

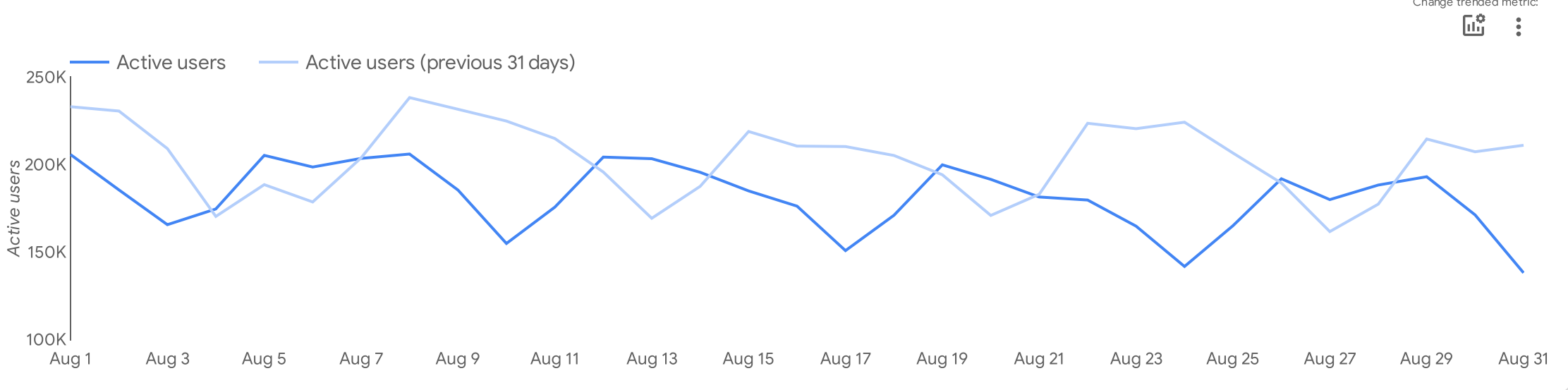


2024 August

Summary

Total users 5.0M ↓ -9.6%	New users 4.8M ↓ -10.3%	New User % 95% ↓ -0.8%	Pct Engaged 95% ↑ 0.6%	Pageviews per User 8.7 ↓ -2.5%	Engagement Time 00:01:19 ↓ -1.6%
---------------------------------------	--------------------------------------	-------------------------------------	-------------------------------------	---	---

