

GA4 Channel Report - Monthly

Default Channel Group

March 2025

Created by: Shohei on 2025-04-13

Website: heysho.com

Data Source: GA4 - Default Channel Group

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

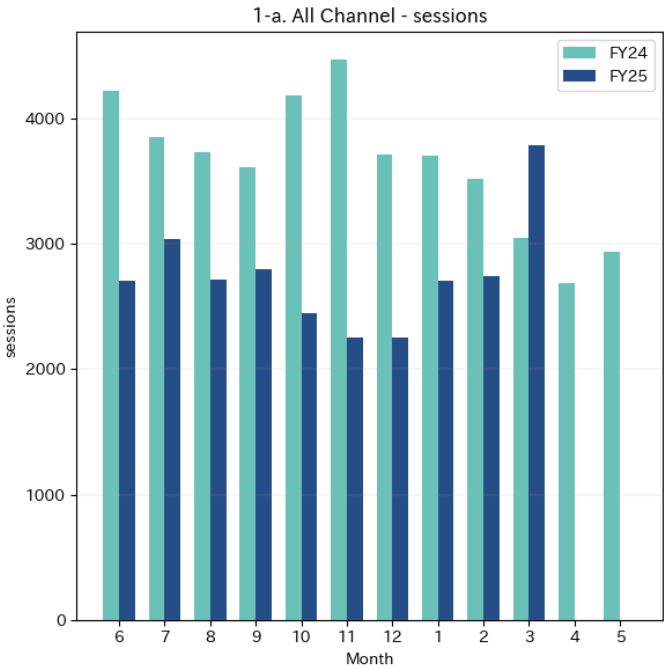
Table of Contents

- 1-a. All Channel - sessions
- 1-b. All Channel - engagedSessions
- 2-a. Organic Search - sessions
- 2-b. Organic Search - engagedSessions
- 3-a. Direct - sessions
- 3-b. Direct - engagedSessions
- 4-a. Organic Social - sessions
- 4-b. Organic Social - engagedSessions
- 5-a. Referral - sessions
- 5-b. Referral - engagedSessions
- 6-a. Unassigned - sessions
- 6-b. Unassigned - engagedSessions

****Click to jump to the page**

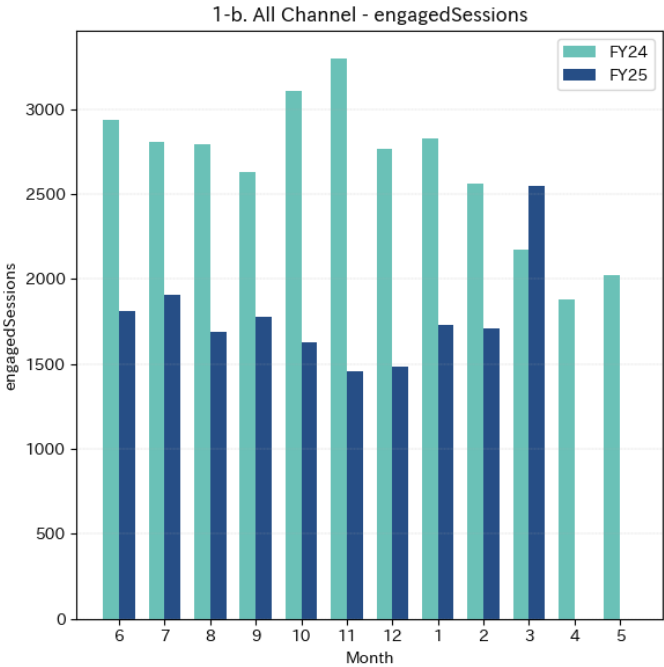
1-a. All Channel - sessions

Month	FY24	FY25	YoY	MoM	FY24 Ratio	FY25 Ratio
6	4,221	2,710	-36%	-	100%	100%
7	3,852	3,037	-21%	12%	100%	100%
8	3,734	2,715	-27%	-11%	100%	100%
9	3,615	2,800	-23%	3%	100%	100%
10	4,181	2,449	-41%	-13%	100%	100%
11	4,467	2,253	-50%	-8%	100%	100%
12	3,718	2,253	-39%	0%	100%	100%
1	3,701	2,707	-27%	20%	100%	100%
2	3,518	2,743	-22%	1%	100%	100%
3	3,044	3,791	25%	38%	100%	100%
4	2,686	0	-	-100%	100%	100%
5	2,935	0	-	-	100%	100%
Total	43,672	27,458	-	-	100%	100%



