

Leads - search Decem... Europe campaign Add comparison +

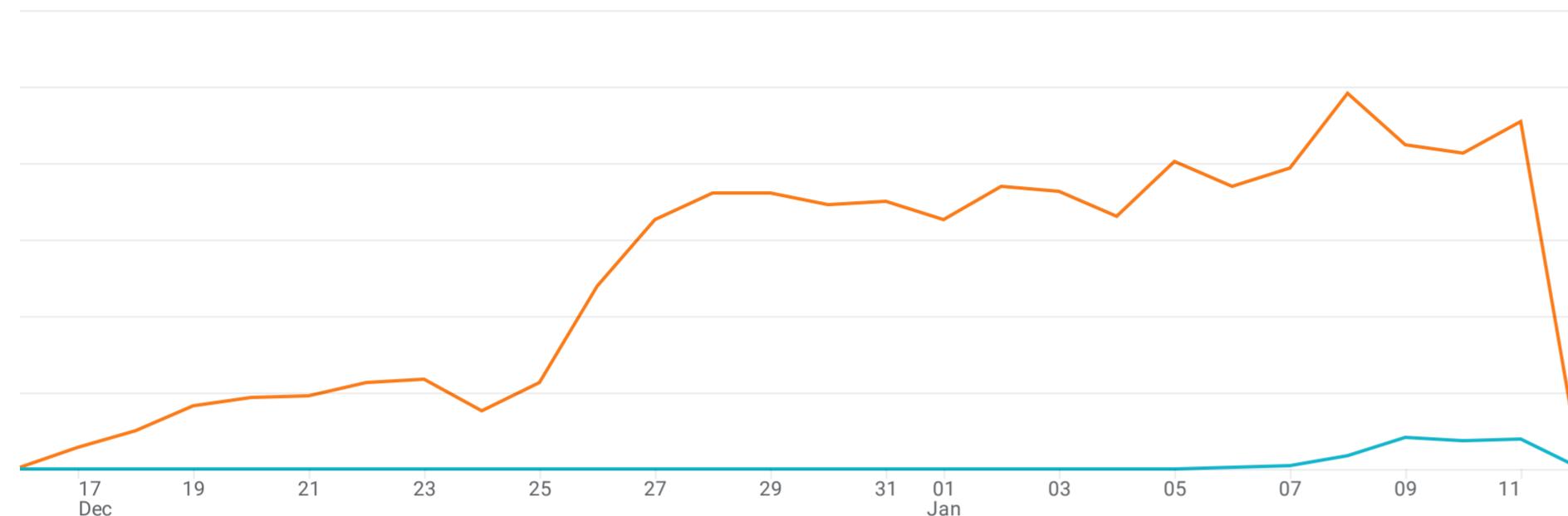
Custom Dec 16, 2025 - Jan 12, 2026 ▾

Traffic acquisition: Session primary channel group (Default Channel Group) ▾

Add filter +

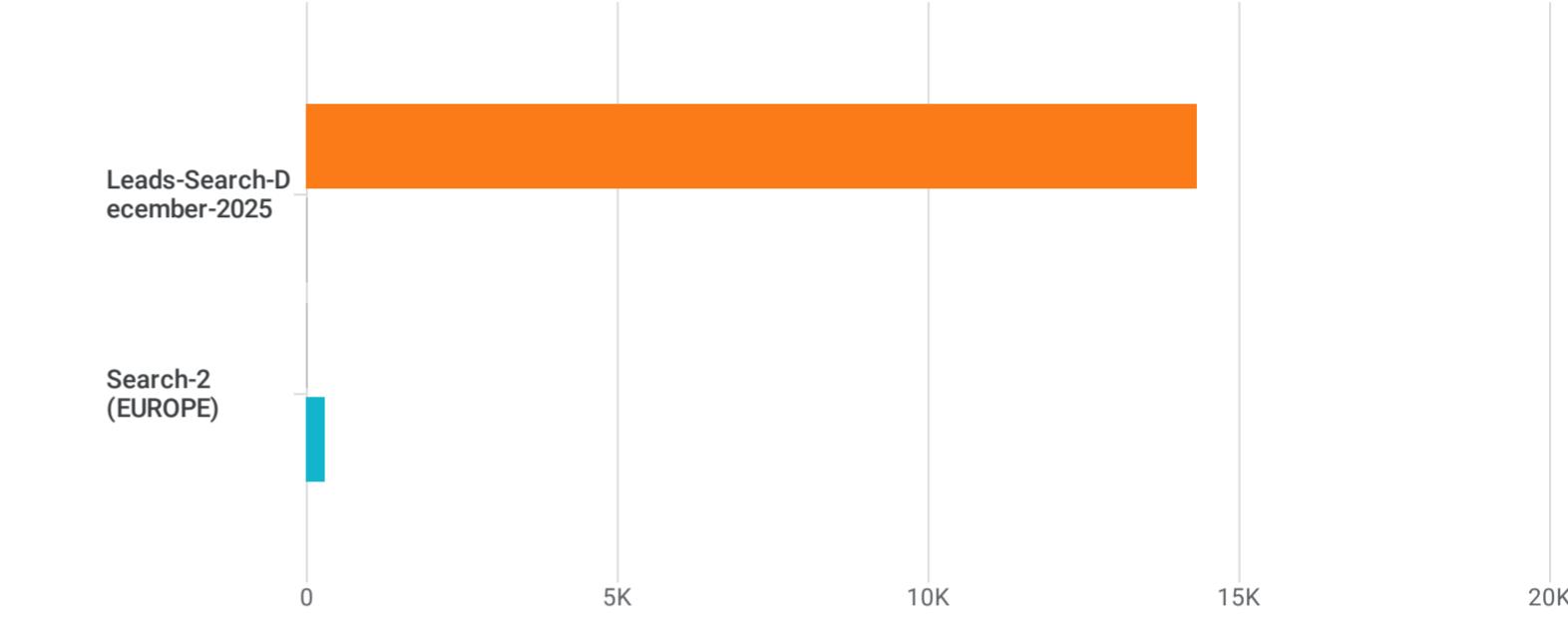
Sessions over time

Day ▾



● Leads - search December 2025 ■ Europe campaign

Sessions by Session campaign



● Leads - search December 2025 ■ Europe campaign

Search...

Rows per page: 10 ▾ 1-2 of 2

Session campaign ▾		Comparison		Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	Key events	Session key event rate	Total revenue
				All sessions	All engaged sessions	Avg engagement rate	Avg engagement time	Avg events per session	All events	All key events	All session key event rate	All revenue
	Leads - search December 2025			14,322 49.33% of total	11,718 48.47% of total	81.82% Avg -1.74%	44s Avg -23.24%	5.34 Avg -5.71%	76,473 46.51% of total	11,219.00 57.11% of total	54.36% Avg +30.99%	\$0.00
	Europe campaign			291 1% of total	244 1.01% of total	83.85% Avg +0.7%	42s Avg -26.79%	5.55 Avg -1.99%	1,615 0.98% of total	248.00 1.26% of total	57.73% Avg +39.13%	\$0.00
1	Leads-Search-December-2025	Leads - search December 2025		14,322 (100%)	11,718 (100%)	81.82%	44s	5.34	76,473 (100%)	11,219.00 (100%)	54.36%	\$0.00 (-)
	Leads-Search-December-2025	Europe campaign		0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (0%)	0%	\$0.00 (-)
2	Search-2 (EUROPE)	Leads - search December 2025		0 (0%)	0 (0%)	0%	0s	0.00	0 (0%)	0.00 (0%)	0%	\$0.00 (-)
	Search-2 (EUROPE)	Europe campaign		291 (100%)	244 (100%)	83.85%	42s	5.55	1,615 (100%)	248.00 (100%)	57.73%	\$0.00 (-)