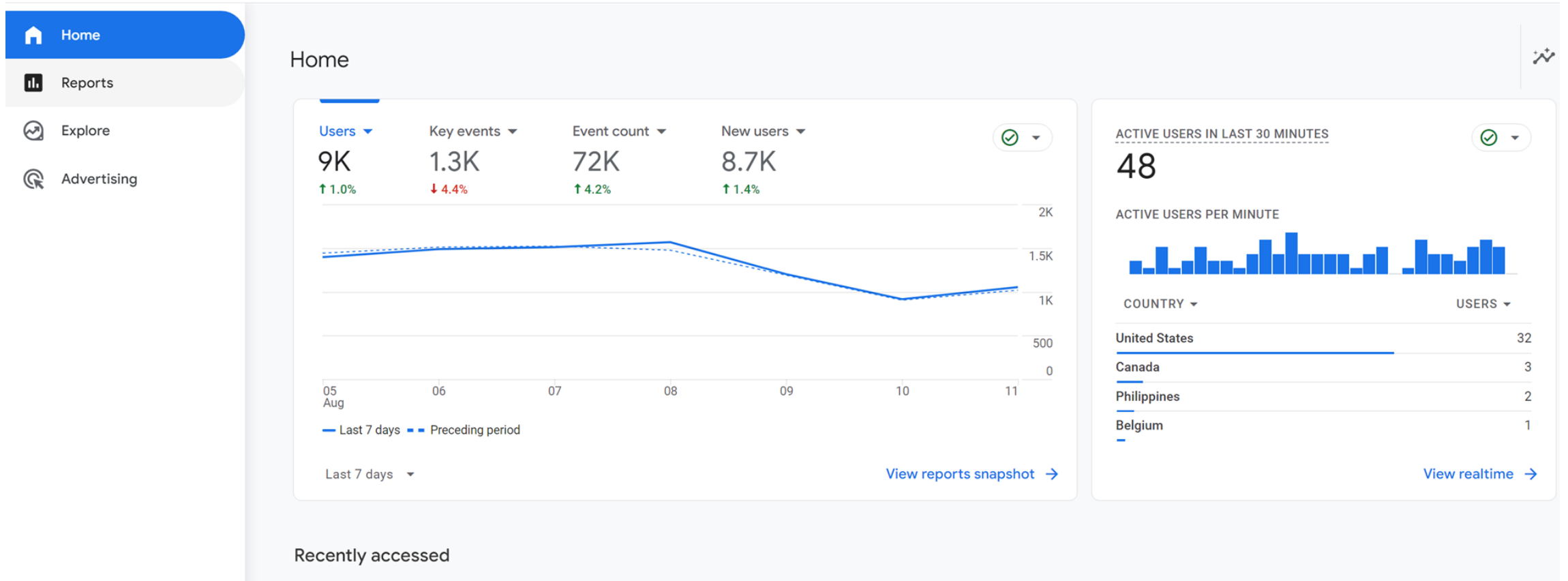


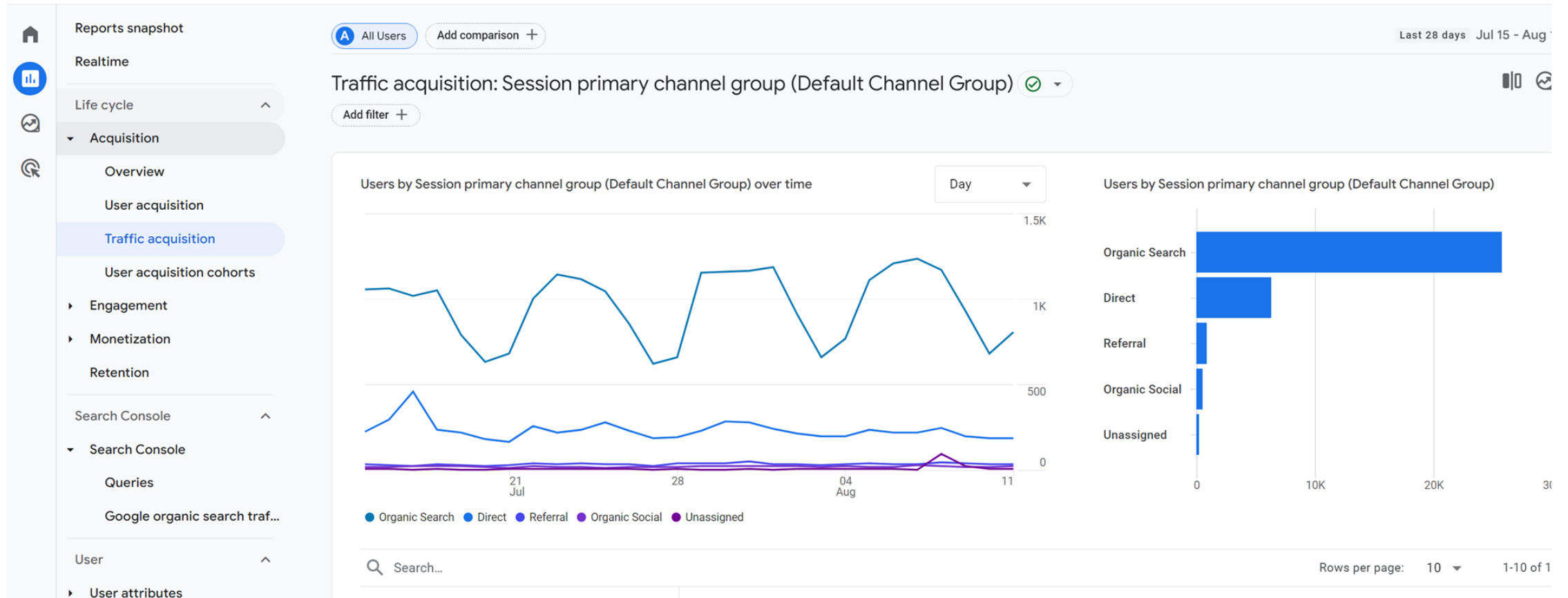
GA4 Home Page



Hover on “Home” to expand menu and select
“Reports”

