GA4 channel performance

Data: Apr – Sep 2026 · Source: GA4 channel performance.csv · 130 rows · 5 channels

SUMMARY

Sessions over 26 weeks (the weeks of Apr 6 – Sep 28, 2026): 716k in total, +20% from the first to the last 3 weeks. Cost per conversion differs 6.1× between paid channels. One channel's conversion rate fell 40% over the period. One channel brings 47% of total ad spend.

716k	2.4%	$225k	Email
sessions · 26 weeks	conversion rate	ad spend	cheapest channel

TOP INSIGHTS · 3 OF 13

NOTABLE **2 of 5 channels bring 58% of conversions**

Organic Search and Paid Search: 9,776 of 17k.

Recommendation: Focus effort where the volume is, and check whether the smallest ones are worth their cost.

KEY **Cost per conversion differs 6.1× between paid channels**

Email: $12 per conversion; Paid Social: $72.7.

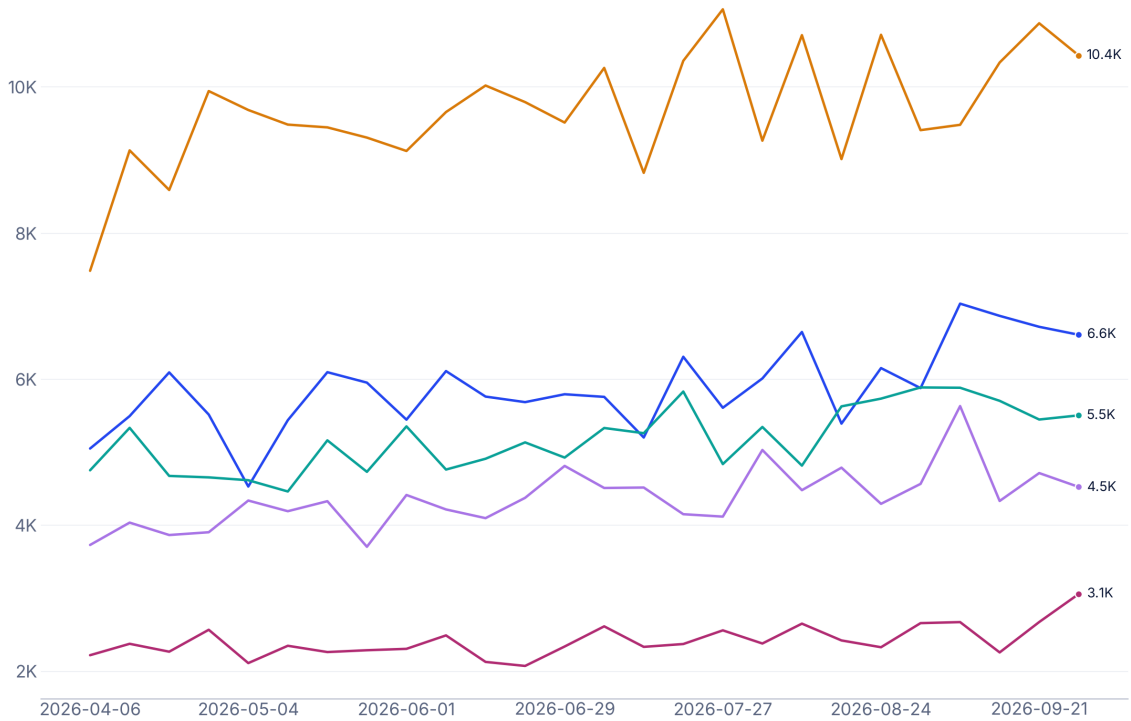
Recommendation: Shift budget from Paid Social towards Email, in steps, and watch whether the cost holds.

KEY **One channel brings 47% of total ad spend**

Paid Search: $105k of $225k.

