

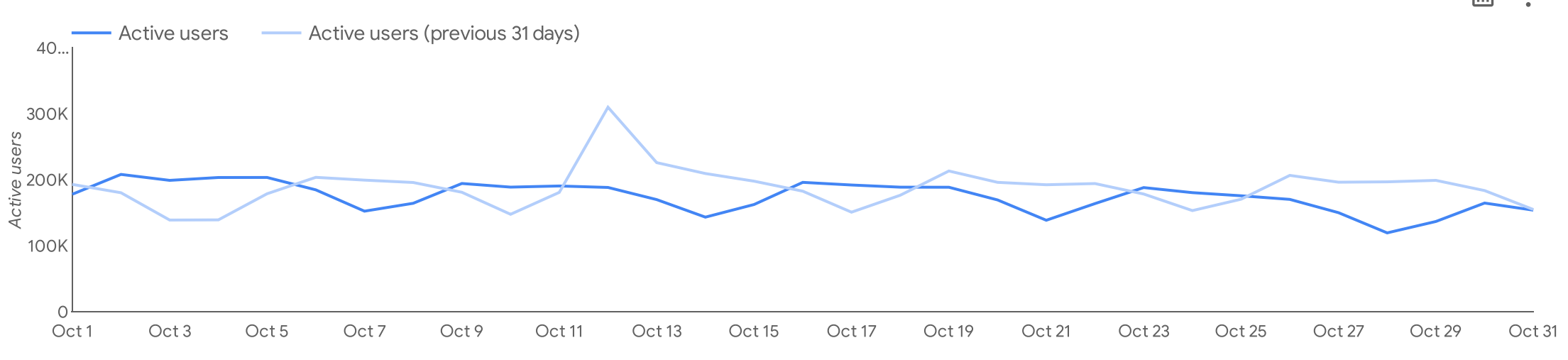


2023 October

Summary

Total users 4.8M ↓ -7.0%	New users 4.4M ↓ -7.6%	New User % 93% ↓ -0.6%	Pct Engaged 95% ↑ 0.1%	Pageviews per User 5.8 ↓ -1.6%	Engagement Time 00:01:16 ↓ -2.5%
---------------------------------------	-------------------------------------	-------------------------------------	-------------------------------------	---	---

