

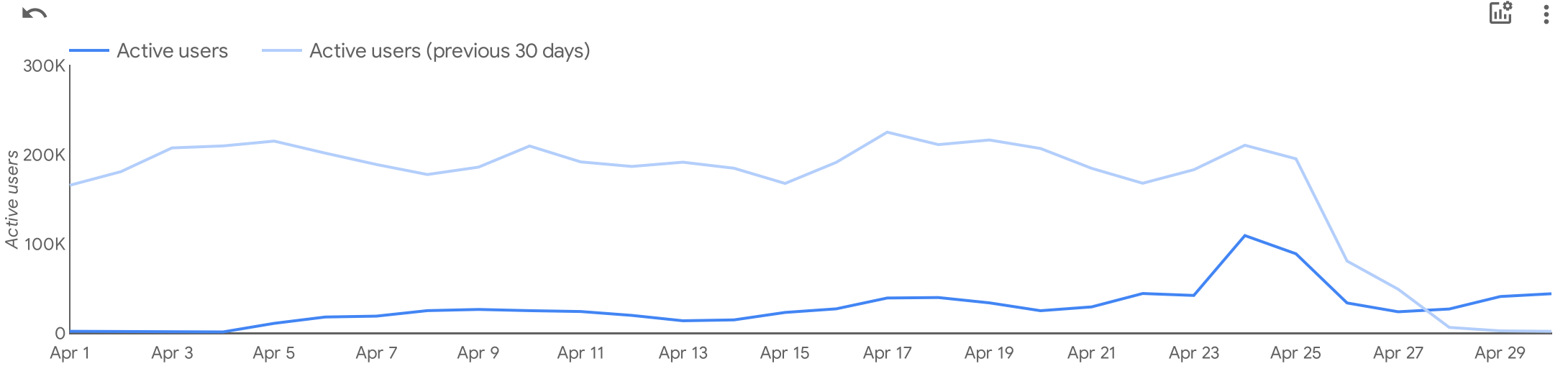


2024 April

Summary

Total users 849.4K ↓ -80.9%	New users 788.3K ↓ -81.3%	New User % 93% ↓ -1.9%	Pct Engaged 99% ↑ 4.4%	Pageviews per User 2.5 ↓ -56.2%	Engagement Time 00:00:12 ↓ -83.6%
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Trends

