

GA4 Channel Report - Monthly

Default Channel Group

March 2025

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Website: heysho.com

Data Source: GA4 - Default Channel Group

Data Range: 2023-06-01 - 2025-03-31

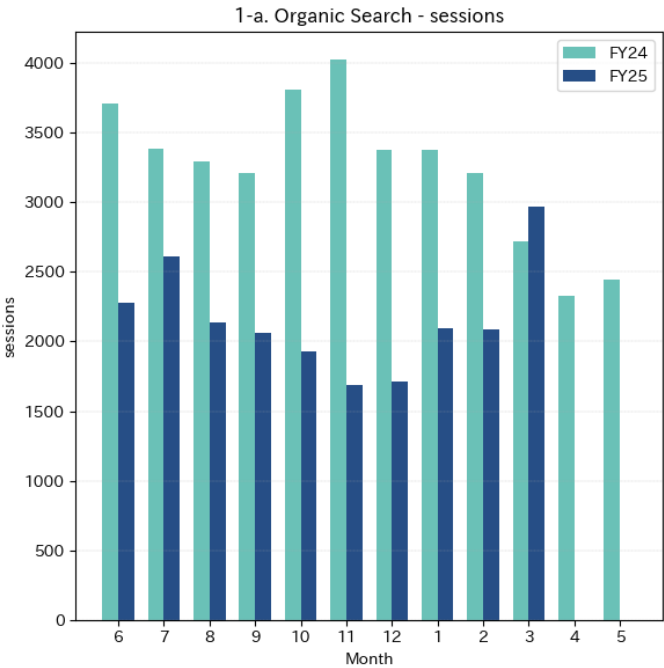
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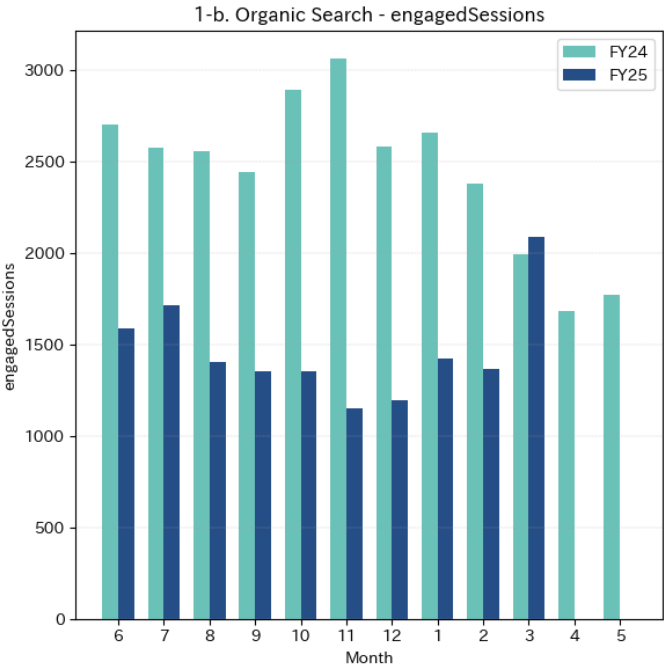
1-a. Organic Search - sessions

Month	FY24	FY25	YoY	MoM
6	3,709	2,279	-39%	-
7	3,386	2,615	-23%	15%
8	3,292	2,137	-35%	-18%
9	3,207	2,064	-36%	-3%
10	3,807	1,929	-49%	-7%
11	4,022	1,688	-58%	-12%
12	3,375	1,710	-49%	1%
1	3,375	2,092	-38%	22%
2	3,207	2,088	-35%	0%
3	2,717	2,973	9%	42%
4	2,331	0	-	-100%
5	2,444	0	-	-
Total	38,872	21,575	-	-



