

GA4 Paid vs Unpaid — bu.edu.bd

- **Paid** (any GA4 channel group starting "Paid", plus known sponsored placements GA4 can't auto-detect): jugantor.com / referral
- **Unpaid** (Organic *, Direct, Referral, AI Assistant, Unassigned): google / organic, (direct) / (none), asia-post.com / referral, bu.edu.bd / referral, bing / organic, m.facebook.com / referral, chatgpt.com / ai-assistant, l.facebook.com / referral, +4 more

Timezone: Asia/Dhaka

PAID SESSIONS
44
5.6% of total

UNPAID SESSIONS
736
94.4% of total

TOTAL SESSIONS (sum of rows)
780
1 days

TRUE TOTAL SESSIONS (GA4 aggregate)
781
304 engaged · 1,806 requests

DATE	PAID SESSIONS	UNPAID SESSIONS	PAID ENGAGEMENT RATE	UNPAID ENGAGEMENT RATE	SPLIT	REMARKS
Total	44	736	15.9%	40.4%	6% / 94%	
Aug 22, 2026	44	736	15.9%	40.4%		Paid engaging worse than unpaid

2026-08-22 to 2026-08-22 · revenue omitted from the table — both totals are ₹0.00 (no ecommerce/conversion tracking on this property).