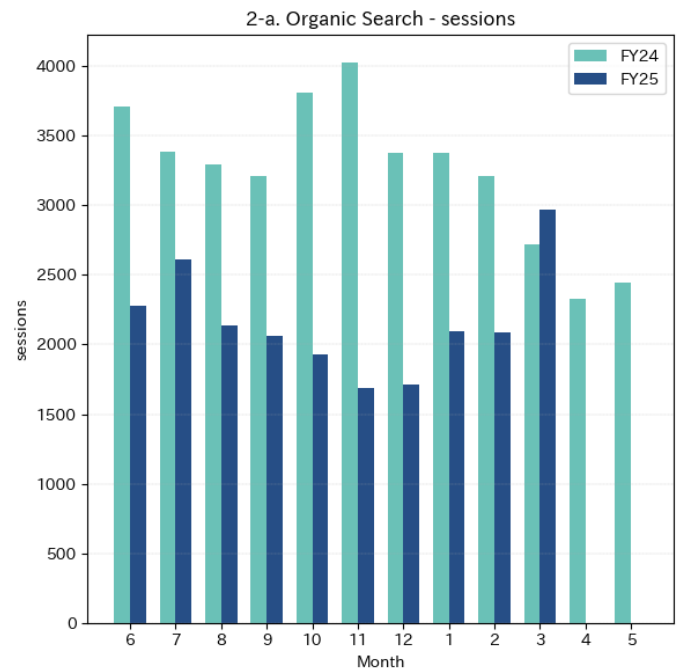
1-b. All Channel - engagedSessions

Month	FY24	FY25	YoY	MoM	FY24 Ratio	FY25 Ratio
6	2,939	1,815	-38%	-	100%	100%
7	2,809	1,906	-32%	5%	100%	100%
8	2,797	1,690	-40%	-11%	100%	100%
9	2,633	1,780	-32%	5%	100%	100%
10	3,105	1,631	-47%	-8%	100%	100%
11	3,295	1,458	-56%	-11%	100%	100%
12	2,769	1,487	-46%	2%	100%	100%
1	2,831	1,732	-39%	16%	100%	100%
2	2,559	1,712	-33%	-1%	100%	100%
3	2,176	2,548	17%	49%	100%	100%
4	1,879	0	-	-100%	100%	100%
5	2,022	0	-	-	100%	100%
Total	31,814	17,759	-	-	100%	100%



