Average Engagement Time

Average Engagement Time is a statistic that tries to capture the amount of time that a user is engaged with the property (website|app) in an active state. In other words, it's trying to measure how much actual attention the user is spending on the site by actively focusing on and consuming the site's content. By measuring active and focused attention, i.e. engagement, we clip/edit from the time feed the user's multitasking behavior, which would have inflated our perception.

The statistic is calculated via the following formula:

Average engagement time = (The total length of time your website was in focus or your app was in the foreground across all sessions) / (The total number of active users)

To add a little more color and clarity around the term engagement, the user would have to meet at least one of the following criteria:

1. Actively or interactively use the site for at least 10 seconds.
2. View more than one screen view or page view.
3. Trigger a conversion event.

It should be noted that Average engagement time is an aggregate as compared to the scatter plot points. Each point on the scatter plot reflect (engagement time per user) / (the number of users for that day). This should be kept in mind to avoid the confusion that may arise by not seeing any values greater than the Average engagement time on the scatter plot. That is to say, if an average is 9, one would expect to see points greater than 9 in order to average to 9. It may be possible for every point on the scatter plot to be less than the average engagement time because the plot is capturing a daily metric for a specified date range.

New users by First user default channel group

Introduction

Channel groups are a rules-based attribution mechanism designed to allow you to differentiate from where (i.e. which channel) your users are coming from.

We want to know if it is the user's first time on our property or if they are a returning user. We can use *First user* and *Session* to differentiate this traffic, respectively. Session is when the user lands on our property and starts to engage with the site. First user is a new user to the property and this user is the topic of our discussion in this section.

The term *First user* is actually a prefix associated with dimensional analysis (i.e. filtering traffic to gain fine grain resolutional insights) filters. The prefix is designed to convey information about traffic source attribution.

It is important to understand that the *First user* attribution remains constant for any given user. This is because they were a first user just once. However, there may be an exception if that user deletes any cookies that Google Analytics 4 was using to track their traffic. In that case, they may be attributed as a *First user* during a returning session. It is not clear to me if there is a solution for this inflation.

Select [Default Channels](#)

Direct

The [Direct](#) channel will be attributed to saved/bookmarked links and direct URL landings.

Organic Search

The Organic Search channel refers to users who start their session from non-ad links from a random internet search (i.e. an organic search).

Referral

The Referral channel refers to traffic that is attributed to non-ad links that the user clicked on from some arbitrary domain.

Users vs New Users

The difference between User and New user is for the most part self-explanatory. A New user is one who engages on your site for the first time and a User is anyone who engages with your site, whether a new or returning user. This is why the statistic counting Users tend to be larger than the metric counting New users. However, life is seldom so clean cut.

If a User visits your site on a device with a different MAC address or device ID than they did the first time, they will generally be treated as a different user. Google tracks user traffic with browser cookies. If the User visits on a different device and thus browser, it suggests that the session started on that secondary device will be attributed as a New user. However if the User is using a browser that syncs with the browser on the initial session, the user may be properly classified as a User and not a New user, but this is just a hypothesis.

If the user had logged in to the site and the server has some sort of [user id](#), we can provide GA4 (Google Analytics 4) with this user id to solve that particular duplication tracking issue.

Differentiating Users from New Users by Their Arithmetic Difference

There can be a wide margin of error if one simply assumes that the difference in Users and New users are simply mobile users. People and their behaviors are generally unpredictable. A percentage may in fact be mobile users. However, some can be on a desktop, laptop, a different browser on the same computer, a browser that spoofs, a browser that doesn't store cookies, a browser on a tablet, etc.

It is possible to some degree to filter traffic to see how many users are using a mobile device to visit the property. For example under the **User** heading in the navigation section, one can select the **Tech** dropdown and select **Tech details**. This will separate user device into categories like, Safari, Chrome, iPhone, Chromebook, Edge, etc. One can also check the **Overview** selection as well. The **Users by Platform/device category** widget helps to differentiate the traffic with the rows, **web/desktop**, and **web/mobile**.