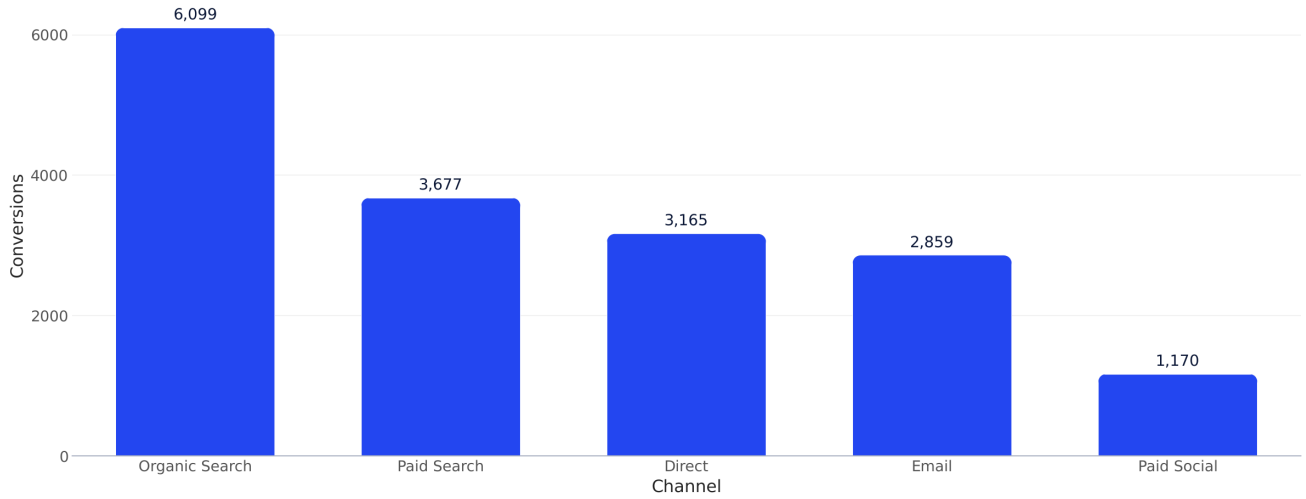
Recommendation: Paid Search carries a large part of the total — protect it, and reduce the dependence over time.

YOUR CHART



2 · Which channels bring the most results?

Conversions by channel: 5 channels, 17k in total. The top 2 bring 58%.



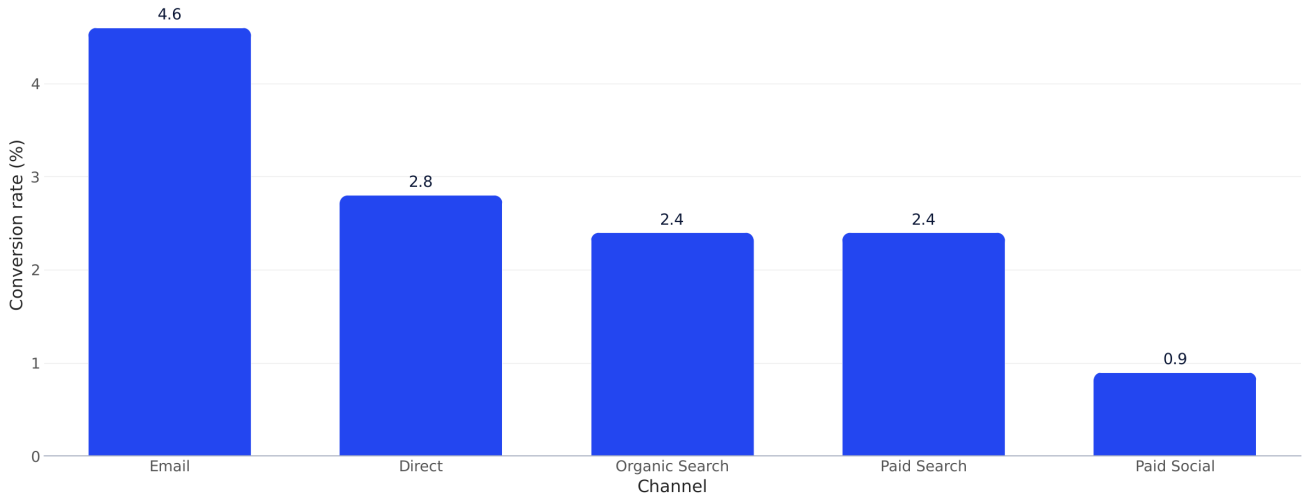
Channel	Conversions	Share	Cumulative
Organic Search	6,099	36%	36%
Paid Search	3,677	22%	58%
Direct	3,165	19%	76%
Email	2,859	17%	93%
Paid Social	1,170	7%	100%

In this section

- 2 of 5 channels bring 58% of conversions.
- One channel brings 36% of total conversions.
- The leading channel is 1.7× the runner-up.

3 · What does a result cost per channel?

716k sessions and 17k conversions: a conversion rate of 2.4%, at $225k ad spend.