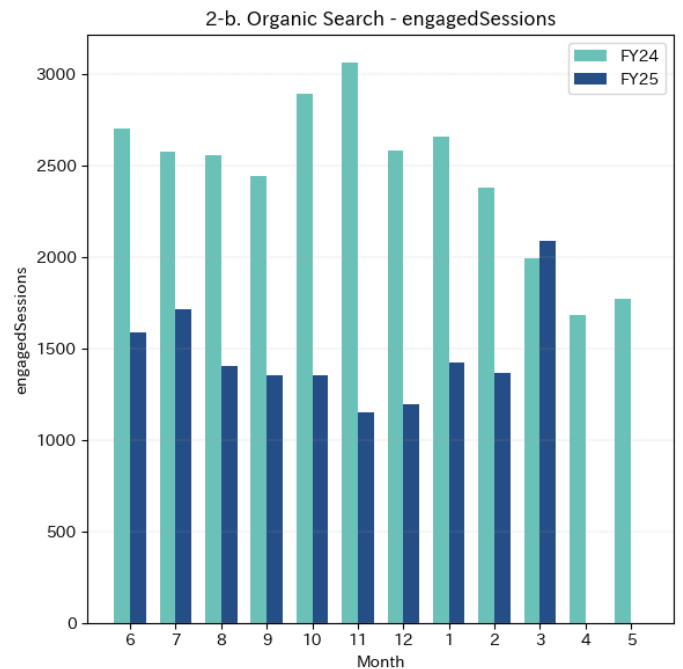
2-a. Organic Search - sessions

Month	FY24	FY25	YoY	MoM	FY24 Ratio	FY25 Ratio
6	3,709	2,279	-39%	-	88%	84%
7	3,386	2,615	-23%	15%	88%	86%
8	3,292	2,137	-35%	-18%	88%	79%
9	3,207	2,064	-36%	-3%	89%	74%
10	3,807	1,929	-49%	-7%	91%	79%
11	4,022	1,688	-58%	-12%	90%	75%
12	3,375	1,710	-49%	1%	91%	76%
1	3,375	2,092	-38%	22%	91%	77%
2	3,207	2,088	-35%	0%	91%	76%
3	2,717	2,973	9%	42%	89%	78%
4	2,331	0	-	-100%	87%	-
5	2,444	0	-	-	83%	-
Total	38,872	21,575	-	-	89%	79%



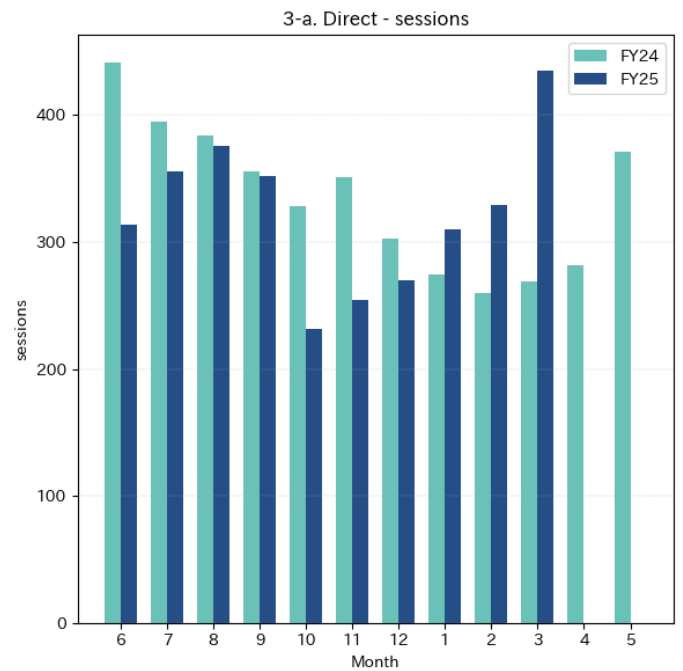
2-b. Organic Search - engagedSessions

Month	FY24	FY25	YoY	MoM	FY24 Ratio	FY25 Ratio
6	2,702	1,591	-41%	-	92%	88%
7	2,576	1,715	-33%	8%	92%	90%
8	2,560	1,407	-45%	-18%	92%	83%
9	2,442	1,352	-45%	-4%	93%	76%
10	2,896	1,354	-53%	0%	93%	83%
11	3,063	1,155	-62%	-15%	93%	79%
12	2,585	1,196	-54%	4%	93%	80%
1	2,658	1,426	-46%	19%	94%	82%
2	2,379	1,367	-43%	-4%	93%	80%
3	1,995	2,088	5%	53%	92%	82%
4	1,685	0	-	-100%	90%	-
5	1,770	0	-	-	88%	-
Total	29,311	14,651	-	-	92%	82%



