

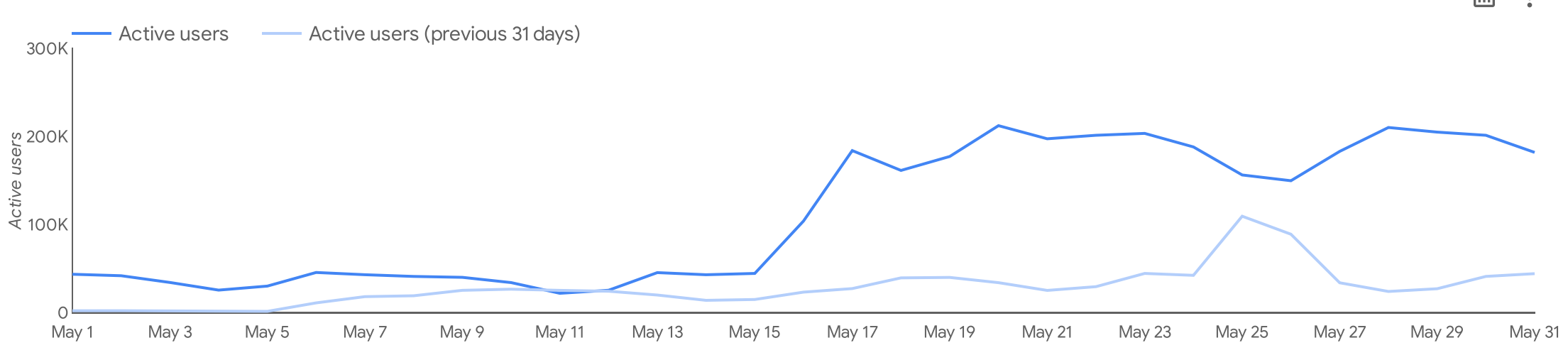


2024 May

Summary

Total users 3.1M ↑ 268.4%	New users 3.0M ↑ 284.2%	New User % 97% ↑ 4.3%	Pct Engaged 95% ↓ -3.3%	Pageviews per User 7.8 ↑ 207.5%	Engagement Time 00:01:07 ↑ 440.7%
--	--------------------------------------	------------------------------------	--------------------------------------	--	--

