

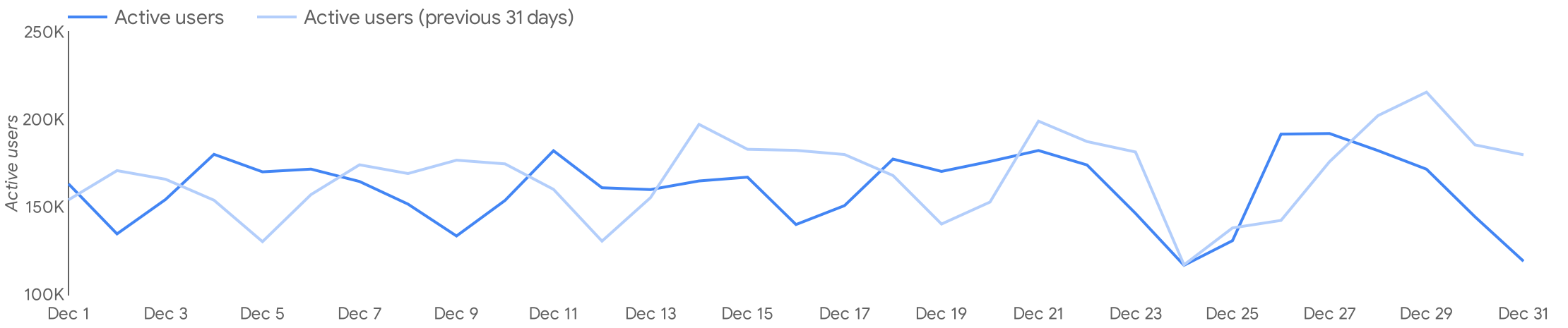


2023 December

Summary

|                                     |                                   |                                   |                                   |   |   |
|-------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|---|---|
| Total users<br><b>4.5M</b><br>-3.3% | New users<br><b>4.2M</b><br>-4.1% | New User %<br><b>93%</b><br>-0.9% | Pct Engaged<br><b>95%</b><br>0.4% | Pageviews per User<br><b>5.5</b><br>-0.8% | Engagement Time<br><b>00:01:10</b><br>-2.3% |
|-------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|---|---|

Trends

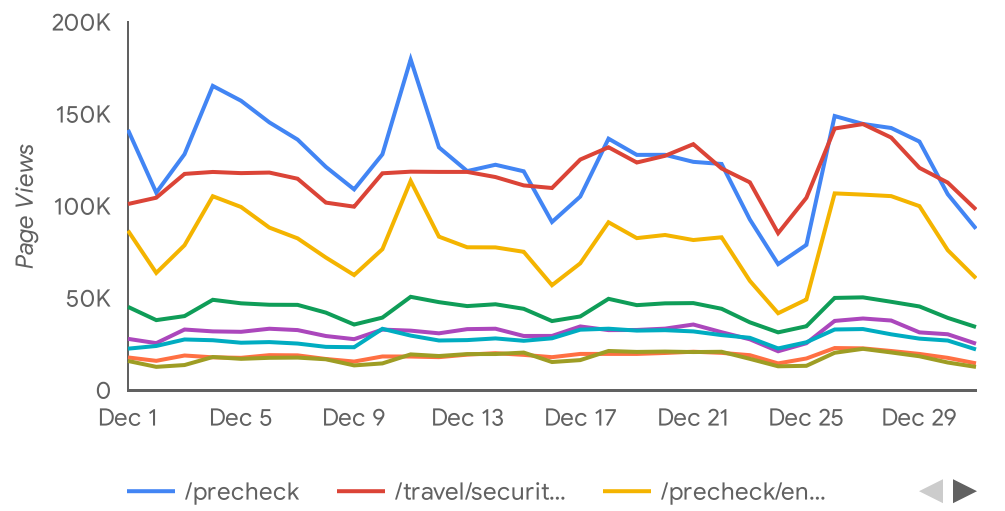


Page Views

|     | Page title                                     | Views     | New users | Total users |
|-----|--|-----------|-----------|-------------|
| 1.  | TSA PreCheck®   Transportation Security A...   | 3,860,399 | 971,684   | 1,313,041   |
| 2.  | What Can I Bring? All   Transportation Secu... | 3,626,685 | 232,625   | 437,760     |
| 3.  | TSA PreCheck® Enrollment Centers   Trans...    | 2,823,392 | 52,133    | 485,057     |
| 4.  | Transportation Security Administration   Tr... | 1,348,164 | 416,345   | 538,678     |
| 5.  | What Can I Bring? Miscellaneous   Transpor...  | 971,585   | 5,471     | 92,080      |
| 6.  | What Can I Bring? Food   Transportation Se...  | 869,981   | 62,979    | 139,087     |
| 7.  | Liquids Rule   Transportation Security Admi... | 579,748   | 164,863   | 230,381     |
| 8.  | Acceptable Identification at the TSA Check...  | 424,655   | 128,574   | 165,499     |
| 9.  | What Can I Bring? Medical   Transportation ... | 307,670   | 5,297     | 51,801      |
| 10. | TSA PreCheck® FAQ   Transportation Secur...    | 307,027   | 50,439    | 123,557     |

