

A All Users

Add comparison +

Custom Oct 1 – Oct 31, 2025 ▾

Acquisition overview

Active users ⓘ

39K

New users ⓘ

37K

📈

New users by First user primary channel group ▾

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FIRST USER PRIMARY CHA...	NEW USERS
Organic Search	22K
Direct	14K
Referral	142
Unassigned	138
Organic Social	51
Cross-network	1

View user acquisition →

Sessions▾ by Session primary channel group ▾

📈

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	31K
Direct	16K
Unassigned	486
Referral	212
Organic Social	53
Cross-network	2
Paid Search	2

View traffic acquisition →

Sessions▾ by Session Google Ad... ▾

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SESSION GOOGLE A...	SESSIONS
No data available	

View Google Ads campaigns →

Average 120d value

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Day 28Day 59Day 89

Last 120 days ending Oct 31

Sessions▾ by Session manual sou... ▾

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SESSION MANUAL ...	SESSIONS
google	29K
bing	2.2K
yahoo	286
chatgpt.com	277
duckduckgo	78
m.facebook.com	34
search.google.com	16
,	

View Manual campaigns →