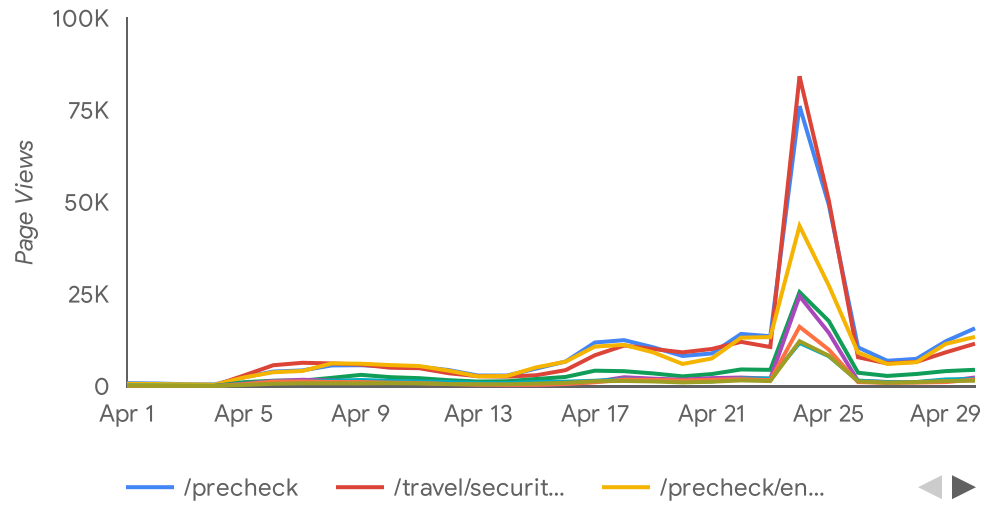


Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck® Transportation Security A...	315,395	153,513	215,085
2.	What Can I Bring? All Transportation Secu...	300,876	70,735	105,873
3.	TSA PreCheck® Enrollment Centers Trans...	269,774	90,086	155,470
4.	Transportation Security Administration Tr...	111,733	60,386	82,539
5.	What Can I Bring? Miscellaneous Transpor...	71,724	6,113	18,516
6.	Acceptable Identification at the TSA Check...	53,707	31,314	40,799
7.	What Can I Bring? Food Transportation Se...	52,827	11,824	20,879
8.	Liquids Rule Transportation Security Admi...	44,408	20,241	31,258
9.	TSA PreCheck® FAQ Transportation Secur...	40,942	16,186	34,958
10.	Security Screening Transportation Securi...	37,369	12,167	31,008

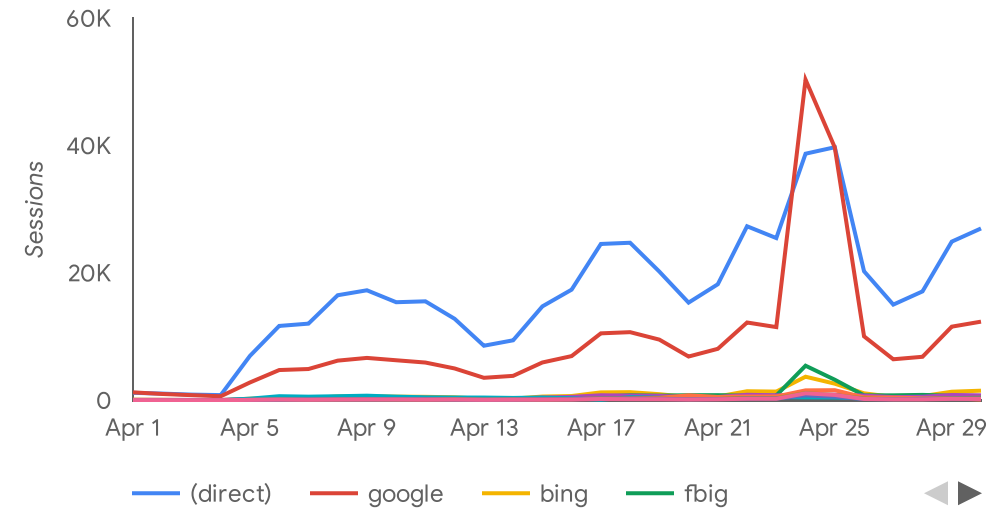
Top Pages

Page path	Views	% Views	Active users
/precheck	314,934	14.8%	211,246
/travel/security-screening/whatcanibri...	301,883	14.2%	104,727
/precheck/enrollment-centers	246,154	11.5%	148,892
/	111,389	5.2%	81,688
/travel/security-screening/whatcanibri...	71,997	3.4%	18,397
/travel/security-screening/identification	53,757	2.5%	40,474
/travel/security-screening/whatcanibri...	52,978	2.5%	20,663
/travel/security-screening/liquids-rule	44,440	2.1%	30,867
/precheck/faq	40,977	1.9%	34,489



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
(direct)	(none)	501,659	52.9%
google	organic	257,421	27.2%
google	cpc	26,721	2.8%
fbig	social	21,563	2.3%
bing	organic	15,282	1.6%
search.usa.gov	referral	14,378	1.5%
aa.sumtotal.host	referral	10,508	1.1%
zetaglobal	display	9,448	1.0%
bing	cpc	9,037	1.0%



Top Events

Event name	Event count	% Events	Active users
page_view	2,132,220	38.8%	836,669
scroll	1,153,361	21.0%	621,365
session_start	933,939	17.0%	836,142
first_visit	788,302	14.3%	791,842
user_engagement	264,621	4.8%	99,793
Click	75,985	1.4%	34,858
click	33,537	0.6%	25,279
form_start	25,981	0.5%	18,908
tsaenrollmentbyidemia.tsa.d...	16,050	0.3%	13,658