Trends

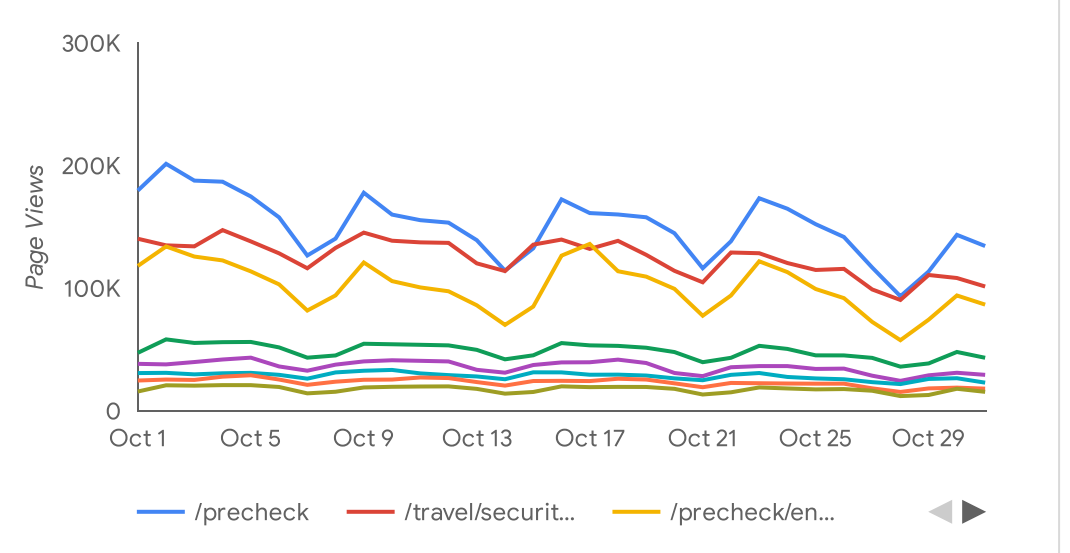


Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck® Transportation Security A...	4,685,595	1,166,661	1,558,506
2.	What Can I Bring? All Transportation Secu...	3,877,500	241,623	441,814
3.	TSA PreCheck® Enrollment Centers Trans...	3,531,886	67,508	585,097
4.	Transportation Security Administration Tr...	1,515,019	460,251	603,438
5.	What Can I Bring? Miscellaneous Transpor...	1,112,203	5,254	101,976
6.	What Can I Bring? Food Transportation Se...	883,508	60,247	140,382
7.	Liquids Rule Transportation Security Admi...	719,978	193,246	278,590
8.	Identification Transportation Security Ad...	547,247	156,708	210,645
9.	TSA PreCheck® FAQ Transportation Secur...	363,581	59,810	146,200
10.	What Can I Bring? Medical Transportation ...	360,371	6,271	60,809

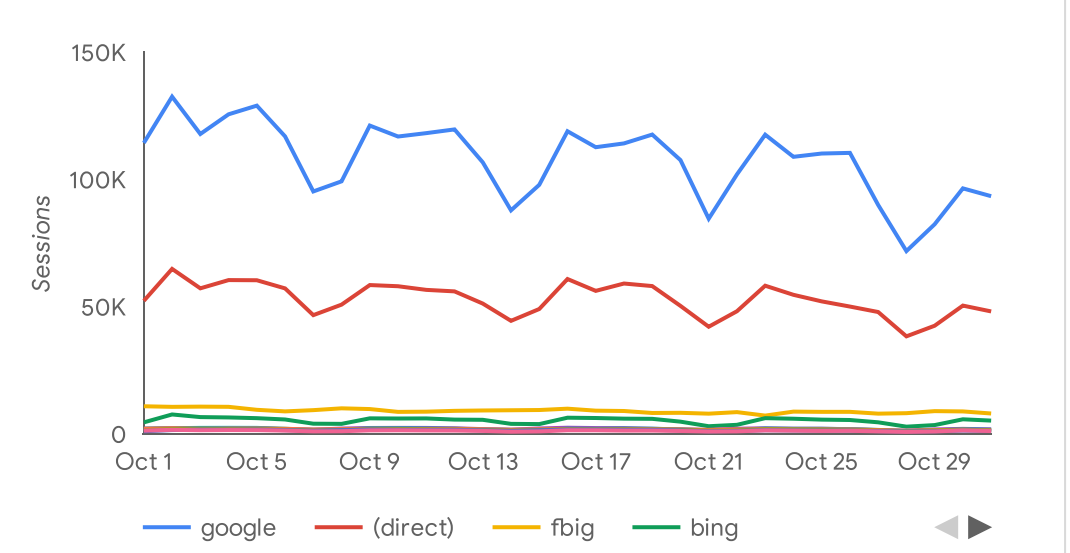
Top Pages

Page path	Views	% Views	Active users
/precheck	4,676,340	17.2%	1,551,254
/travel/security-screening/whatcanibri...	3,878,676	14.3%	440,115
/precheck/enrollment-centers	3,130,391	11.5%	577,074
/	1,515,288	5.6%	602,592
/travel/security-screening/whatcanibri...	1,112,507	4.1%	101,270
/travel/security-screening/whatcanibri...	883,685	3.3%	139,716
/travel/security-screening/liquids-rule	720,190	2.7%	277,648
/travel/security-screening/identification	547,354	2.0%	210,112
/precheck/faq	363,630	1.3%	145,567



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	2,912,436	46.2%
(direct)	(none)	1,669,998	26.5%
google	cpc	407,655	6.5%
fbig	social	279,108	4.4%
bing	organic	116,202	1.8%
aa.com	referral	67,774	1.1%
yahoo	organic	63,752	1.0%
duckduckgo	organic	59,485	0.9%
united.com	referral	54,846	0.9%



Top Events

Event name	Event count	% Events	Active users
page_view	27,570,596	44.2%	4,746,894
scroll	8,479,578	13.6%	3,227,969
user_engagement	8,464,741	13.6%	2,809,052
session_start	6,259,490	10.0%	4,729,857
first_visit	4,521,758	7.3%	4,494,495
click	1,537,042	2.5%	1,079,806
form_start	1,204,596	1.9%	787,506
tsaenrollmentbyidemia.tsa.d...	1,033,997	1.7%	795,477
form_submit	816,196	1.3%	521,668

