

Traffic Channel Performance

Reporting Period: October 2023

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Channel Source	Sessions	Engagement Rate	Trend (MOM)
Organic Search	12,450	64.2%	▲ ² 12%
Direct	8,120	48.5%	▲ ¹ / ₄ 3%
Referral	3,200	71.1%	▲ ² 8%
Paid Search	5,600	55.9%	▲ ² 24%
Social Media	2,900	42.3%	▲ ¹ / ₄ 15%

Visual Distribution

Organic
Direct
Other