Trends

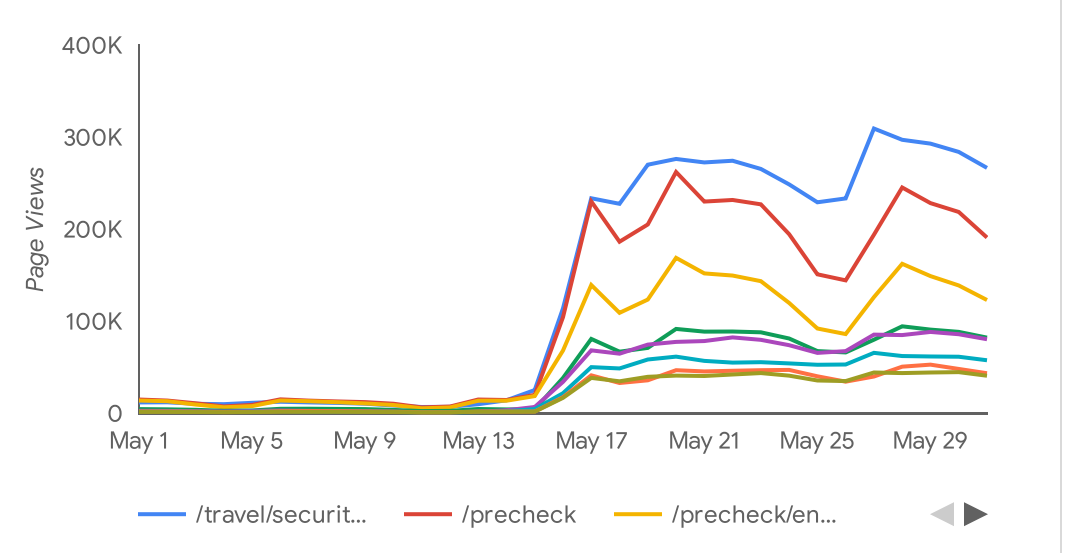


Page Views

	Page title	Views	New users	Total users
1.	What Can I Bring? All Transportation Secu...	4,262,460	223,193	383,306
2.	TSA PreCheck® Transportation Security A...	3,435,399	640,265	856,670
3.	TSA PreCheck® Enrollment Centers Trans...	2,543,537	108,756	371,059
4.	Transportation Security Administration Tr...	1,322,341	296,703	385,821
5.	What Can I Bring? Miscellaneous Transpor...	1,226,168	9,048	88,074
6.	What Can I Bring? Food Transportation Se...	901,699	48,887	109,688
7.	Acceptable Identification at the TSA Check...	693,955	158,068	200,973
8.	Liquids Rule Transportation Security Admi...	644,896	126,574	183,390
9.	What Can I Bring? Medical Transportation ...	419,599	7,580	52,703
10.	TWIC® Transportation Security Administra...	291,917	61,523	72,831

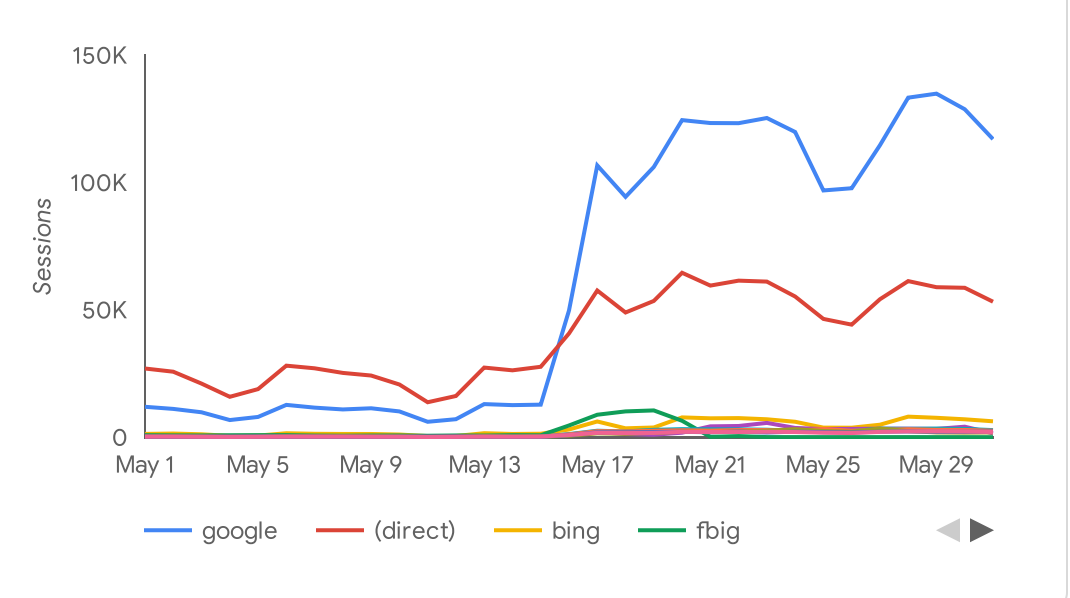
Top Pages

Page path	Views	% Views	Active users
/travel/security-screening/whatcanibri...	4,266,805	17.4%	382,500
/precheck	3,426,155	14.0%	851,827
/precheck/enrollment-centers	2,216,917	9.0%	359,194
/	1,321,977	5.4%	384,657
/travel/security-screening/whatcanibri...	1,227,414	5.0%	87,916
/travel/security-screening/whatcanibri...	902,404	3.7%	109,467
/travel/security-screening/identification	694,036	2.8%	200,520
/travel/security-screening/liquids-rule	645,039	2.6%	182,836
/travel/security-screening/whatcanibri...	420,041	1.7%	52,666



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	1,748,852	44.6%
(direct)	(none)	1,230,258	31.4%
google	cpc	157,601	4.0%
bing	organic	68,641	1.8%
fbig	social	53,357	1.4%
zetaglobal	display	49,797	1.3%
aa.com	referral	47,551	1.2%
delta.com	referral	45,182	1.2%
bing	cpc	41,890	1.1%



Top Events

Event name	Event count	% Events	Active users
page_view	24,509,567	51.2%	3,129,898
scroll	6,304,230	13.2%	2,392,291
user_engagement	5,248,030	11.0%	1,681,418
session_start	3,965,011	8.3%	3,121,877
first_visit	3,037,122	6.3%	3,019,219
Click	1,765,150	3.7%	741,027
click	739,890	1.5%	496,513
form_start	578,545	1.2%	379,588
form_submit	347,164	0.7%	221,368

