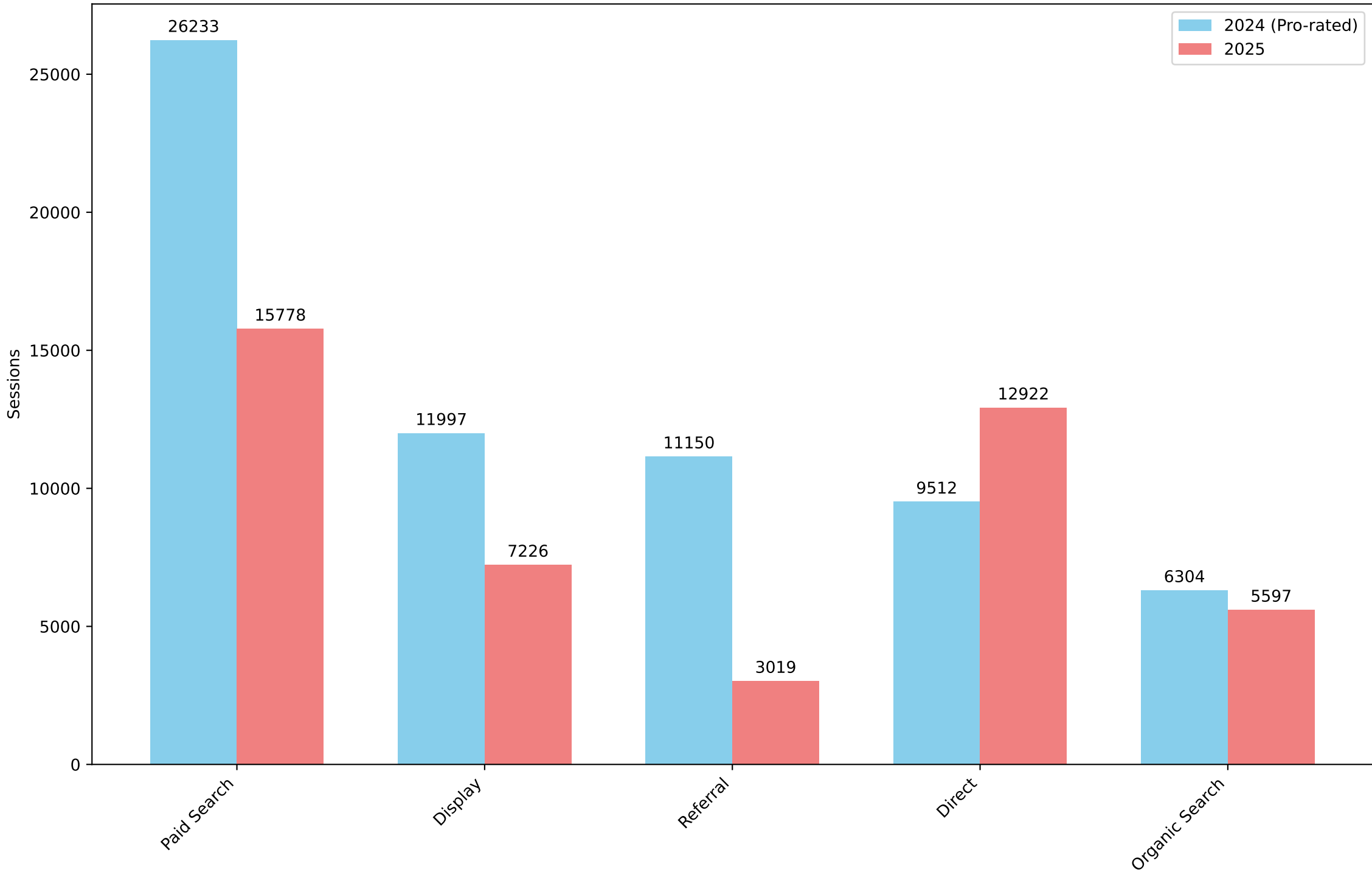


# Top 5 Channel Traffic: 2024 vs 2025 Comparison



Top 5 Channels (2024) - Data Summary

Channel	2024 Sessions	2025 Sessions	% Change
Paid Search	26,233	15,778	-39.85%
Display	11,997	7,226	-39.77%
Referral	11,151	3,019	-72.93%
Direct	9,512	12,922	35.85%
Organic Search	6,304	5,597	-11.22%