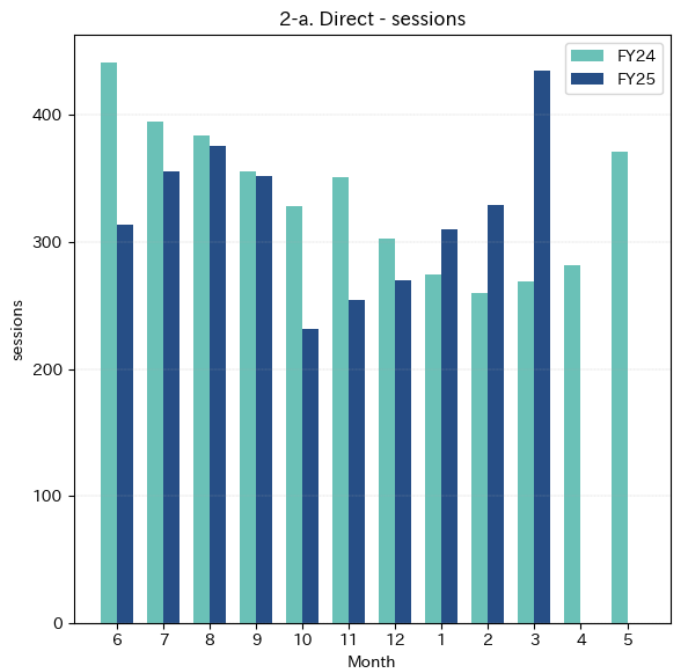
1-b. Organic Search - engagedSessions

Month	FY24	FY25	YoY	MoM
6	2,702	1,591	-41%	-
7	2,576	1,715	-33%	8%
8	2,560	1,407	-45%	-18%
9	2,442	1,352	-45%	-4%
10	2,896	1,354	-53%	0%
11	3,063	1,155	-62%	-15%
12	2,585	1,196	-54%	4%
1	2,658	1,426	-46%	19%
2	2,379	1,367	-43%	-4%
3	1,995	2,088	5%	53%
4	1,685	0	-	-100%
5	1,770	0	-	-
Total	29,311	14,651	-	-



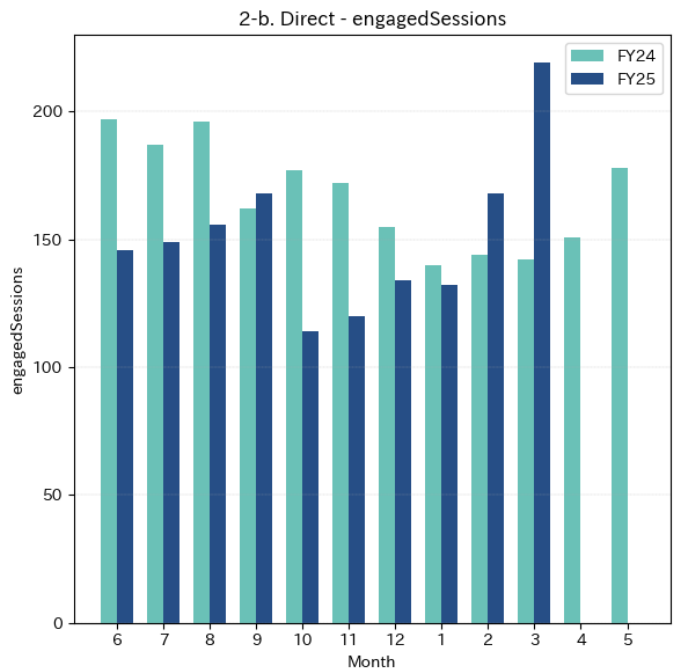
2-a. Direct - sessions

Month	FY24	FY25	YoY	MoM
6	441	314	-29%	-
7	395	356	-10%	13%
8	384	376	-2%	6%
9	356	352	-1%	-6%
10	328	232	-29%	-34%
11	351	254	-28%	9%
12	303	270	-11%	6%
1	274	310	13%	15%
2	260	329	27%	6%
3	269	435	62%	32%
4	282	0	-	-100%
5	371	0	-	-
Total	4,014	3,228	-	-



