

ACQUISITION CHANNELS REPORT

Reporting Period: Oct 01, 2023 - Oct 31, 2023

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Total Users

42,850

New Users

38,122

Avg. Session

02:45

Conv. Rate

3.24%

Traffic Channel	Users	Sessions	Bounce Rate	Avg. Duration	Trend
Organic Search	18,420	22,105	42.1%	03:12	↑ 12%
Direct	9,150	11,400	38.5%	02:45	↑ 4%
Social Media	7,320	8,900	65.2%	01:15	↓ 8%
Paid Search	5,100	6,250	48.9%	02:30	↑ 22%
Referral	2,860	3,210	32.4%	04:05	↑ 1%

Confidential Internal Performance Analytics Data - Generated via Analytics API v4