



# Google Analytics - User Behavior

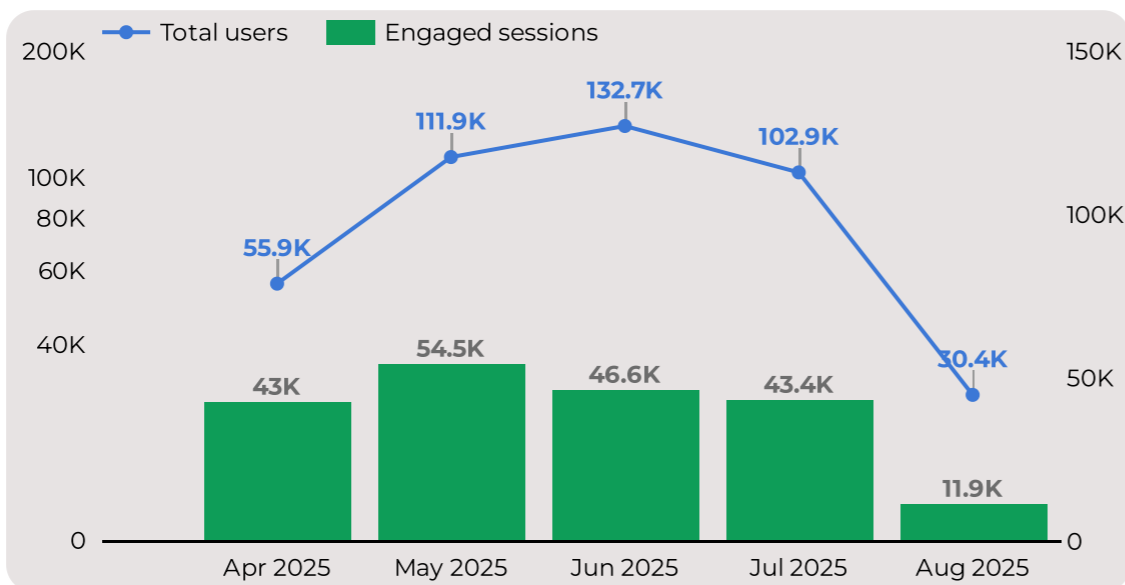
Sessions  
**502.43K**  
↑ 37.9%

Engaged sessions  
**202.5K**  
↓ -0.2%

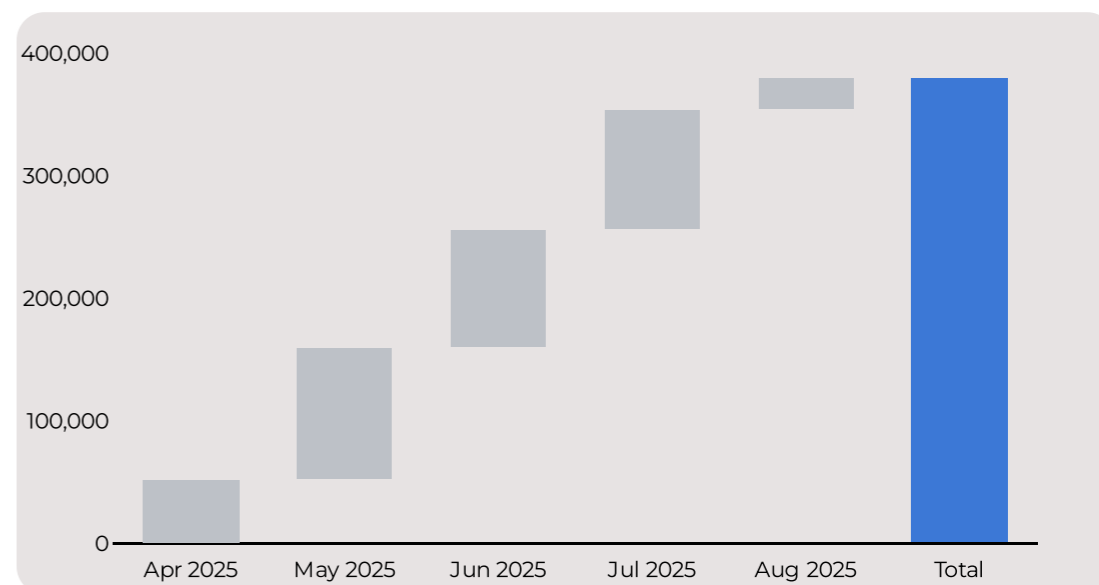
Purchaser rate  
**1.17%**  
↓ -32.9%

New users  
**386,698**  
↑ 55.6%

## Active Users Engagement



## New Users Growth Overtime



## Filter Panel

Apr 1, 2025 - Aug

Source

Device category

Event name

## Traffic Sources & Quality

Session default channel group	Sessions	Engagement rate
Paid Other	11	36.36%
Organic Video	13	23.08%
Organic Shopping	1,549	68.82%
Organic Social	2,668	67.24%
Email	4,616	74.33%
Cross-network	6,574	82.45%
Referral	10,266	75.78%

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## Sessions Started by Country