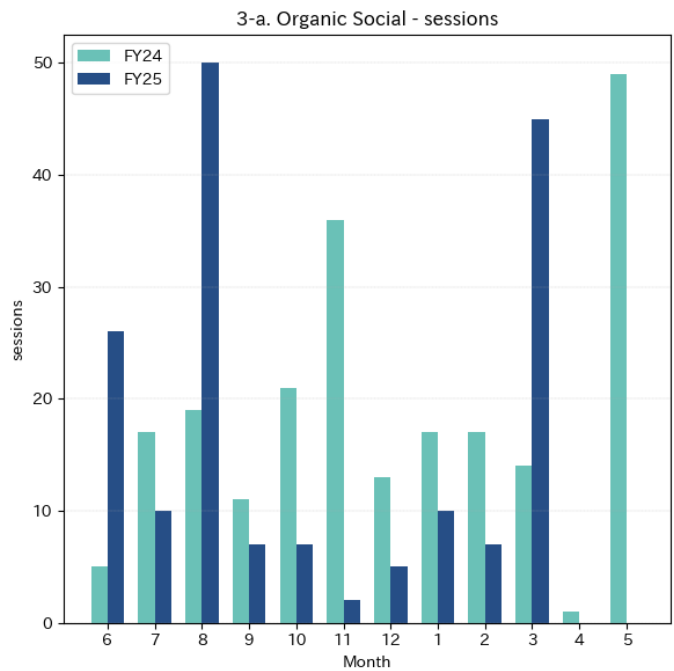
2-b. Direct - engagedSessions

Month	FY24	FY25	YoY	MoM
6	197	146	-26%	-
7	187	149	-20%	2%
8	196	156	-20%	5%
9	162	168	4%	8%
10	177	114	-36%	-32%
11	172	120	-30%	5%
12	155	134	-14%	12%
1	140	132	-6%	-1%
2	144	168	17%	27%
3	142	219	54%	30%
4	151	0	-	-100%
5	178	0	-	-
Total	2,001	1,506	-	-



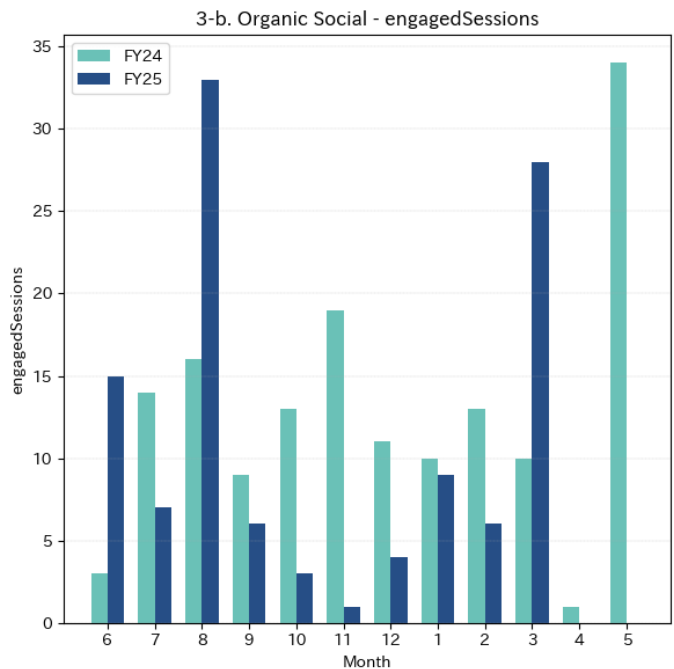
3-a. Organic Social - sessions

Month	FY24	FY25	YoY	MoM
6	5	26	420%	-
7	17	10	-41%	-62%
8	19	50	163%	400%
9	11	7	-36%	-86%
10	21	7	-67%	0%
11	36	2	-94%	-71%
12	13	5	-62%	150%
1	17	10	-41%	100%
2	17	7	-59%	-30%
3	14	45	221%	543%
4	1	0	-	-100%
5	49	0	-	-
Total	220	169	-	-



