

# **GA4 Channel Report - Monthly**

## **Default Channel Group**

### **March 2025**

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Website: [heysho.com](https://heysho.com)

Data Source: GA4 - Default Channel Group

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

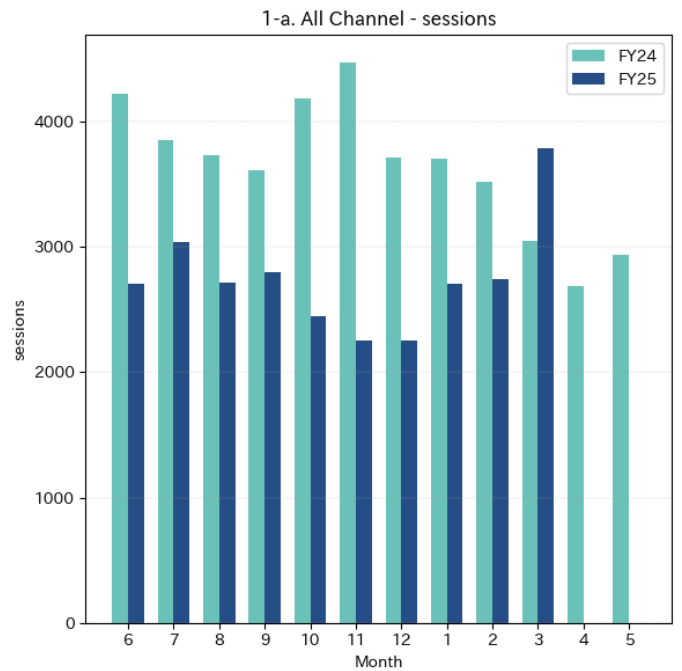
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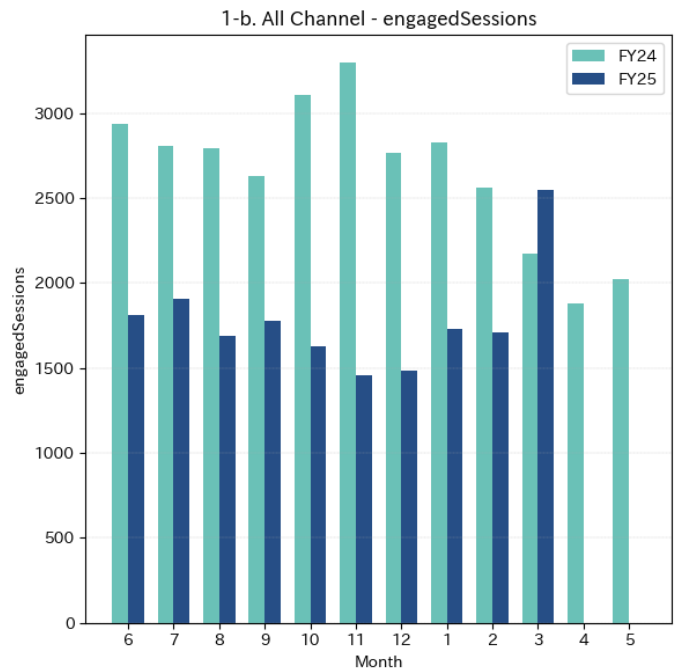
## 1-a. All Channel - sessions

