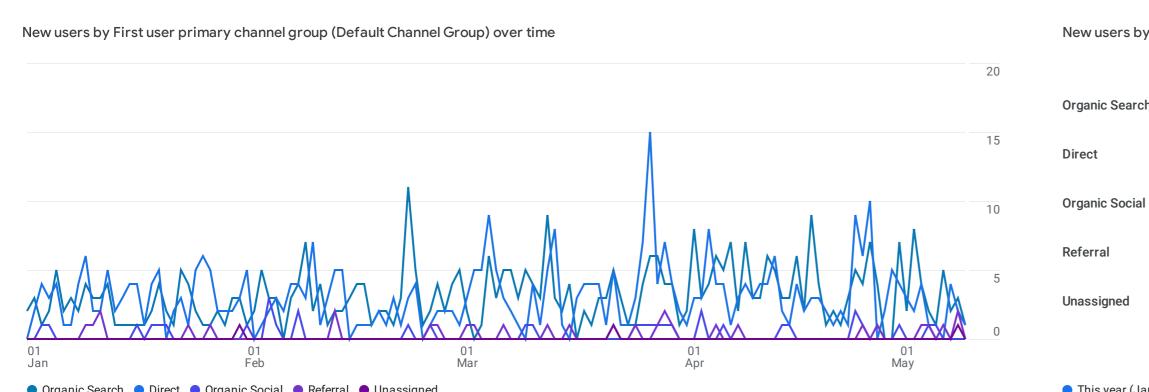
A All Users (Add comparison +)

## User acquisition: First user primary channel group (Default Channel Group) $\oslash$ -

### Add filter +



Newı	isers by First user primary channel group (Default Channel Group	New users by Fi	New users by First user primary channel group (Default Channel Group)						
					20				
					Organic Search –				
					15 Direct				
				O Organic Social					
					10				
				Referral 5					
					Unassigned –				
01					<u>ه</u> ک	100	200	300 400	500
Jan	Feb Mar   anic Search Direct   Organic Social Referral   Unassigned		Apr	May	This year (Jan –	Today) Same period last year	200	300 400	500
• • •									
Q	Search							Rows per page: 10 💌	1-5 of 5
	First user primChannel Group) 🝷 🕇 🕂	↓ New	Engaged	Engagement	Engaged sessions per	Average engagement	Event count	Key events	Total
	SHOW ALL ROWS	users	sessions	rate	user	time	All events 👻	All events 👻	revenue
		876	902	58.31%	0.99	1m 59s	7,671	0.00	\$0.00
1		vs. 0	vs. 0	vs. 0%	vs. 0.00	vs. 0.00	vs. 0	vs. 0.00	vs. \$0.00
1	Organic Search	410	100	60.700		0.00	0.050	0.00	<u> </u>
	Jan 1 - May 8, 2024	412	488	68.73%	1.17	2m 33s	3,952	0.00	\$0.00
	Jan 1 - May 8, 2023	0	0	0%	0.00	Os	0	0.00	\$0.00
	% change	0%	0%	0%	0%	0%	0%	0%	0%
2	Direct								
	Jan 1 - May 8, 2024	397	356	47.15%	0.84	1m 32s	3,247	0.00	\$0.00
	Jan 1 - May 8, 2023	0	0	0%	0.00	Os	0	0.00	\$0.00
	% change	0%	0%	0%	0%	0%	0%	0%	0%
3	Organic Social								
	Jan 1 - May 8, 2024	34	24	57.14%	0.71	1m 14s	228	0.00	\$0.00
	Jan 1 - May 8, 2023	0	0	0%	0.00	Os	0	0.00	\$0.00
	% change	0%	0%	0%	0%	0%	0%	0%	0%
4	Referral								
	Jan 1 - May 8, 2024	30	31	83.78%	1.00	1m 25s	230	0.00	\$0.00
	Jan 1 - May 8, 2023	0	0	0%	0.00	Os	0	0.00	\$0.00
	% change	0%	0%	0%	0%	0%	0%	0%	0%
5	Unassigned								
	Jan 1 - May 8, 2024	3	2	66.67%	0.67	1m 51s	14	0.00	\$0.00
	Jan 1 - May 8, 2023	0	0	0%	0.00	0s	0	0.00	\$0.00
	% change	0%	0%	0%	0%	0%	0%	0%	0%

# This year (Jan - Today) Jan 1 - May 8, 2024 Compare: Jan 1 - May 8, 2023