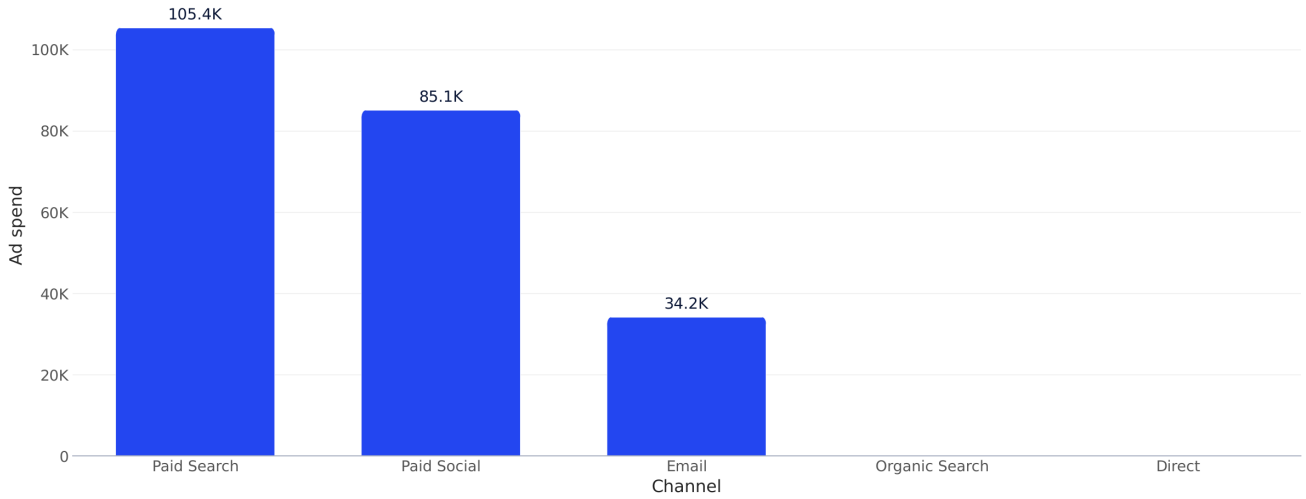
Channel	Sessions	Conversions	Conversion rate	Ad spend (USD)	Cost per conversion
Organic Search	252k	6,099	2.4%	$0	–
Paid Search	153k	3,677	2.4%	$105k	$28.7
Paid Social	135k	1,170	0.9%	$85.1k	$72.7
Direct	114k	3,165	2.8%	$0	–
Email	62.7k	2,859	4.6%	$34.2k	$12

In this section

- Cost per conversion differs 6.1× between paid channels.
- One channel's conversion rate fell 40% over the period.
- Your best channel converts 1.9× better than the median channel.

4 · Where does the budget go?

Ad spend by channel: 5 channels, $225k in total. The top 2 bring 85%.



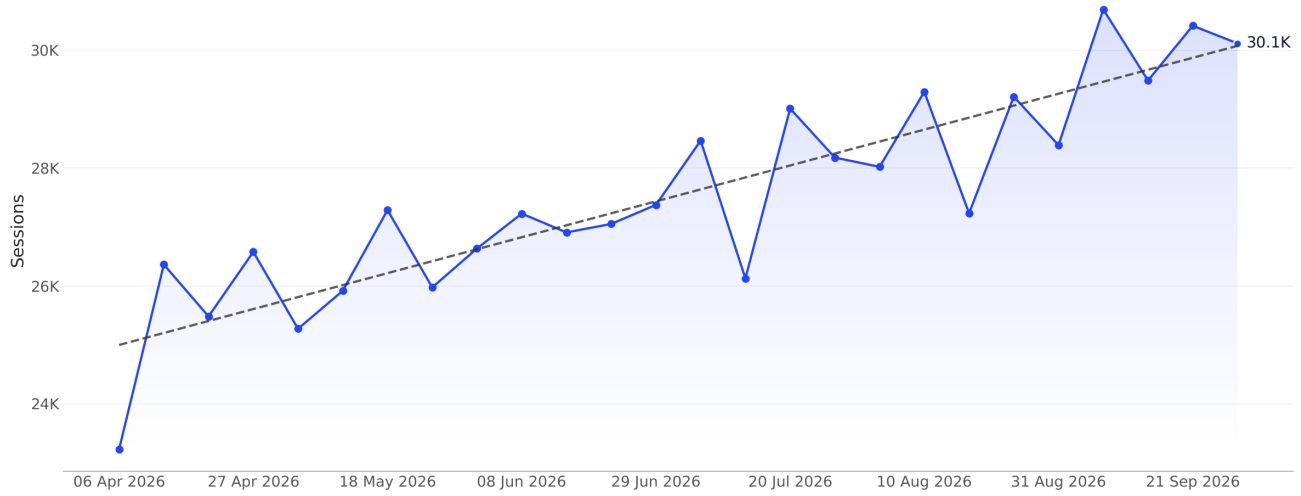
Channel	Ad spend	Share	Cumulative
Paid Search	$105k	47%	47%
Paid Social	$85.1k	38%	85%
Email	$34.2k	15%	100%
Organic Search	$0	0%	100%
Direct	$0	0%	100%

In this section

- One channel brings 47% of total ad spend.
- 2 of 5 channels bring 85% of ad spend.

5 · How does traffic develop?

Sessions per week (summed), 26 weeks from the weeks of Apr 6 – Sep 28, 2026. First vs last 3 weeks: +20%. Last 3 weeks vs the 3 before: +2%. Trend line: +203 per week (R^2 0.77) — it describes the past and is not a forecast.



