 100% of total	53,901 100% of total	35,680 100% of total	6m 27s Avg 0%	2.28 Avg 0%	2,505,729 100% of total	0.00	0%
1 Organic Social	35,325 (38.41%)	16,675 (30.94%)	10,959 (30.71%)	1m 44s	1.15	277,394 (11.07%)	0.00 (–)	0%
2 Direct	32,022 (34.82%)	20,704 (38.41%)	13,960 (39.13%)	9m 13s	2.94	1,294,523 (51.66%)	0.00 (–)	0%
3 Organic Search	23,970 (26.06%)	16,111 (29.89%)	10,518 (29.48%)	8m 05s	2.68	924,986 (36.91%)	0.00 (–)	0%
4 Referral	839 (0.91%)	375 (0.7%)	382 (1.07%)	2m 01s	1.14	8,497 (0.34%)	0.00 (–)	0%
5 Unassigned	37 (0.04%)	36 (0.07%)	4 (0.01%)	31s	0.43	175 (<0.01%)	0.00 (–)	0%
6 Paid Social	6 (<0.01%)	0 (0%)	5 (0.01%)	10m 50s	5.00	154 (<0.01%)	0.00 (–)	0%

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