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%



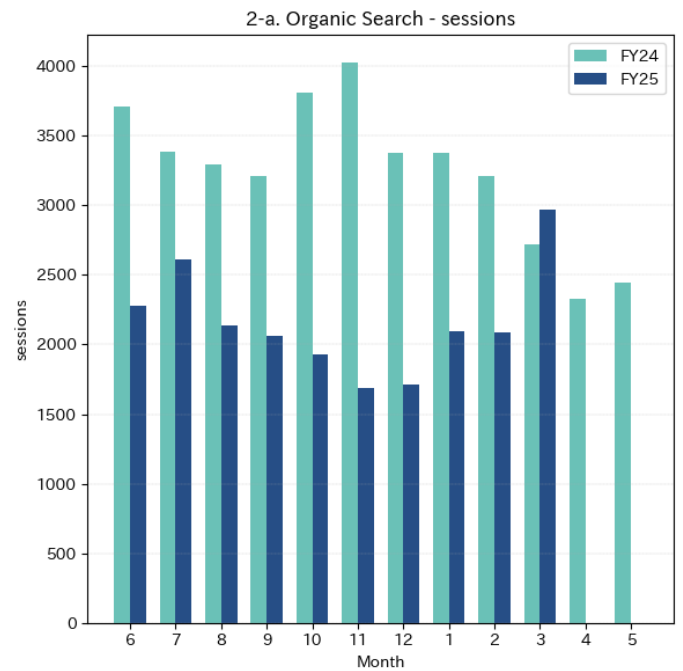
## 1-b. All Channel - engagedSessions

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%



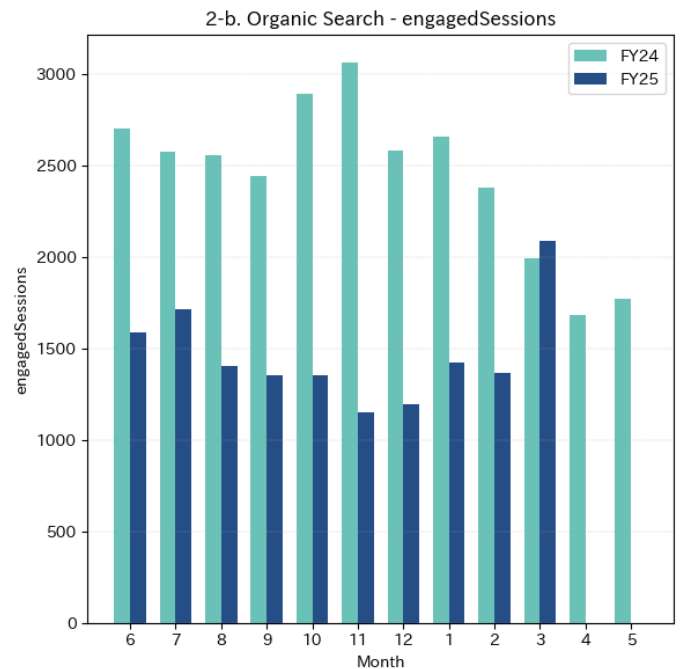
## 2-a. Organic Search - sessions

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%



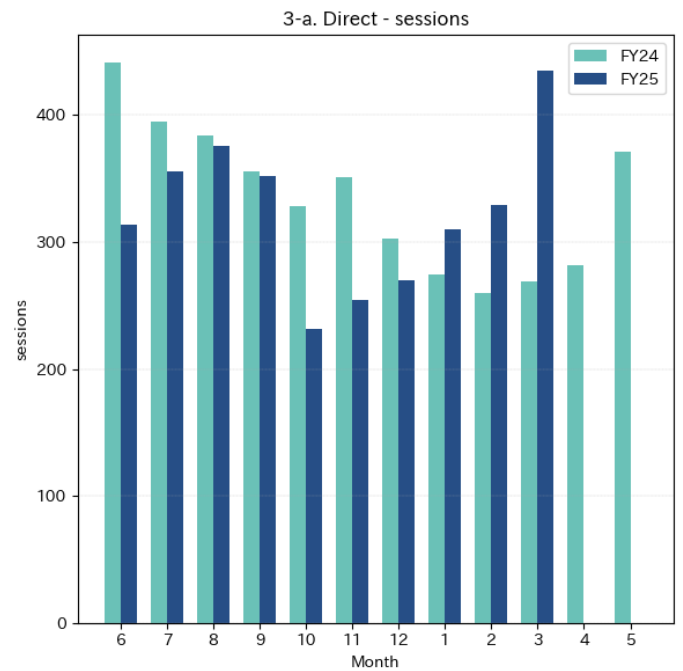
## 2-b. Organic Search - engagedSessions

