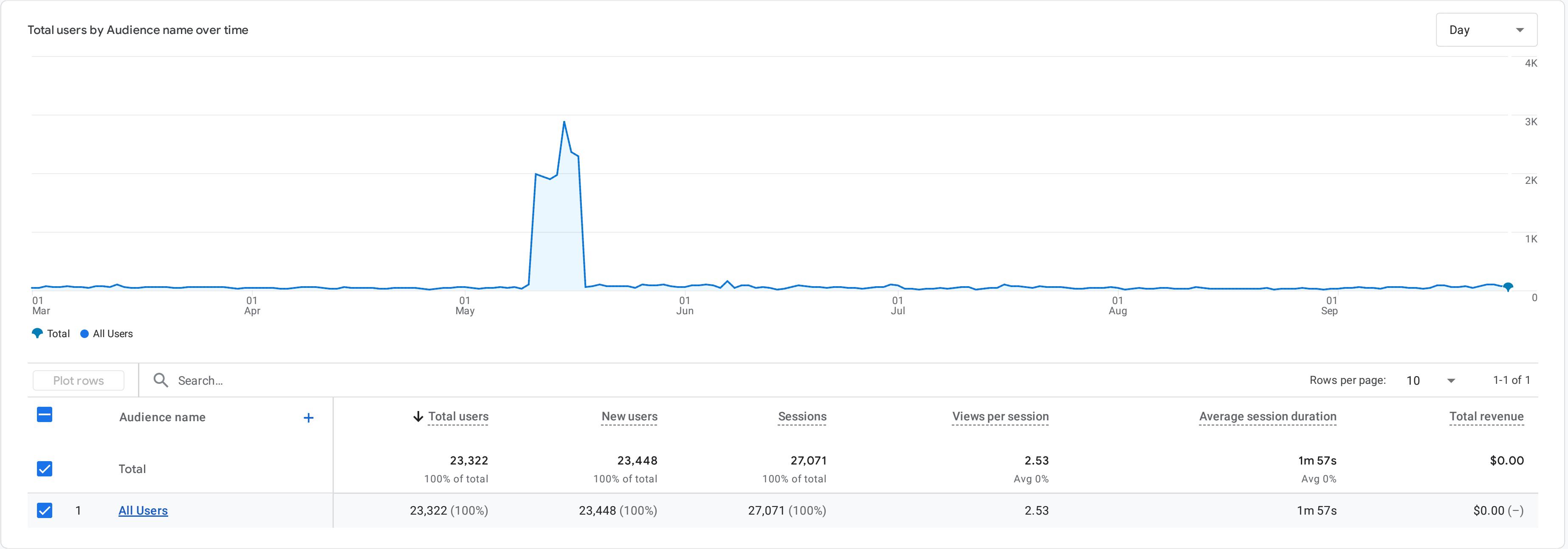


Audiences: Audience name

Add filter +



A

All Users

Add comparison +

Custom

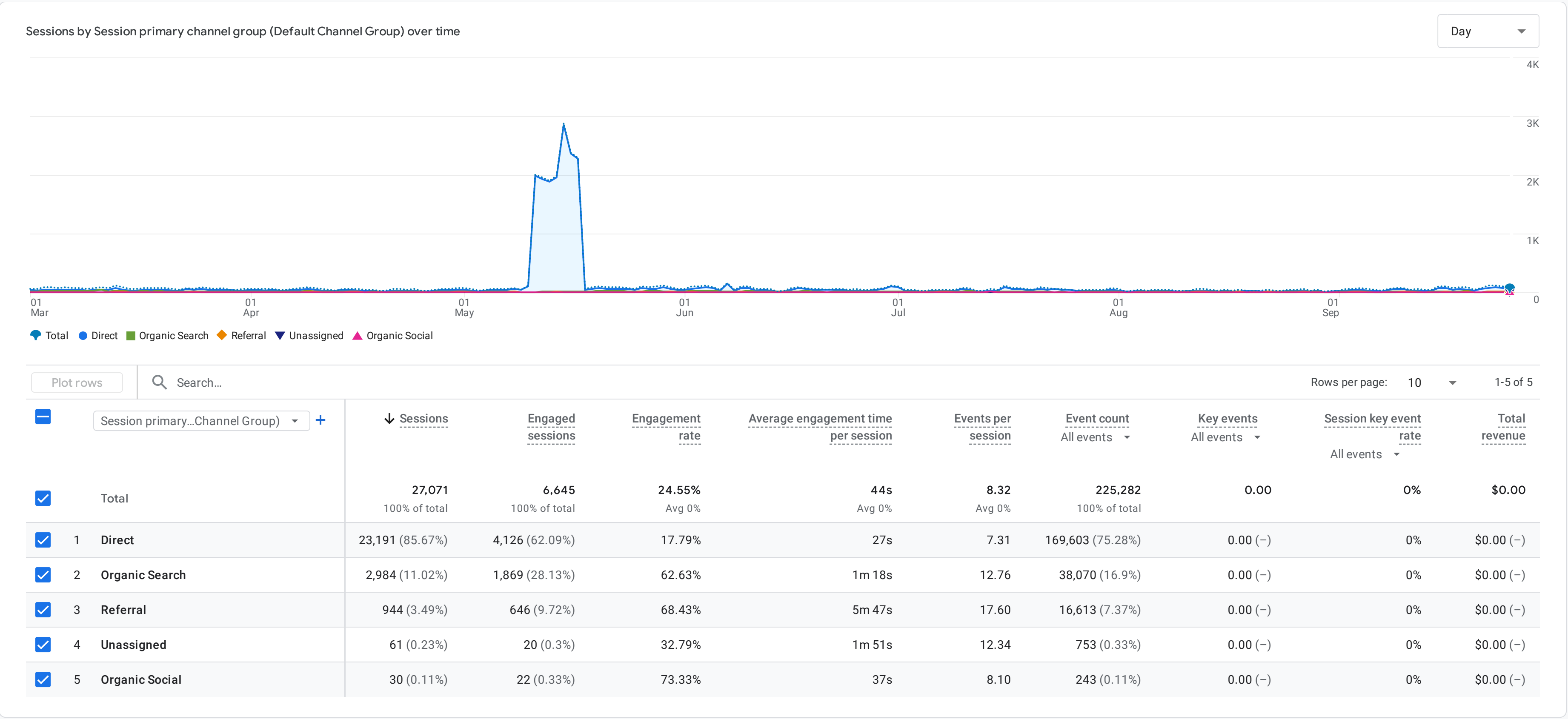
Mar 1 - Sep 25, 2025

▼

Traffic acquisition: Session primary channel group (Default Channel Group) 

✓▼

Add filter +



A

All Users

Add comparison +

Custom

Mar 1 - Sep 25, 2025

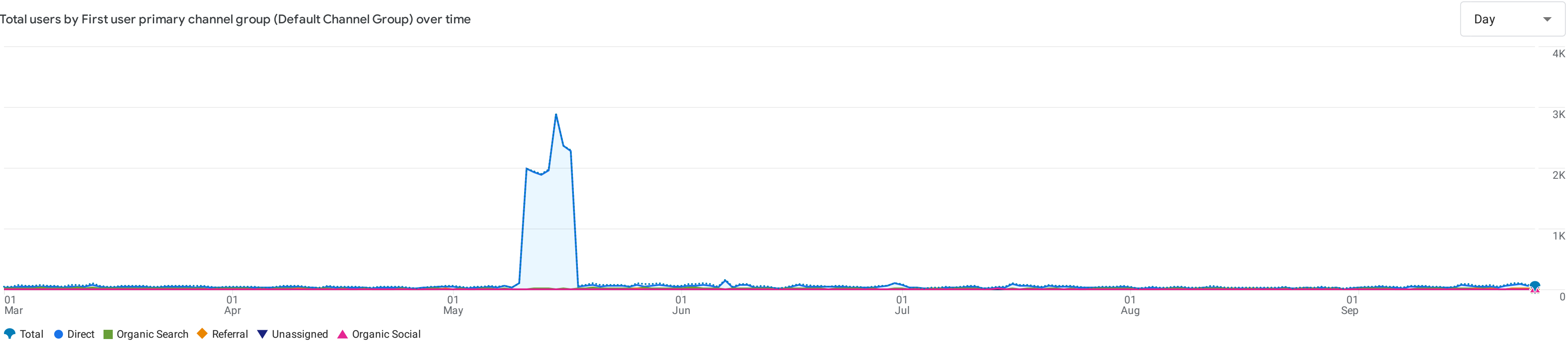
▼

User acquisition: First user primary channel group (Default Channel Group) 

✓▼

Add filter +

Total users by First user primary channel group (Default Channel Group) over time



Plot rows

Search...

Rows per page: 10 ▼ 1-5 of 5

		↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▼	Key events All events ▼	User key event rate All events ▼
<input checked="" type="checkbox"/>	Total	23,322 100% of total	23,448 100% of total	1,364 100% of total	52s Avg 0%	0.29 Avg 0%	225,282 100% of total	0.00	0%
<input checked="" type="checkbox"/>	1 Direct	21,099 (90.47%)	21,189 (90.37%)	910 (66.72%)	44s	0.22	180,817 (80.26%)	0.00 (–)	0%
<input checked="" type="checkbox"/>	2 Organic Search	1,784 (7.65%)	1,743 (7.43%)	343 (25.15%)	1m 47s	0.89	31,165 (13.83%)	0.00 (–)	0%
<input checked="" type="checkbox"/>	3 Referral	473 (2.03%)	464 (1.98%)	107 (7.84%)	2m 55s	1.09	12,613 (5.6%)	0.00 (–)	0%
<input checked="" type="checkbox"/>	4 Unassigned	29 (0.12%)	29 (0.12%)	2 (0.15%)	1m 41s	0.69	471 (0.21%)	0.00 (–)	0%
<input checked="" type="checkbox"/>	5 Organic Social	23 (0.1%)	23 (0.1%)	2 (0.15%)	29s	1.04	216 (0.1%)	0.00 (–)	0%