Last 8 weeks

Week	Sessions	vs previous week
week of Aug 10, 2026	29.3k	+5%
week of Aug 17, 2026	27.2k	−7%
week of Aug 24, 2026	29.2k	+7%
week of Aug 31, 2026	28.4k	−3%
week of Sep 7, 2026	30.7k	+8%
week of Sep 14, 2026	29.5k	−4%
week of Sep 21, 2026	30.4k	+3%
week of Sep 28, 2026	30.1k	−1%

The 18 earlier weeks are in the chart.

By Channel

Channel	Last 3 weeks	3 weeks before	Change
Organic Search	10.5k	9,865	+7%
Paid Search	6,728	6,352	+6%
Paid Social	5,549	5,832	−5%
Direct	4,521	4,828	−6%
Email	2,662	2,553	+4%

Average per week.

In this section

- Sessions grew 20% from the first to the last 3 weeks.
- Trend line: sessions up about 203 per week.

6 · Insights & recommendations

KEY **Cost per conversion differs 6.1× between paid channels**

Email: $12 per conversion; Paid Social: $72.7.

Recommendation: Shift budget from Paid Social towards Email, in steps, and watch whether the cost holds.

KEY **One channel's conversion rate fell 40% over the period**

Paid Search: 3.1% in the weeks of Apr 6 – Apr 27, 2026, 1.9% in the weeks of Sep 7 – Sep 28, 2026.

Recommendation: Check targeting, landing pages and tracking for Paid Search.

KEY **One channel brings 47% of total ad spend**

Paid Search: $105k of $225k.

Recommendation: Paid Search carries a large part of the total — protect it, and reduce the dependence over time.

NOTABLE **Your best channel converts 1.9× better than the median channel**

Email: 4.6% conversion rate against a median of 2.4%.

Recommendation: Give Email more of the budget and traffic where possible.

NOTABLE **Sessions grew 20% from the first to the last 3 weeks**

25k per week on average in the weeks of Apr 6 – Apr 20, 2026, 30k in the weeks of Sep 14 – Sep 28, 2026.

Recommendation: Split the change by channels to see whether it is broad or carried by a few.

NOTABLE **2 of 5 channels bring 85% of ad spend**

Paid Search and Paid Social: $190k of $225k.

Recommendation: Focus effort where the volume is, and check whether the smallest ones are worth their cost.

NOTABLE **2 of 5 channels bring 58% of conversions**

Organic Search and Paid Search: 9,776 of 17k.

Recommendation: Focus effort where the volume is, and check whether the smallest ones are worth their cost.

NOTABLE **2 of 5 channels bring 57% of sessions**

Organic Search and Paid Search: 405k of 716k.

Recommendation: Focus effort where the volume is, and check whether the smallest ones are worth their cost.

NOTABLE **One channel brings 36% of total conversions**

Organic Search: 6,099 of 17k.

Recommendation: Keep an eye on Organic Search: it is the biggest single channel.

NOTABLE **One channel brings 35% of total sessions**

Organic Search: 252k of 716k.

Recommendation: Keep an eye on Organic Search: it is the biggest single channel.

INFO **Trend line: sessions up about 203 per week**

A straight trend line fits 77% of the variation (R^2 0.77). It describes the past and is not a forecast.

INFO **The leading channel is 1.7× the runner-up**

Organic Search (6,099) against Paid Search (3,677).

INFO **The leading channel is 1.6× the runner-up**

Organic Search (252k) against Paid Search (153k).

7 · What to do next

The recommendations of this report, most important first.

- Focus effort where the volume is, and check whether the smallest ones are worth their cost.
- Shift budget from Paid Social towards Email, in steps, and watch whether the cost holds.
- Paid Search carries a large part of the total — protect it, and reduce the dependence over time.
- Split the change by channels to see whether it is broad or carried by a few.
- Check targeting, landing pages and tracking for Paid Search.
- Give Email more of the budget and traffic where possible.

Appendix

Data profile

Column	Role	Unit	Empty	Distinct values
Week	Date	—	—	26
Channel	Category	—	—	5
Sessions	Measure	—	—	130
Conversions	Measure	—	—	87
Ad spend (USD)	Measure	$	—	79

Method

- Every figure is computed from the rows of your file as uploaded; empty cells are left out, never counted as zero. Insights are ranked by importance (key, notable, info), then risks before positives.
- Time: values are summed per week. An incomplete first or last period is left out of comparisons. A drop is only reported when it is unusual for the series (robust z ≥ 3), and not when the same period last year moved alike.
- Domain figures (margin, budget variance, conversion rate, resolution time and similar) are computed from the columns named in their tables.