A All Users   Add comparison +

Last 28 days Jun 9 – Jul 6, 2025 ▾

Acquisition overview
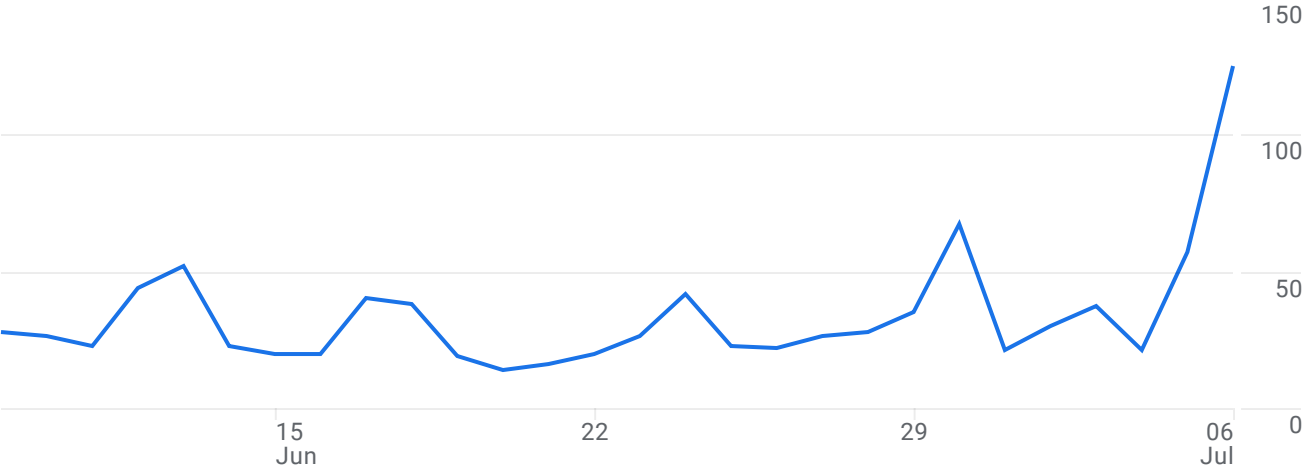
Active users ⓘ   New users ⓘ
908   **849**


```
150
100
50
0
```
15 Jun   22   29   06 Jul

New users by
First user primary channel gro... ▾

FIRST USER PRIMARY CHA...	NEW USERS
Organic Search	228
Paid Search	219
Cross-network	188
Direct	115
Organic Social	87
Referral	12

View user acquisition →

Sessions ▾ by
Session primary channel group... ▾

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	319
Paid Search	250
Cross-network	222
Direct	134
Organic Social	117
Referral	48
Unassigned	4

View traffic acquisition →

Sessions ▾ by
Session Google Ad... ▾
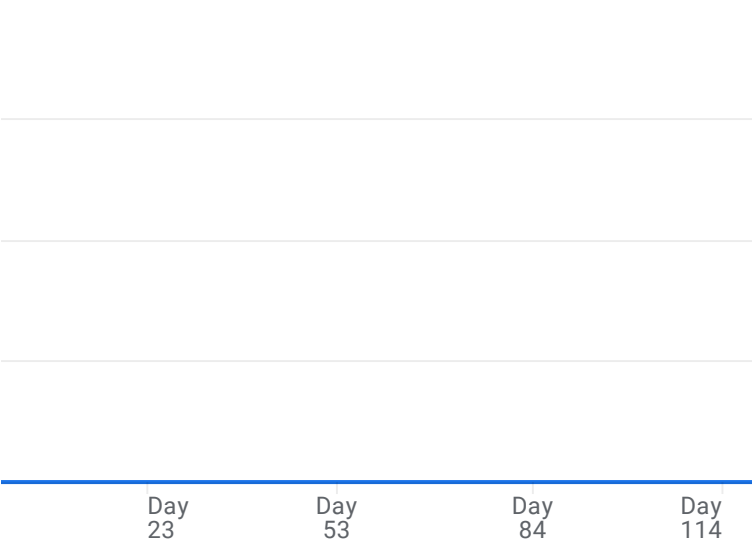
SESSION GOOGLE A...	SESSIONS
Services	PM	203
Services	SRCH	131
New Leads - Primary ...	5
Remarketing	3

View Google Ads campaigns →

Average 120d value

Day 23   Day 53   Day 84   Day 114

Last 120 days ending Jul 6

Sessions ▾ by
Session manual sou... ▾

SESSION MANUAL ...	SESSIONS
google	452
youtube.com	112
m.facebook.com	106
syndicatedsearch.go...	53
www-lotusdirectcare...	22
ifm.org	12
facebook.com	11

View Manual campaigns →