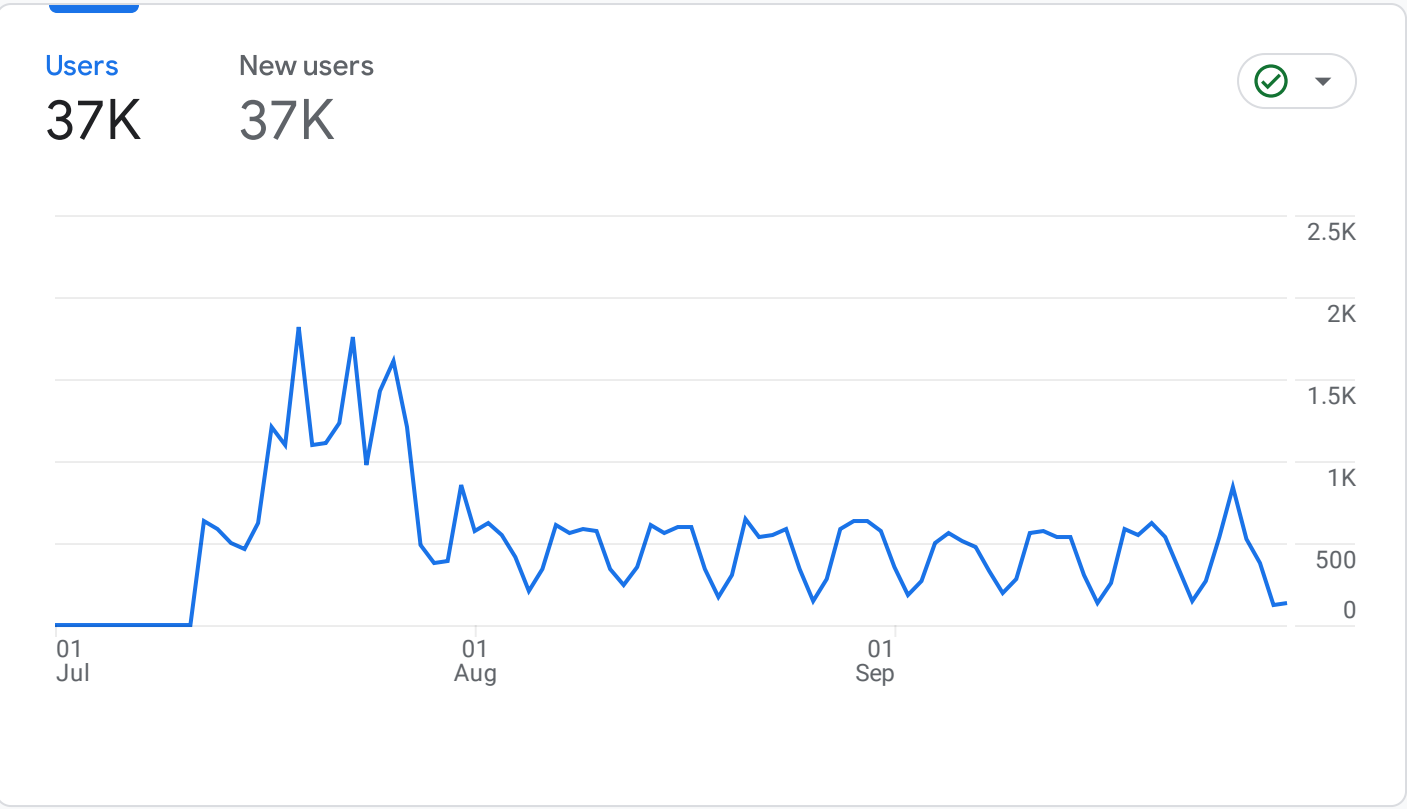


Acquisition overview



New users by

First user default channel group▼

✓

▼

FIRST USER DEFAULT CHA...	NEW USERS
Direct	14K
Organic Search	12K
Referral	5.2K
Paid Other	4.9K
Organic Social	138
Paid Social	25
Paid Video	19

View user acquisition →

Sessions▼ by

Session default channel group▼

✓

▼

SESSION DEFAULT CHANN...	SESSIONS
Organic Search	26K
Direct	23K
Referral	6.1K
Paid Other	5.3K
Unassigned	494
Organic Social	186
Paid Social	26

View traffic acquisition →

Sessions▼ by

Session Google Ad...▼

✓

▼

SESSION GOOGLE A...	SESSIONS
No data available	

View Google Ads campaigns →