All Users

Add comparison

Custom

Mar 1 - Sep 25, 2025

Traffic acquisition: Session source / medium

Add filter













Demographic details: Country

Add filter

Active users by Country over time

Day

4K

3K

2K

1K

0

01 Mar01 Apr01 May01 Jun01 Jul01 Aug01 Sep

TotalUnited StatesHong KongMexicoUnited KingdomItaly

Plot rows

Search...

Rows per page: 250

1-119 of 119

	Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events	Key events All events	User key event rate All events	Total revenue
<input checked="" type="checkbox"/>	Total	23,308 100% of total	23,448 100% of total	6,645 100% of total	24.55% Avg 0%	0.29 Avg 0%	52s Avg 0%	225,282 100% of total	0.00	0%	\$0.00
<input checked="" type="checkbox"/>	1 United States	18,397 (78.93%)	18,547 (79.1%)	3,321 (49.98%)	16.27%	0.18	37s	136,077 (60.4%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	2 Hong Kong	919 (3.94%)	915 (3.9%)	27 (0.41%)	2.94%	0.03	1s	3,069 (1.36%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	3 Mexico	639 (2.74%)	638 (2.72%)	39 (0.59%)	6.04%	0.06	7s	2,554 (1.13%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	4 United Kingdom	437 (1.87%)	425 (1.81%)	425 (6.4%)	65.08%	0.97	1m 51s	7,830 (3.48%)	0.00 (-)	0%	\$0.00 (-)
<input checked="" type="checkbox"/>	5 Italy	416 (1.78%)	398 (1.7%)	448 (6.74%)	68.29%	1.08	3m 30s	13,325 (5.91%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	6 Germany	268 (1.15%)	258 (1.1%)	242 (3.64%)	61.42%	0.90	2m 22s	5,426 (2.41%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	7 Spain	222 (0.95%)	216 (0.92%)	248 (3.73%)	67.57%	1.12	2m 57s	6,496 (2.88%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	8 France	201 (0.86%)	199 (0.85%)	257 (3.87%)	73.85%	1.28	4m 56s	10,425 (4.63%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	9 Canada	195 (0.84%)	191 (0.81%)	218 (3.28%)	71.71%	1.12	3m 13s	5,617 (2.49%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	10 Netherlands	109 (0.47%)	106 (0.45%)	87 (1.31%)	58.39%	0.80	1m 34s	1,814 (0.81%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	11 Singapore	105 (0.45%)	74 (0.32%)	27 (0.41%)	21.95%	0.26	31s	802 (0.36%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	12 China	95 (0.41%)	53 (0.23%)	31 (0.47%)	29.81%	0.33	35s	632 (0.28%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	13 India	79 (0.34%)	77 (0.33%)	56 (0.84%)	59.57%	0.71	1m 12s	1,046 (0.46%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	14 Poland	75 (0.32%)	73 (0.31%)	84 (1.26%)	73.68%	1.12	3m 03s	2,422 (1.08%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	15 Australia	69 (0.3%)	68 (0.29%)	59 (0.89%)	69.41%	0.86	1m 37s	1,159 (0.51%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	16 Belgium	66 (0.28%)	63 (0.27%)	70 (1.05%)	77.78%	1.06	2m 27s	1,686 (0.75%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	17 Switzerland	59 (0.25%)	56 (0.24%)	65 (0.98%)	61.9%	1.10	2m 35s	1,995 (0.89%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	18 Japan	58 (0.25%)	54 (0.23%)	66 (0.99%)	65.35%	1.14	2m 23s	1,919 (0.85%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	19 Greece	57 (0.24%)	55 (0.23%)	56 (0.84%)	76.71%	0.98	1m 42s	804 (0.36%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	20 Türkiye	55 (0.24%)	52 (0.22%)	56 (0.84%)	69.14%	1.02	1m 55s	1,192 (0.53%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	21 Colombia	54 (0.23%)	53 (0.23%)	63 (0.95%)	82.89%	1.17	2m 46s	1,641 (0.73%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	22 Ireland	49 (0.21%)	49 (0.21%)	30 (0.45%)	53.57%	0.61	42s	531 (0.24%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	23 Brazil	48 (0.21%)	46 (0.2%)	40 (0.6%)	56.34%	0.83	48s	648 (0.29%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	24 Israel	47 (0.2%)	47 (0.2%)	51 (0.77%)	68.92%	1.09	2m 50s	1,033 (0.46%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	25 Chile	46 (0.2%)	45 (0.19%)	43 (0.65%)	79.63%	0.93	1m 52s	899 (0.4%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	26 Austria	45 (0.19%)	43 (0.18%)	35 (0.53%)	57.38%	0.78	1m 05s	495 (0.22%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	27 Portugal	38 (0.16%)	37 (0.16%)	34 (0.51%)	62.96%	0.89	2m 46s	756 (0.34%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	28 Russia	36 (0.15%)	33 (0.14%)	32 (0.48%)	60.38%	0.89	2m 03s	596 (0.26%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	29 Hungary	34 (0.15%)	33 (0.14%)	28 (0.42%)	58.33%	0.82	1m 27s	512 (0.23%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	30 Sweden	33 (0.14%)	33 (0.14%)	23 (0.35%)	62.16%	0.70	41s	326 (0.14%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	31 Indonesia	29 (0.12%)	29 (0.12%)	26 (0.39%)	63.41%	0.90	1m 06s	375 (0.17%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	32 Egypt	28 (0.12%)	26 (0.11%)	16 (0.24%)	44.44%	0.57	54s	337 (0.15%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	33 Argentina	22 (0.09%)	21 (0.09%)	17 (0.26%)	70.83%	0.77	58s	241 (0.11%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	34 Iran	22 (0.09%)	17 (0.07%)	21 (0.32%)	67.74%	0.95	1m 55s	380 (0.17%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	35 Czechia	21 (0.09%)	20 (0.09%)	24 (0.36%)	66.67%	1.14	3m 42s	781 (0.35%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	36 Croatia	20 (0.09%)	20 (0.09%)	11 (0.17%)	30.56%	0.55	1m 17s	247 (0.11%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	37 (not set)	17 (0.07%)	17 (0.07%)	4 (0.06%)	21.05%	0.24	16s	86 (0.04%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	38 Algeria	17 (0.07%)	14 (0.06%)	23 (0.35%)	44.23%	1.35	2m 47s	353 (0.16%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	39 South Korea	17 (0.07%)	17 (0.07%)	11 (0.17%)	44%	0.65	1m 22s	424 (0.19%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	40 Taiwan	17 (0.07%)	16 (0.07%)	17 (0.26%)	68%	1.00	1m 29s	278 (0.12%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	41 Saudi Arabia	16 (0.07%)	15 (0.06%)	6 (0.09%)	25%	0.38	36s	108 (0.05%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	42 Norway	14 (0.06%)	14 (0.06%)	12 (0.18%)	66.67%	0.86	6m 09s	663 (0.29%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	43 Philippines	14 (0.06%)	14 (0.06%)	14 (0.21%)	82.35%	1.00	31s	174 (0.08%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	44 Slovakia	14 (0.06%)	14 (0.06%)	13 (0.2%)	92.86%	0.93	4m 16s	617 (0.27%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	45 South Africa	14 (0.06%)	11 (0.05%)	8 (0.12%)	38.1%	0.57	31s	112 (0.05%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	46 Malaysia	12 (0.05%)	12 (0.05%)	7 (0.11%)	58.33%	0.58	23s	73 (0.03%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	47 Finland	11 (0.05%)	11 (0.05%)	9 (0.14%)	52.94%	0.82	2m 12s	406 (0.18%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	48 Serbia	11 (0.05%)	11 (0.05%)	6 (0.09%)	42.86%	0.55	31s	103 (0.05%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	49 Ukraine	11 (0.05%)	11 (0.05%)	11 (0.17%)	84.62%	1.00	1m 44s	213 (0.09%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	50 Denmark	10 (0.04%)	10 (0.04%)	10 (0.15%)	47.62%	1.00	3m 15s	589 (0.26%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	51 United Arab Emirates	10 (0.04%)	9 (0.04%)	20 (0.3%)	90.91%	2.00	40m 48s	2,296 (1.02%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	52 Vietnam	9 (0.04%)	8 (0.03%)	7 (0.11%)	63.64%	0.78	26s	108 (0.05%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	53 Iraq	8 (0.03%)	5 (0.02%)	6 (0.09%)	60%	0.75	3m 41s	125 (0.06%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	54 Romania	8 (0.03%)	7 (0.03%)	7 (0.11%)	77.78%	0.88	50s	57 (0.03%)	0.00 (-)	0%	\$0.00 (-)
<input type="checkbox"/>	55 Georgia	7 (0.03%)	7 (0.03%)	8 (0.12%)	29.63%	1.14	3m 04s	308 (0.14%)	0.00 (-)	0	