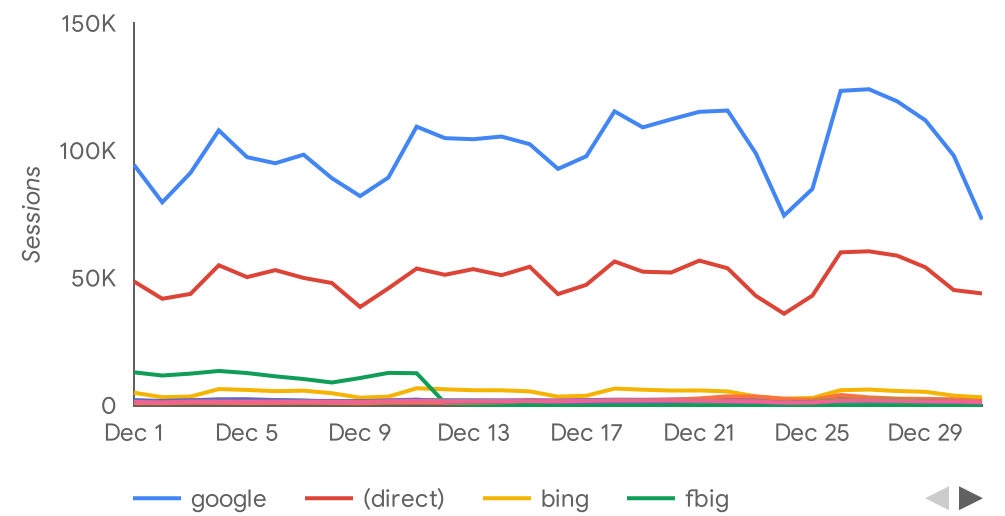
Top Pages

| Page path                                 | Views     | % Views | Active users |
|---|-----------|---------|--------------|
| /precheck                                 | 3,854,261 | 16.0%   | 1,308,422    |
| /travel/security-screening/whatcanibri... | 3,627,023 | 15.0%   | 436,779      |
| /precheck/enrollment-centers              | 2,499,015 | 10.3%   | 478,541      |
| /   | 1,348,341 | 5.6%    | 537,947      |
| /travel/security-screening/whatcanibri... | 971,652   | 4.0%    | 91,558       |
| /travel/security-screening/whatcanibri... | 870,025   | 3.6%    | 138,747      |
| /travel/security-screening/liquids-rule   | 579,843   | 2.4%    | 229,322      |
| /travel/security-screening/identification | 544,252   | 2.3%    | 213,561      |
| /travel/security-screening/whatcanibri... | 307,687   | 1.3%    | 51,505       |



Top Traffic Sources

| Session source | Session medium | Sessions  | % Sessions |
|----------------|----------------|-----------|------------|
| google         | organic        | 2,753,118 | 48.6%      |
| (direct)       | (none)         | 1,557,319 | 27.5%      |
| google         | cpc            | 366,077   | 6.5%       |
| fbig           | social         | 127,946   | 2.3%       |
| bing           | organic        | 97,194    | 1.7%       |
| duckduckgo     | organic        | 61,191    | 1.1%       |
| bing           | cpc            | 54,436    | 1.0%       |
| aa.com         | referral       | 53,318    | 0.9%       |
| dhs.gov        | referral       | 52,991    | 0.9%       |



Top Events

| Event name                     | Event count | % Events | Active users |
|--------------------------------|-------------|----------|--------------|
| page_view                      | 24,515,765  | 44.4%    | 4,472,354    |
| user_engagement                | 7,751,379   | 14.0%    | 2,701,994    |
| scroll                         | 7,010,248   | 12.7%    | 2,862,371    |
| session_start                  | 5,723,397   | 10.4%    | 4,445,839    |
| first_visit                    | 4,237,018   | 7.7%     | 4,233,925    |
| click                          | 1,346,458   | 2.4%     | 917,495      |
| form_start                     | 1,024,042   | 1.9%     | 678,866      |
| tsaenrollmentbyidemia.tsa.d... | 803,163     | 1.5%     | 602,321      |
| form_submit                    | 641,377     | 1.2%     | 424,641      |

