Analytics | Southern Maintenance Solutions UK Ltd - Southern M...
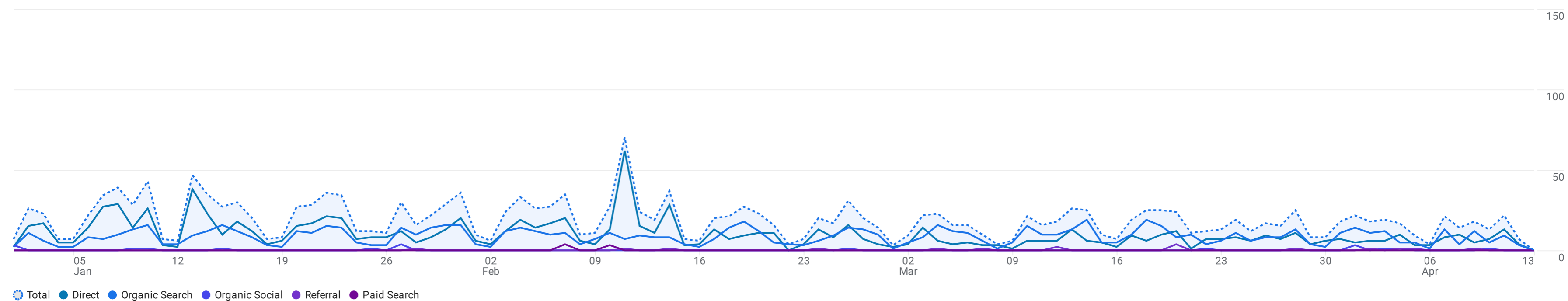www.southernmaintenances...

Go to report ⧉

A All Users | Add comparison +

This year (Jan – Today) Jan 1 - Apr 12, 2025
Compare: Jan 1 - Apr 12, 2024

User acquisition: First user primary channel group (Default Channel Group) ✓ ▾

Add filter +

Total users by First user primary channel group (Default Channel Group) over time

Day ▾

○ Total ● Direct ● Organic Search ● Organic Social ● Referral ● Paid Search

🔍 Search...

Rows per page: 10 ▾   1-5 of 5

First user prim...Channel Group) ▾ +	↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▾	Key events All events ▾	User key event rate All events ▾
Total	1,677 vs. 734 ↑ 128.47%	1,640 vs. 715 ↑ 129.37%	209 vs. 112 ↑ 86.61%	48s vs. 55s ↓ -12.65%	0.61 vs. 0.77 ↓ -20.76%	10,546 vs. 5,759 ↑ 83.12%	6.00 vs. 0.00	0.24% vs. 0%
1 Direct								
Jan 1 - Apr 12, 2025	922 (54.98%)	916 (55.85%)	61 (29.19%)	27s	0.34	4,732 (44.87%)	0.00 (0%)	0%
Jan 1 - Apr 12, 2024	323 (44.01%)	304 (42.52%)	40 (35.71%)	41s	0.62	2,257 (39.19%)	0.00 (−)	0%
% change	185.45%	201.32%	52.5%	-33.47%	-44.49%	109.66%	0%	0%
2 Organic Search								
Jan 1 - Apr 12, 2025	714 (42.58%)	683 (41.65%)	146 (69.86%)	1m 17s	0.96	5,632 (53.4%)	6.00 (100%)	0.56%
Jan 1 - Apr 12, 2024	278 (37.87%)	278 (38.88%)	65 (58.04%)	1m 26s	1.05	2,744 (47.65%)	0.00 (−)	0%
% change	156.83%	145.68%	124.62%	-9.77%	-8.65%	105.25%	0%	0%
3 Organic Social								
Jan 1 - Apr 12, 2025	17 (1.01%)	17 (1.04%)	1 (0.48%)	4s	0.47	70 (0.66%)	0.00 (0%)	0%
Jan 1 - Apr 12, 2024	128 (17.44%)	128 (17.9%)	7 (6.25%)	25s	0.52	725 (12.59%)	0.00 (−)	0%
% change	-86.72%	-86.72%	-85.71%	-84.07%	-10.1%	-90.34%	0%	0%
4 Referral								
Jan 1 - Apr 12, 2025	17 (1.01%)	17 (1.04%)	1 (0.48%)	35s	0.82	91 (0.86%)	0.00 (0%)	0%
Jan 1 - Apr 12, 2024	5 (0.68%)	5 (0.7%)	0 (0%)	43s	1.00	33 (0.57%)	0.00 (−)	0%
% change	240%	240%	0%	-18.65%	-17.65%	175.76%	0%	0%
5 Paid Search								
Jan 1 - Apr 12, 2025	7 (0.42%)	7 (0.43%)	0 (0%)	0s	0.00	21 (0.2%)	0.00 (0%)	0%
Jan 1 - Apr 12, 2024	0 (0%)	0 (0%)	0 (0%)	0s	0.00	0 (0%)	0.00 (−)	0%
% change	0%	0%	0%	0%	0%	0%	0%	0%

⇕ SHOW ALL ROWS