

Month-Over-Month Change

Sessions	Total users	Views	Bounce rate	Session Duration	Views per session
1,504	1,277	8,000	12.2%	03:42	5.32
↑ 34.0%	↑ 36.4%	↑ 25.2%	↓ -27.4%	↑ 18.8%	↓ -6.6%

Session default channel group	Sessions	% Δ	Bounce rate	% Δ	Average session duration	% Δ	Views per session	% Δ
1. Paid Social	545	72.5% ↑	4.59%	-19.0%	00:02:58	71.1%	2.73	-33.3%
2. Organic Search	524	35.1% ↑	2.86%	-41.0%	00:05:39	17.3%	8.89	0.8%
3. Direct	339	4.0% ↑	41.59%	-5.2%	00:01:59	24.4%	3.91	2.1%
4. Paid Search	75	15.4% ↑	1.33%	-56.0%	00:03:15	-35.0%	5.68	25.2%
5. Referral	9	12.5% ↑	0%	-	00:06:42	-67.0%	5.78	-30.0%
6. Organic Social	7	-50.0% ↓	0%	-100.0%	00:01:18	-59.0%	6.29	44.3%