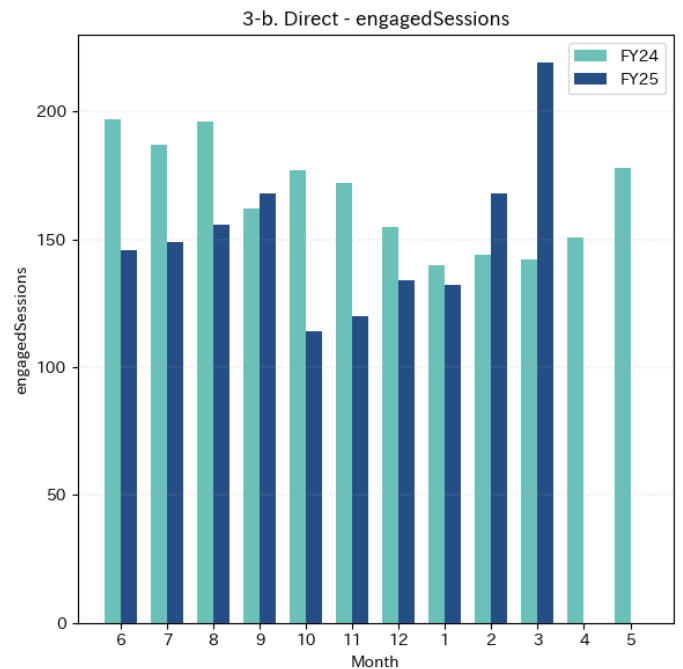
3-a. Direct - sessions

Month	FY24	FY25	YoY	MoM	FY24 Ratio	FY25 Ratio
6	441	314	-29%	-	10%	12%
7	395	356	-10%	13%	10%	12%
8	384	376	-2%	6%	10%	14%
9	356	352	-1%	-6%	10%	13%
10	328	232	-29%	-34%	8%	9%
11	351	254	-28%	9%	8%	11%
12	303	270	-11%	6%	8%	12%
1	274	310	13%	15%	7%	11%
2	260	329	27%	6%	7%	12%
3	269	435	62%	32%	9%	11%
4	282	0	-	-100%	10%	-
5	371	0	-	-	13%	-
Total	4,014	3,228	-	-	9%	12%