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%



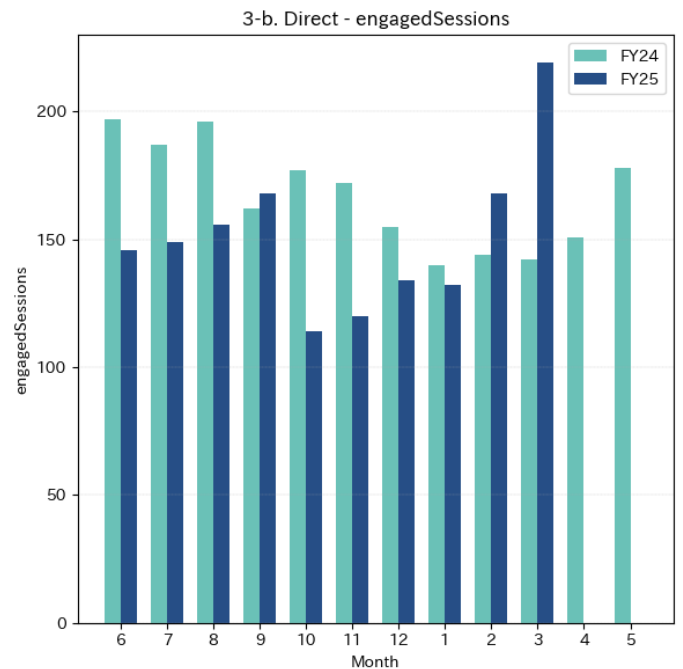
### 3-a. Direct - sessions

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%



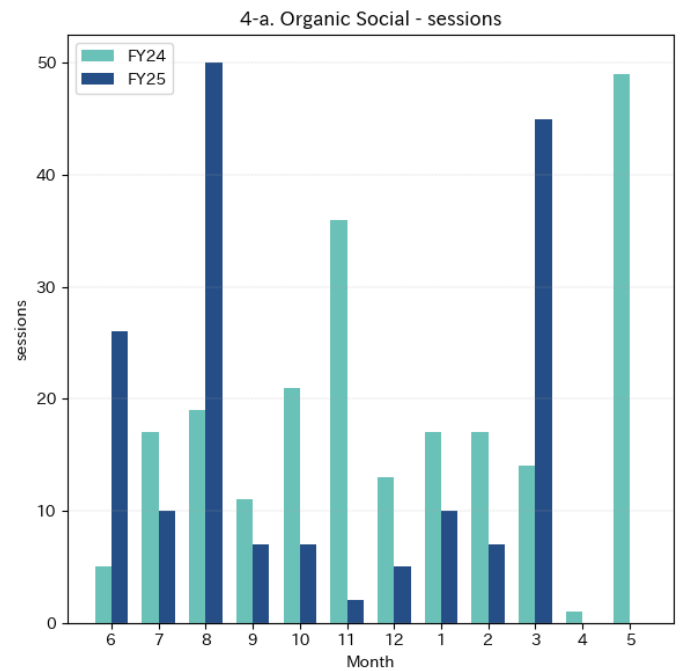
### 3-b. Direct - engagedSessions

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%



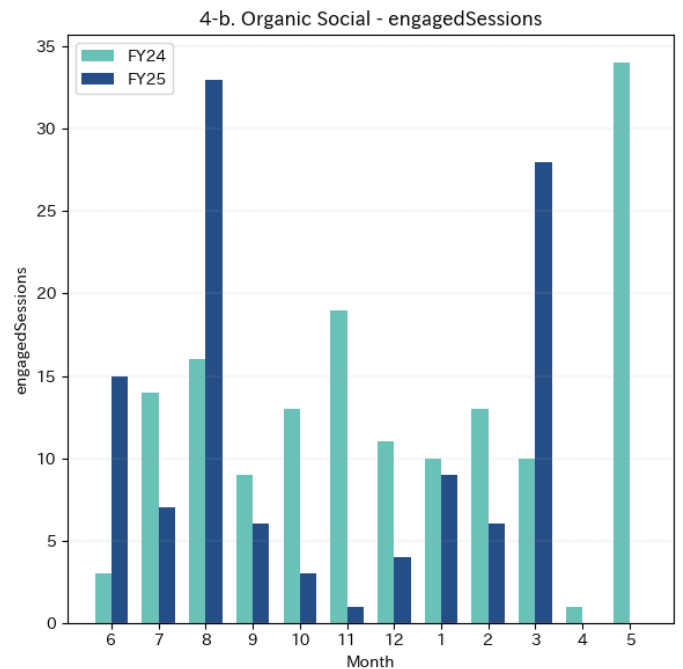
## 4-a. Organic Social - sessions

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%



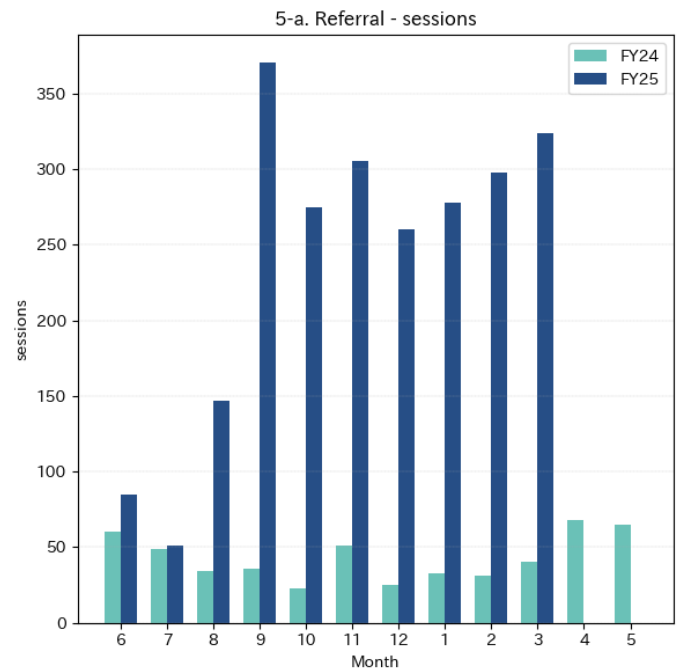
## 4-b. Organic Social - engagedSessions

