

GA4 Traffic Source Dashboard



Default Data
Click to select Google Analytics data

Session default channel group

Device category

Select date range

Total users

103,773

80.9%

Sessions

126,098

48.0%

Engagement rate

39.15%

-23.9%

Avg. Engagement Time

00:00:39

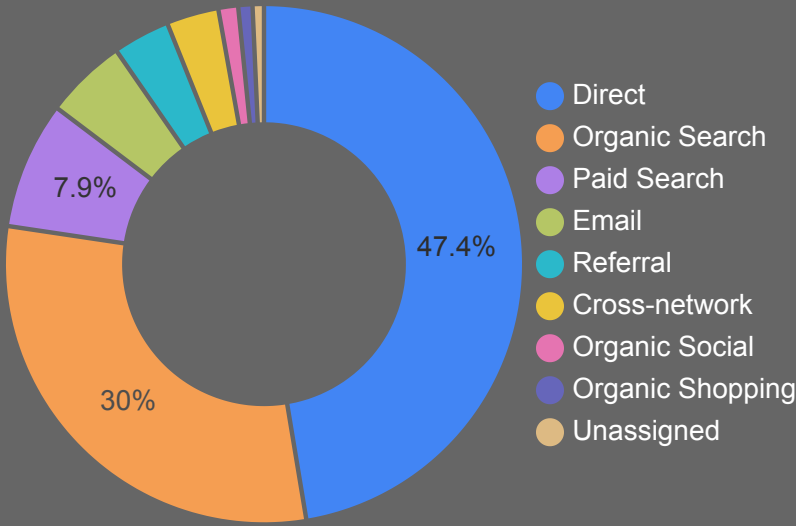
-19.0%

Sessions

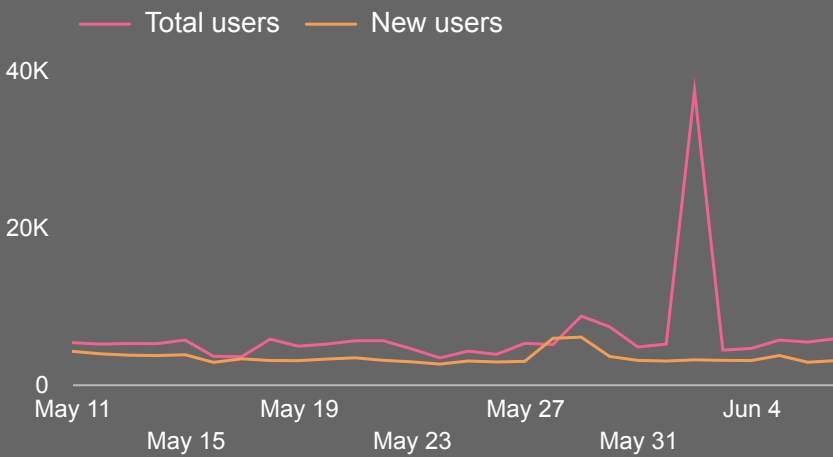
126,098

48.0%

Top Channel (Users)



Users Vs. New Users



Channel Performance

Session default channel group	Sessions	Active users	New users	Engagement rate	Views per user	Purchase revenue
Direct	90,239	76,736	78,530	29.98%	2.81	\$101,436.71
Organic Search	28,595	20,463	19,771	57.43%	4.27	\$58,728.16
Paid Search	3,629	2,617	2,043	68.01%	7.67	\$13,432.64
Unassigned	3,083	3,251	458	10.96%	3	\$4,022.61
Email	2,675	1,365	625	73.5%	9.96	\$13,103.31
Cross-network	1,989	1,653	1,401	79.74%	8.83	\$6,070.91
Referral	1,935	1,020	494	73.64%	10.55	\$7,411.53
Organic Social	574	367	212	69.69%	10.44	\$3,595.48
Organic Shopping	451	271	229	62.31%	6.03	\$781.14
Organic Video	5	2	1	0%	2.5	\$0
Paid Other	3	3	3	33.33%	1	\$0
Grand total	133,518	104,354	103,767	39.24%	3.62	\$208,582.49

Landing Page Performance

Page path and screen class	Session Start	Engagement rate	Total users
/	92,702	33.39%	79,237
/shop/family-day	8,604	73.17%	7,161
/canada	2,621	53.51%	979
/shop/new	2,539	63.74%	1,783
/shop/apparel	1,645	55.26%	1,401
/store.html	1,557	73.85%	64
/shop/lifestyle/bags	1,513	68.3%	1,349
/checkout	1,241	32.21%	991
/shop/apparel/mens	1,054	45.91%	805
/shop/shop-by-brand/youtube	845	68.56%	763
/product/super-g-pickleball-set-ggoegfbb245999	813	51.35%	671
/search	761	32.98%	587
/product/google-mini-kick-ball-ggoegfsr022099	708	21.45%	681
Grand total	137,044	39.93%	103,793