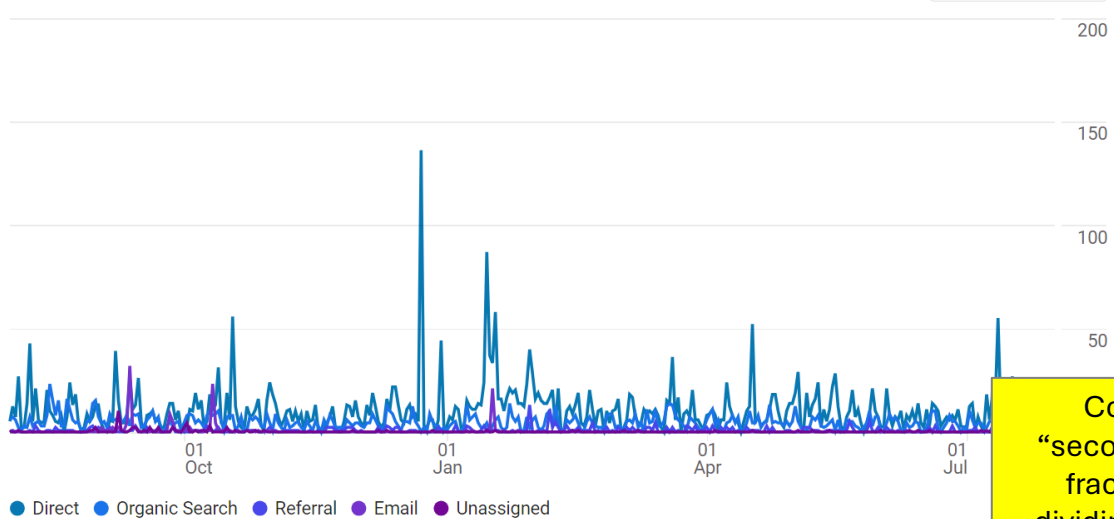


Expand “Acquisition” and Click on “Traffic Acquisition”

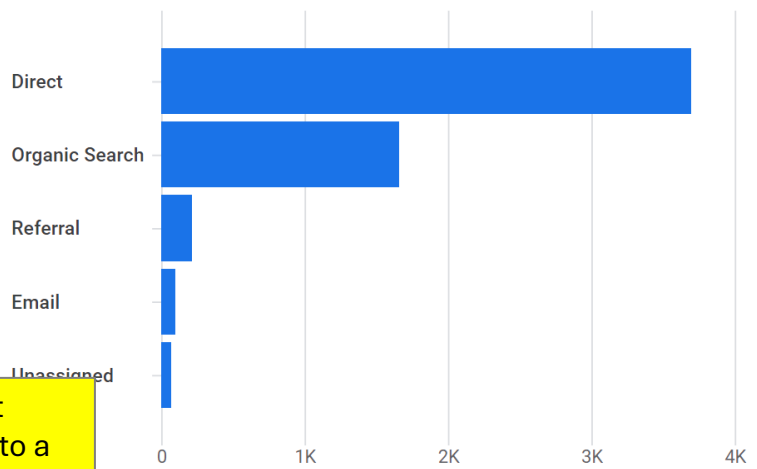


- Life cycle
- Acquisition
- Overview
- User acquisition
- Traffic acquisition
- User acquisition cohorts
- Engagement
- Overview
- Events
- Pages and screens
- Landing page
- Monetization
- Retention
- Search Console
- Search Console
- Queries
- Google organic search traf...
- User
- User attributes
- Tech
- Library

Users by Session primary channel group (Default Channel Group) over time



Users by Session primary channel group (Default Channel Group)



Convert
“seconds” to a
fraction by
dividing by 60 –
i.e., 29/60=0.483

Search...

Rows per page: 10 1-6 of 6

Session primary...Channel Group)		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events
		5,742 100% of total	7,461 100% of total	2,732 100% of total	29s Avg 0%	0.48 Avg 0%	4.62 Avg 0%	36.62% Avg 0%	34,459 100% of total
1	Direct	3,696	4,437	1,132	13s	0.31	3.99	25.51%	17,685
2	Organic Search	1,661	2,133	1,208	32s	0.73	4.99	56.63%	10,640
3	Referral	215	522	253	1m 10s	1.18	5.42	48.47%	2,827
4	Email	101	279	113	2m 49s	1.12	10.15	40.5%	2,833
5	Unassigned	72	78	0	12s	0.00	1.37	0%	107
6	Organic Social	34	71	30	1m 21s	0.88	5.17	42.25%	367