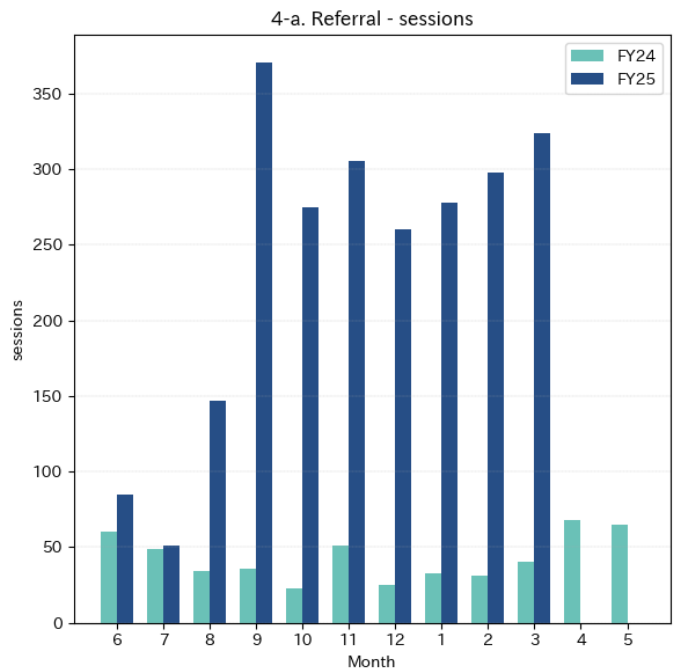
3-b. Organic Social - engagedSessions

Month	FY24	FY25	YoY	MoM
6	3	15	400%	-
7	14	7	-50%	-53%
8	16	33	106%	371%
9	9	6	-33%	-82%
10	13	3	-77%	-50%
11	19	1	-95%	-67%
12	11	4	-64%	300%
1	10	9	-10%	125%
2	13	6	-54%	-33%
3	10	28	180%	367%
4	1	0	-	-100%
5	34	0	-	-
Total	153	112	-	-



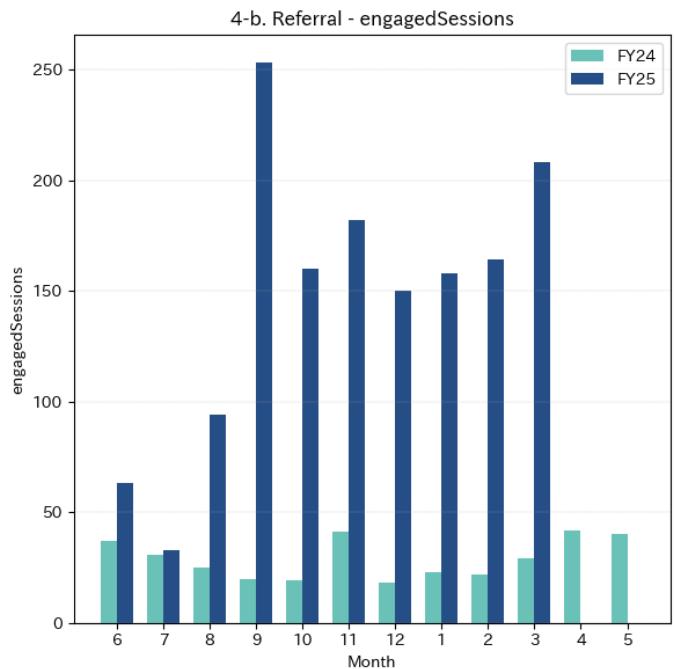
4-a. Referral - sessions

Month	FY24	FY25	YoY	MoM
6	60	85	42%	-
7	49	51	4%	-40%
8	34	147	332%	188%
9	36	370	928%	152%
10	23	275	1096%	-26%
11	51	305	498%	11%
12	25	260	940%	-15%
1	33	278	742%	7%
2	31	298	861%	7%
3	40	324	710%	9%
4	68	0	-	-100%
5	65	0	-	-
Total	515	2,393	-	-



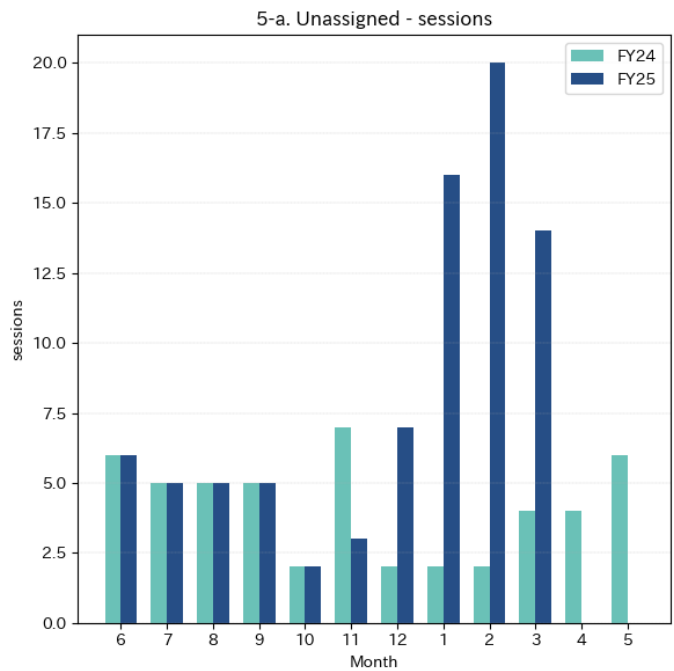
4-b. Referral - engagedSessions

Month	FY24	FY25	YoY	MoM
6	37	63	70%	-
7	31	33	6%	-48%
8	25	94	276%	185%
9	20	253	1165%	169%
10	19	160	742%	-37%
11	41	182	344%	14%
12	18	150	733%	-18%
1	23	158	587%	5%
2	22	164	645%	4%
3	29	208	617%	27%
4	42	0	-	-100%
5	40	0	-	-
Total	347	1,465	-	-



