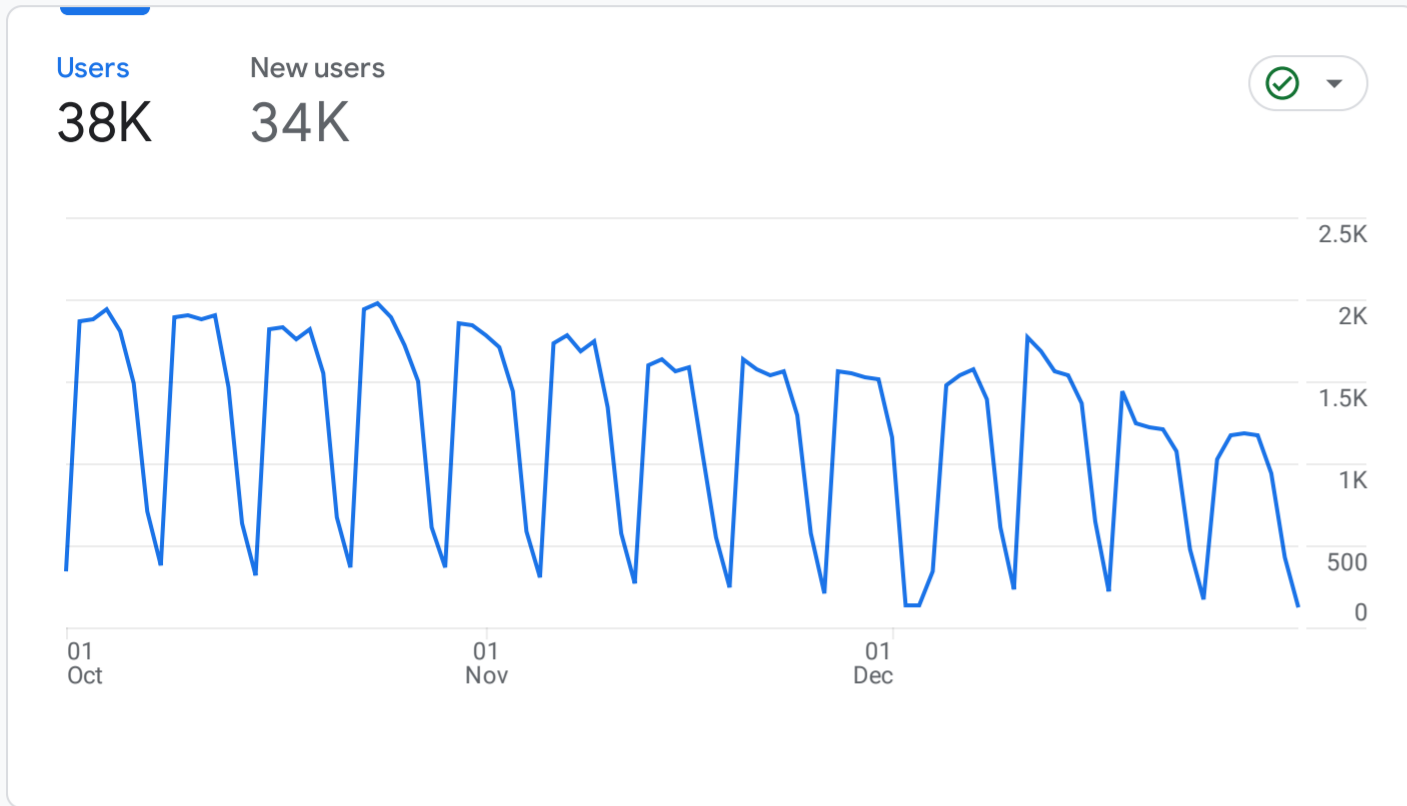


All Users Add comparison +

Custom Oct 1 - Dec 31, 2023

### Acquisition overview



New users by First user default channel group

| FIRST USER DEFAULT CHA... | NEW USERS |
|---------------------------|-----------|
| Direct                    | 33K       |
| Referral                  | 232       |
| Organic Search            | 179       |
| Organic Social            | 2         |

[View user acquisition](#)

Sessions by Session default channel group

| SESSION DEFAULT CHANN... | SESSIONS |
|--------------------------|----------|
| Direct                   | 219K     |
| Organic Search           | 9K       |
| Referral                 | 7.2K     |
| Unassigned               | 515      |
| Organic Social           | 3        |

[View traffic acquisition](#)

Sessions by Session Google Ad...

No data available

[View Google Ads campaigns](#)