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%



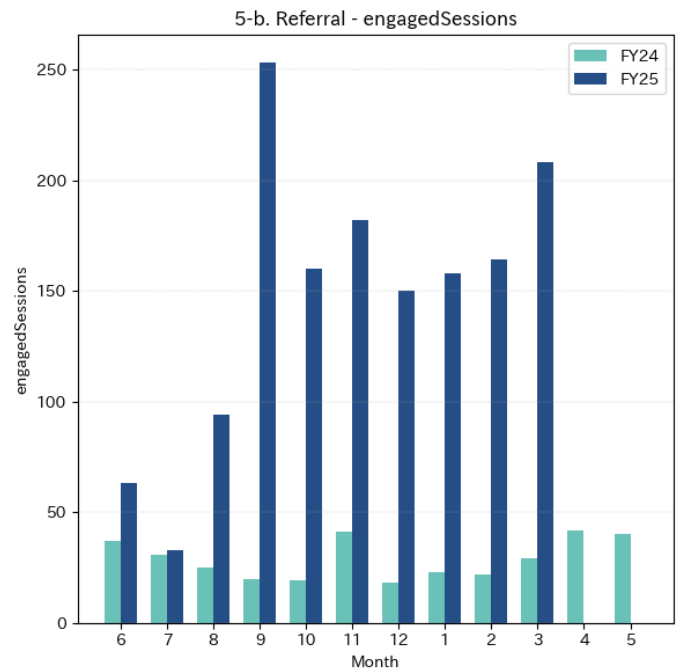
## 5-a. Referral - sessions

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%



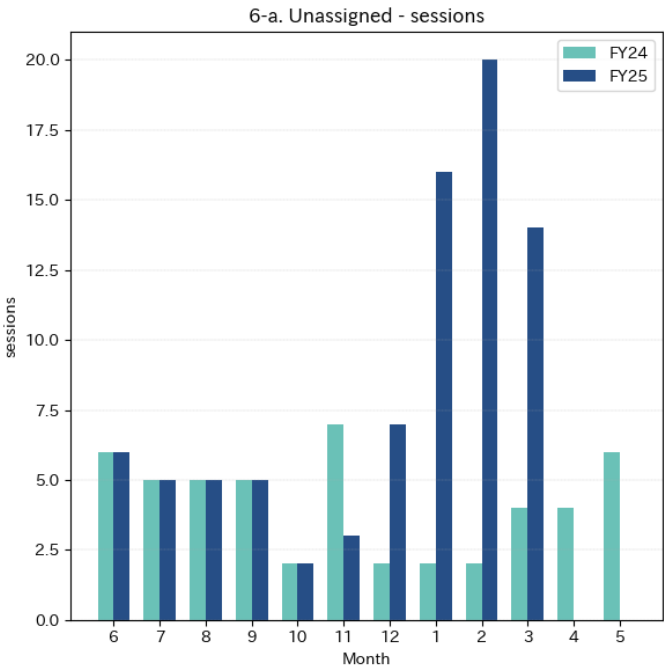
## 5-b. Referral - engagedSessions

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%



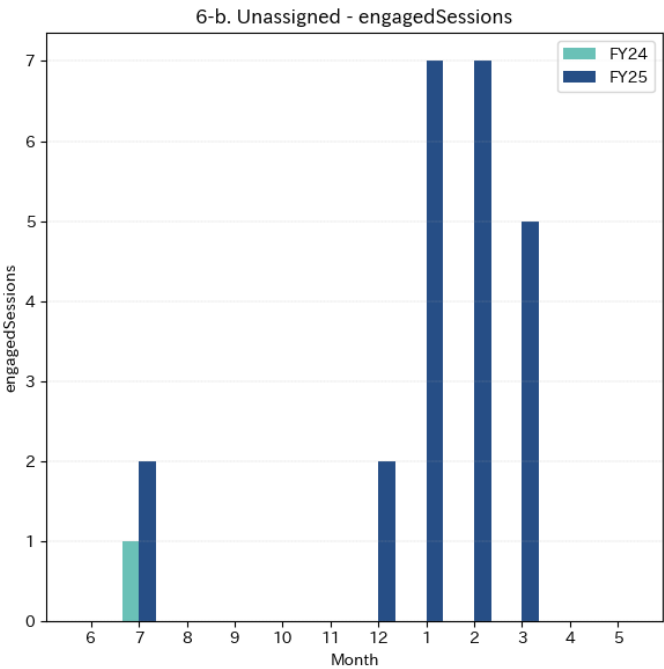
6-a. Unassigned - sessions

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%





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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.
- **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.