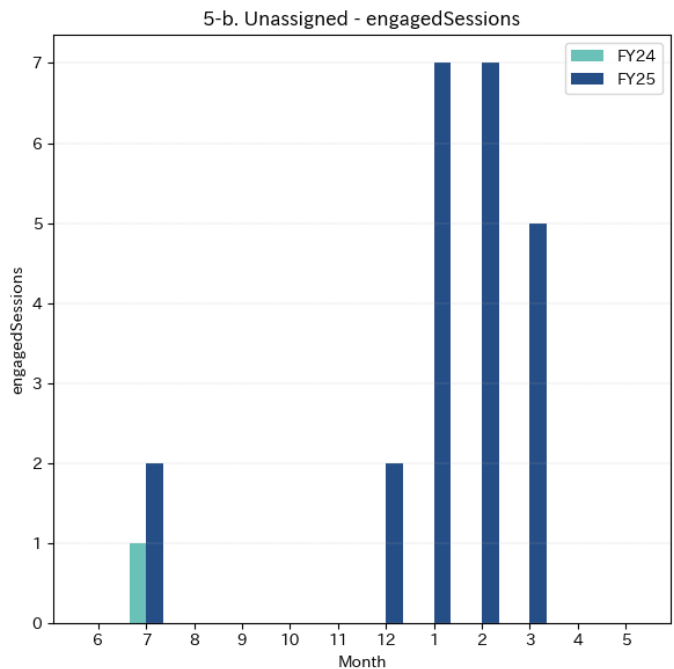
5-a. Unassigned - sessions

Month	FY24	FY25	YoY	MoM
6	6	6	0%	-
7	5	5	0%	-17%
8	5	5	0%	0%
9	5	5	0%	0%
10	2	2	0%	-60%
11	7	3	-57%	50%
12	2	7	250%	133%
1	2	16	700%	129%
2	2	20	900%	25%
3	4	14	250%	-30%
4	4	0	-	-100%
5	6	0	-	-
Total	50	83	-	-



5-b. Unassigned - engagedSessions

Month	FY24	FY25	YoY	MoM
6	0	0	-	-
7	1	2	100%	-
8	0	0	-	-100%
9	0	0	-	-
10	0	0	-	-
11	0	0	-	-
12	0	2	-	-
1	0	7	-	250%
2	0	7	-	0%
3	0	5	-	-29%
4	0	0	-	-100%
5	0	0	-	-
Total	1	23	-	-



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Explanation of Metrics

- **sessions:** Number of user visits to the website during a specified period.
- **engagedSessions:** Number of engaged sessions that happen on the website.
- **MoM (Month-over-Month):** Percentage change from one month to the previous month.
- **YoY (Year-over-Year):** Percentage change compared to the same month in the previous fiscal year.

Explanation of Channels

- **All Channel:** Represents the total aggregate of all traffic sources combined, providing a holistic view of website performance.
- **Organic Search:** Traffic generated from unpaid search engine results, such as Google, Yahoo, Bing, based on user queries.
- **Paid Search:** Traffic generated from paid advertisements on search engines, often through platforms like Google Ads.
- **Paid Shopping:** Traffic driven by paid product listings on platforms like Google Shopping, P-Max, highlighting specific products.
- **Paid Other:** Traffic from other paid advertising campaigns that don't fall into specific categories, such as Line Ads.
- **Display:** Traffic from banner advertisements displayed on third-party websites or apps.
- **Paid Social:** Traffic generated through paid advertisements on social media platforms, such as Facebook, Instagram, or LinkedIn.
- **Organic Social:** Traffic originating from unpaid posts or shares on social media platforms.
- **Email:** Traffic driven by email marketing campaigns, such as newsletters or promotional emails.
- **Direct:** Traffic from users directly entering the website URL into their browser or using bookmarks.
- **Referral:** Traffic referred from other websites through links to the site.
- **Unassigned:** Traffic that cannot be attributed to any specific channel due to tracking limitations or missing data.