Trends

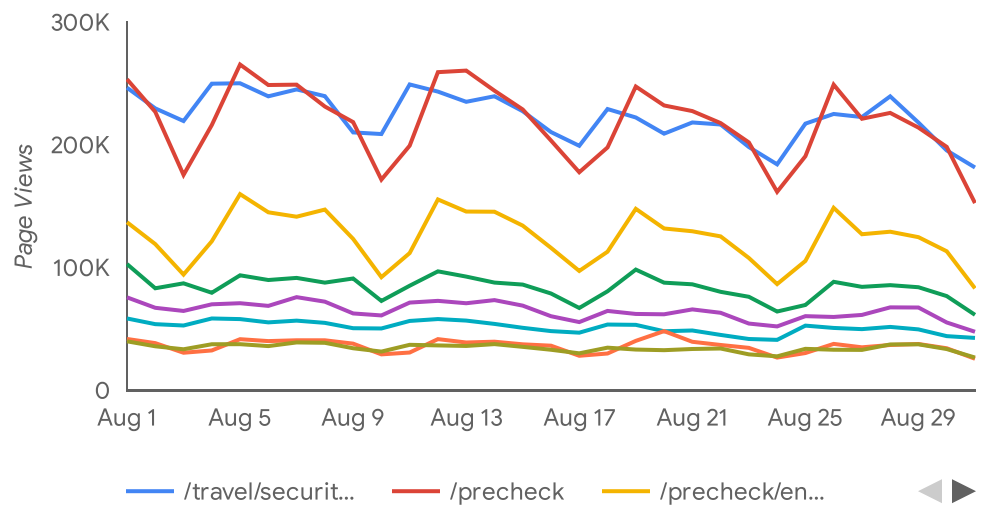


Page Views

	Page title	Views	New users	Total users
1.	What Can I Bring? All Transportation Secu...	6,915,180	295,191	530,764
2.	TSA PreCheck® Transportation Security A...	5,937,256	936,076	1,273,716
3.	TSA PreCheck® Enrollment Centers Trans...	4,481,837	88,910	501,424
4.	Transportation Security Administration Tr...	2,597,070	525,777	674,995
5.	What Can I Bring? Miscellaneous Transpor...	1,744,532	8,960	107,421
6.	What Can I Bring? Food Transportation Se...	1,591,709	75,554	167,697
7.	Acceptable Identification at the TSA Check...	1,118,396	229,852	295,321
8.	Liquids Rule Transportation Security Admi...	1,067,317	197,631	278,984
9.	TSA PreCheck New Transportation Securi...	840,018	131,887	187,758
10.	What Can I Bring? Medical Transportation ...	698,233	9,792	76,583

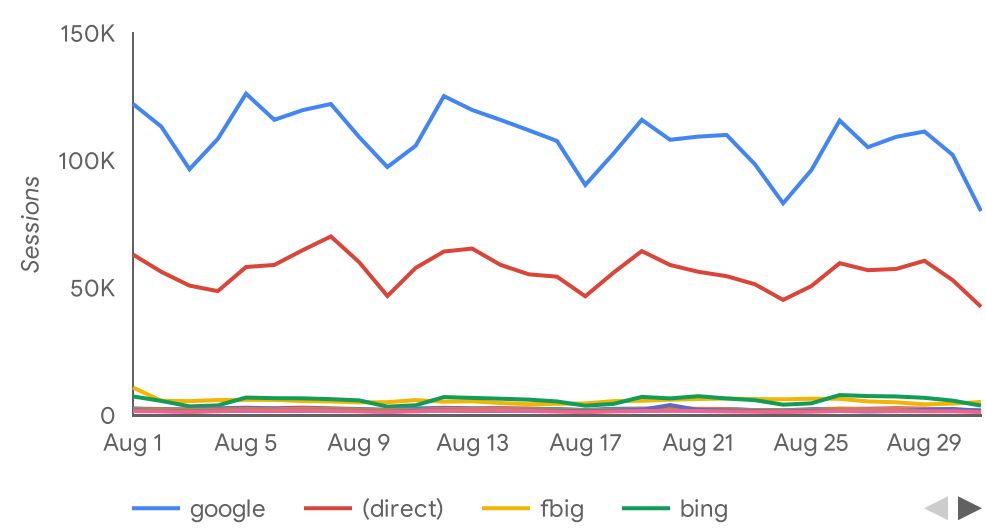
Top Pages

Page path	Views	% Views	Active users
/travel/security-screening/whatcanibri...	6,920,865	15.8%	530,036
/precheck	6,768,359	15.5%	1,456,390
/precheck/enrollment-centers	3,859,375	8.8%	485,867
/	2,596,217	5.9%	674,471
/travel/security-screening/whatcanibri...	2,004,866	4.6%	123,792
/travel/security-screening/whatcanibri...	1,592,521	3.6%	167,486
/travel/security-screening/identification	1,118,602	2.6%	295,006
/travel/security-screening/liquids-rule	1,067,633	2.4%	278,363
/travel/security-screening/whatcanibri...	698,842	1.6%	76,534



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	3,136,174	47.2%
(direct)	(none)	1,709,626	25.7%
google	cpc	267,578	4.0%
fbig	social	180,717	2.7%
bing	organic	122,816	1.8%
aa.com	referral	76,641	1.2%
delta.com	referral	70,940	1.1%
yahoo	organic	66,743	1.0%
duckduckgo	organic	63,827	1.0%



Top Events

Event name	Event count	% Events	Active users
page_view	43,733,537	52.1%	5,029,678
scroll	10,611,451	12.6%	3,905,992
user_engagement	9,455,014	11.3%	3,044,399
session_start	6,502,133	7.7%	5,022,723
first_visit	4,772,747	5.7%	4,786,206
Click	3,582,987	4.3%	1,439,334
click	1,580,028	1.9%	1,024,213
form_start	1,091,103	1.3%	696,986
form_submit	682,918	0.8%	405,456

