

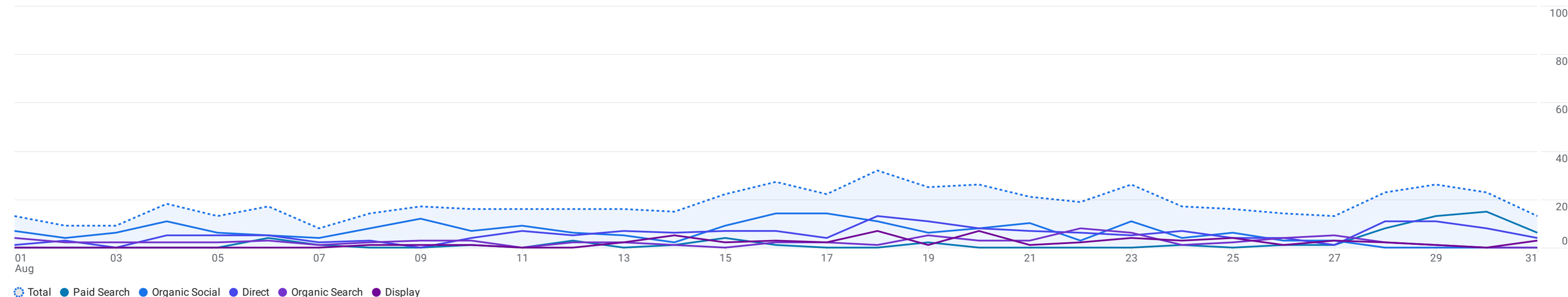
All Users Add comparison

Custom Aug 1 - Aug 31, 2024
Compare: Jul 1 - Jul 31, 2024

User acquisition: First user default channel group

Add filter

New users by First user default channel group over time



First user default 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	617 vs. 1,371 ↓ -55%	562 vs. 1,318 ↓ -57.36%	89 vs. 135 ↓ -34.07%	51s vs. 30.22 ↑ 71.67%	0.68 vs. 0.48 ↑ 41.77%	5,004 vs. 8,539 ↓ -41.4%	0.00 vs. 0.00	0% vs. 0%
1 Organic Social								
Aug 1 - Aug 31, 2024	194	194	1	37s	0.53	1,417	0.00	0%
Jul 1 - Jul 31, 2024	185	185	0	12s	0.34	1,000	0.00	0%
% change	4.86%	4.86%	0%	198.39%	58.42%	41.7%	0%	0%
2 Direct								
Aug 1 - Aug 31, 2024	187	171	30	30s	0.69	1,444	0.00	0%
Jul 1 - Jul 31, 2024	173	158	37	1m 13s	0.87	1,924	0.00	0%
% change	8.09%	8.23%	-18.92%	-58.79%	-20.75%	-24.95%	0%	0%
3 Organic Search								
Aug 1 - Aug 31, 2024	106	74	44	2m 34s	1.54	1,585	0.00	0%
Jul 1 - Jul 31, 2024	124	97	52	1m 23s	0.97	1,683	0.00	0%
% change	-14.52%	-23.71%	-15.38%	85.68%	58.34%	-5.82%	0%	0%
4 Paid Search								
Aug 1 - Aug 31, 2024	63	62	3	15s	0.29	242	0.00	0%
Jul 1 - Jul 31, 2024	837	833	38	18s	0.36	3,571	0.00	0%
% change	-92.47%	-92.56%	-92.11%	-15.91%	-21.17%	-93.22%	0%	0%
5 Display								
Aug 1 - Aug 31, 2024	58	56	5	1s	0.07	220	0.00	0%
Jul 1 - Jul 31, 2024	38	34	4	2s	0.28	146	0.00	0%
% change	52.63%	64.71%	25%	-39.21%	-74.29%	50.68%	0%	0%
6 Referral								
Aug 1 - Aug 31, 2024	8	5	6	5m 44s	1.63	94	0.00	0%
Jul 1 - Jul 31, 2024	14	11	4	51s	1.08	215	0.00	0%
% change	-42.86%	-54.55%	50%	575.21%	50.89%	-56.28%	0%	0%
7 Cross-network								
Aug 1 - Aug 31, 2024	1	0	0	0s	0.00	2	0.00	0%
Jul 1 - Jul 31, 2024	0	0	0	0s	0.00	0	0.00	0%
% change	0%	0%	0%	0%	0%	0%	0%	0%

