All Users ✕ | W Web traffic ✕ | M Mobile traffic ✕ | O Organic traffic ✕
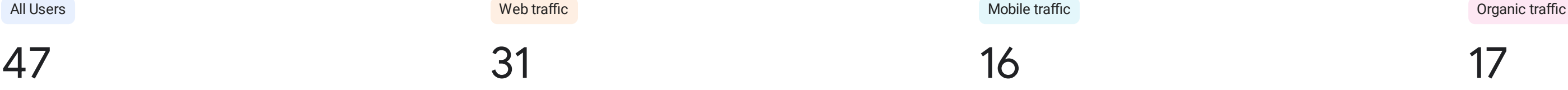
Last 28 days | 10 Oct - 6 Nov 2025 ▾

## Reports snapshot

**Active users**

| All Users | Web traffic | Mobile traffic | Organic traffic |
|---|---|---|---|
| 43 | 27 | 16 | 14 |

**New users**

| All Users | Web traffic | Mobile traffic | Organic traffic |
|---|---|---|---|
| 41 | 25 | 16 | 13 |

**Average engagement time per active user**

| All Users | Web traffic | Mobile traffic | Organic traffic |
|---|---|---|---|
| 7s | 9s | 5s | 8s |

**Sessions**

| All Users | Web traffic | Mobile traffic | Organic traffic |
|---|---|---|---|
| 47 | 31 | 16 | 17 |

### Active users by First user source / medium

**All Users**

| FIRST USER SOURCE / MEDIUM | ACTIVE USERS |
|---|---|
| (direct) / (none) | 30 |
| facebook.com / referral | 6 |
| m.facebook.com / referral | 6 |
| google / organic | 1 |

**Web traffic**

| FIRST USER SOURCE / MEDIUM | ACTIVE USERS |
|---|---|
| (direct) / (none) | 27 |

**Mobile traffic**

| FIRST USER SOURCE / MEDIUM | ACTIVE USERS |
|---|---|
| facebook.com / referral | 6 |
| m.facebook.com / referral | 6 |
| (direct) / (none) | 3 |
| google / organic | 1 |

**Organic traffic**

| FIRST USER SOURCE / MEDIUM | ACTIVE USERS |
|---|---|
| facebook.com / referral | 6 |
| m.facebook.com / referral | 6 |
| (direct) / (none) | 1 |
| google / organic | 1 |

### Sessions by Session source/medium

**All Users**

| SESSION SOURCE/MEDIUM | SESSIONS |
|---|---|
| (direct) / (none) | 28 |
| facebook.com / referral | 6 |
| m.facebook.com / referral | 6 |
| blogger.com / referral | 3 |
| google / organic | 2 |

**Web traffic**

| SESSION SOURCE/MEDIUM | SESSIONS |
|---|---|
| (direct) / (none) | 25 |
| blogger.com / referral | 3 |
| google / organic | 1 |

**Mobile traffic**

| SESSION SOURCE/MEDIUM | SESSIONS |
|---|---|
| facebook.com / referral | 6 |
| m.facebook.com / referral | 6 |
| (direct) / (none) | 3 |
| google / organic | 1 |

**Organic traffic**

| SESSION SOURCE/MEDIUM | SESSIONS |
|---|---|
| facebook.com / referral | 6 |
| m.facebook.com / referral | 6 |
| blogger.com / referral | 3 |
| google / organic | 2 |

### Sessions ▾ by Session Google Ads campaign ▾

⧩ Session Google Ads customer ID does not exactly match '(...

**All Users**

| SESSION GOOGLE ADS CAMPAI… | SESSIONS |
|---|---|
| No data available | |

**Web traffic**

| SESSION GOOGLE ADS CAMPAI… | SESSIONS |
|---|---|
| No data available | |

**Mobile traffic**

| SESSION GOOGLE ADS CAMPAI… | SESSIONS |
|---|---|
| No data available | |

**Organic traffic**

| SESSION GOOGLE ADS CAMPAI… | SESSIONS |
|---|---|
| No data available | |

View Google Ads campaigns →