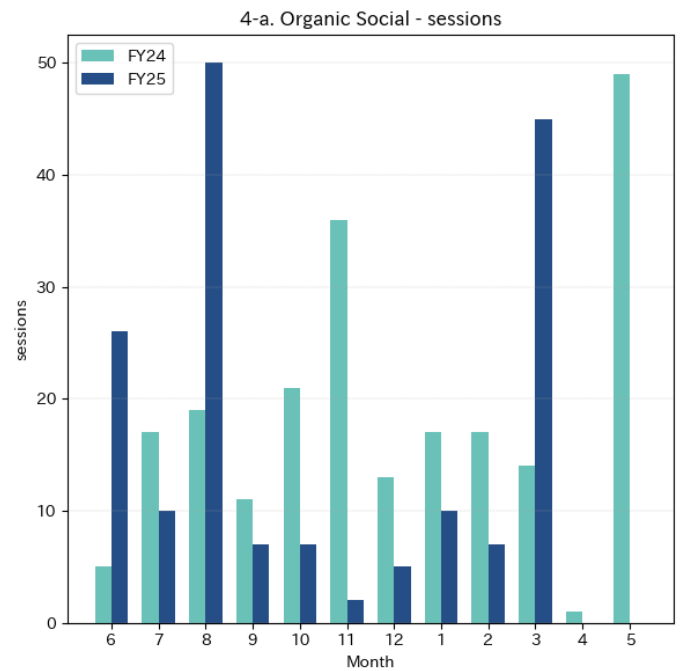
3-b. Direct - engagedSessions

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



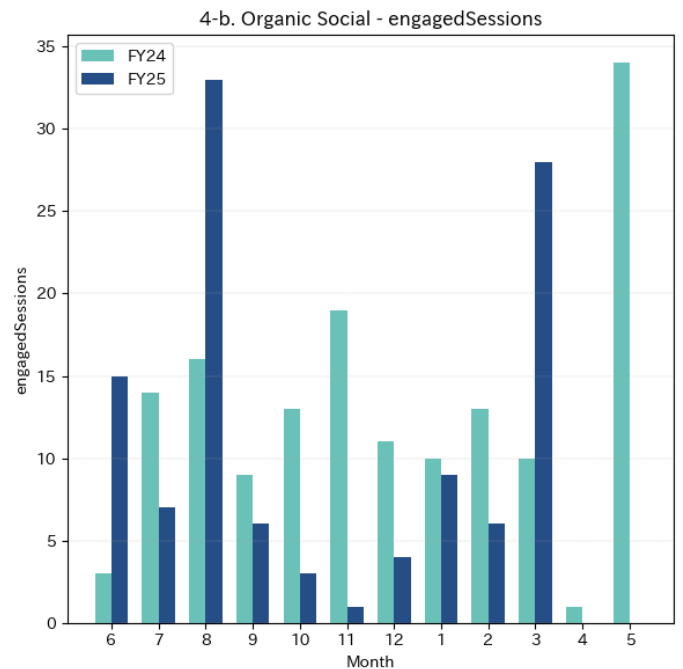
4-a. Organic Social - sessions

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



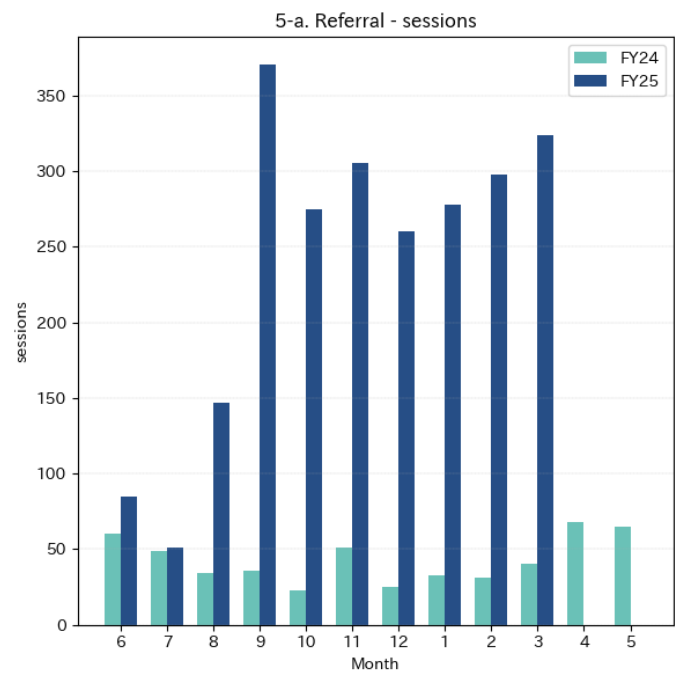
4-b. Organic Social - engagedSessions

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



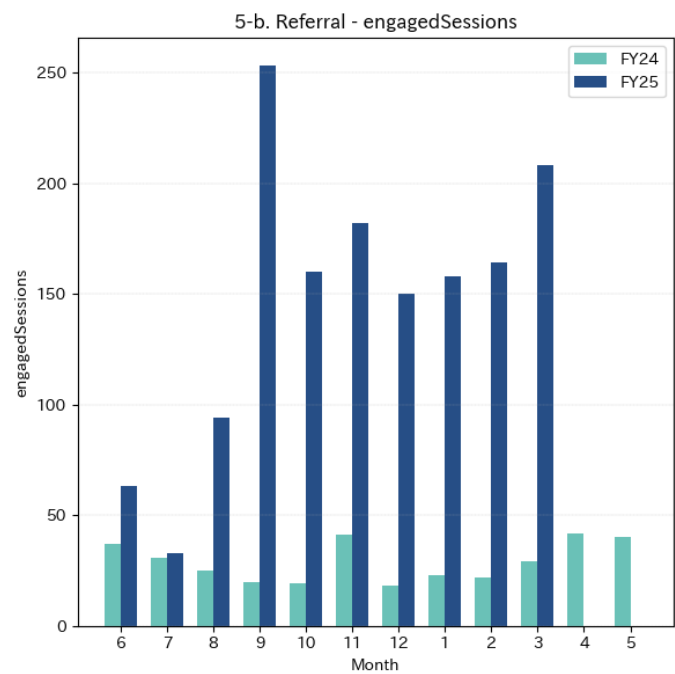
5-a. Referral - sessions

Month	FY24	FY25	YoY	MoM	FY24 Ratio	FY25 Ratio
6	60	85	42%	-	1%	3%
7	49	51	4%	-40%	1%	2%
8	34	147	332%	188%	1%	5%
9	36	370	928%	152%	1%	13%
10	23	275	1096%	-26%	1%	11%
11	51	305	498%	11%	1%	14%
12	25	260	940%	-15%	1%	12%
1	33	278	742%	7%	1%	10%
2	31	298	861%	7%	1%	11%
3	40	324	710%	9%	1%	9%
4	68	0	-	-100%	3%	-
5	65	0	-	-	2%	-
Total	515	2,393	-	-	1%	9%



