

Acquisition Quality & Engagement Outcomes

Jan 1, 2026 - Jan 31, 2026

Sources Driving Engaged but Non-Purchasing Sessions

source	sessions ▾
google	26
(direct)	7
facebook	3

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Sources of Engaged but Non-Converting Sessions

source	sessions ▾
(direct)	362
google	261
facebook	103
Data Not Available	10
ig	6
bina	2

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Drop-off Rate by Funnel Step