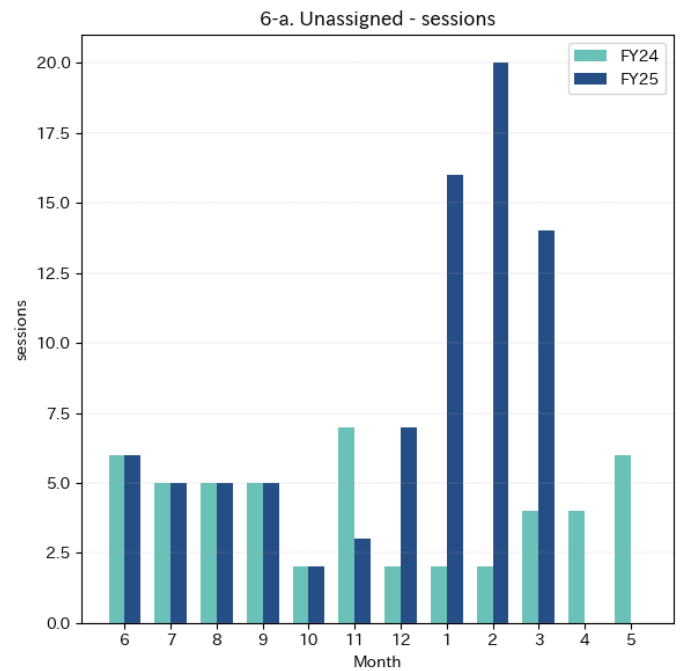
5-b. Referral - engagedSessions

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



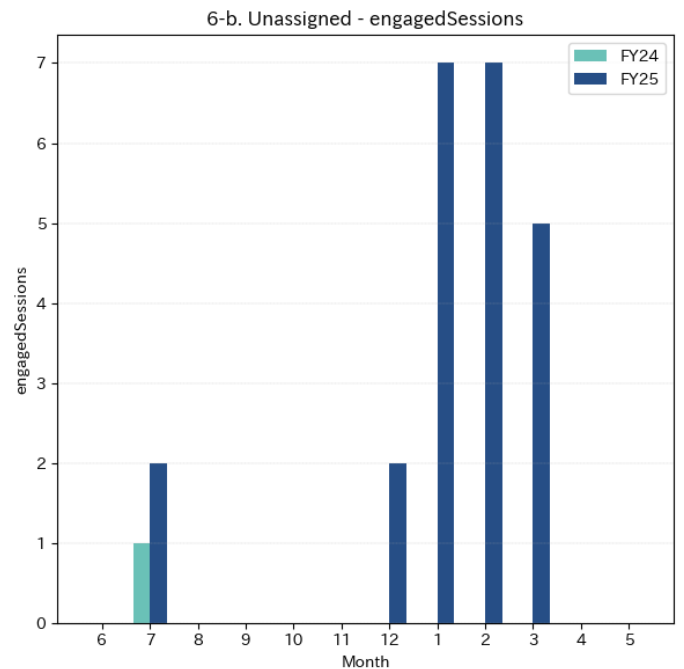
6-a. Unassigned - sessions

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



6-b. Unassigned - engagedSessions

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



Usage Rights and License

The use of this template is restricted to personal purposes only. Any commercial use or provision to third parties is strictly prohibited. Redistribution of the template, as well as the redistribution of any modified version or derivative works that incorporate modifications, is prohibited in all forms. The sale, transfer, or public use (including online sharing) of any part or the entirety of the template is also prohibited.

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.
- **Organic Search:** Traffic from unpaid search engine results.
- **Paid Search:** Traffic from paid ads on search engines.
- **Paid Shopping:** Traffic driven by paid product listings (e.g., Google Shopping).
- **Paid Other:** Traffic from other paid campaigns (e.g., Line Ads).
- **Display:** Traffic from banner ads on third-party websites.
- **Paid Social:** Traffic from paid social media ads.
- **Organic Social:** Traffic from unpaid social media posts.
- **Email:** Traffic driven by email marketing campaigns.
- **Direct:** Traffic from users entering the URL directly or via bookmarks.
- **Referral:** Traffic referred from other websites.
- **Unassigned:** Traffic that cannot be categorized into a specific channel.