

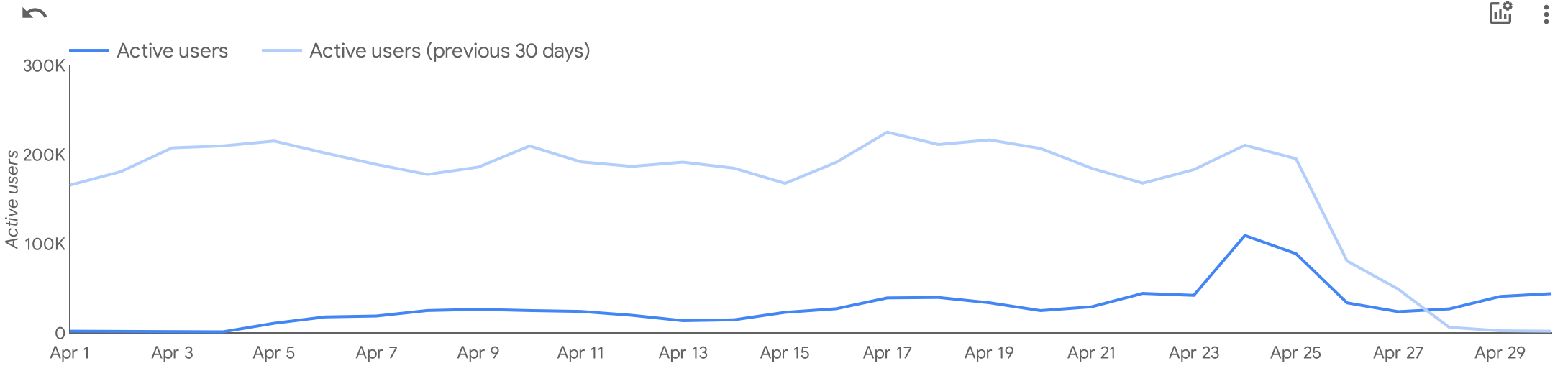


2024 April

Summary

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

Trends

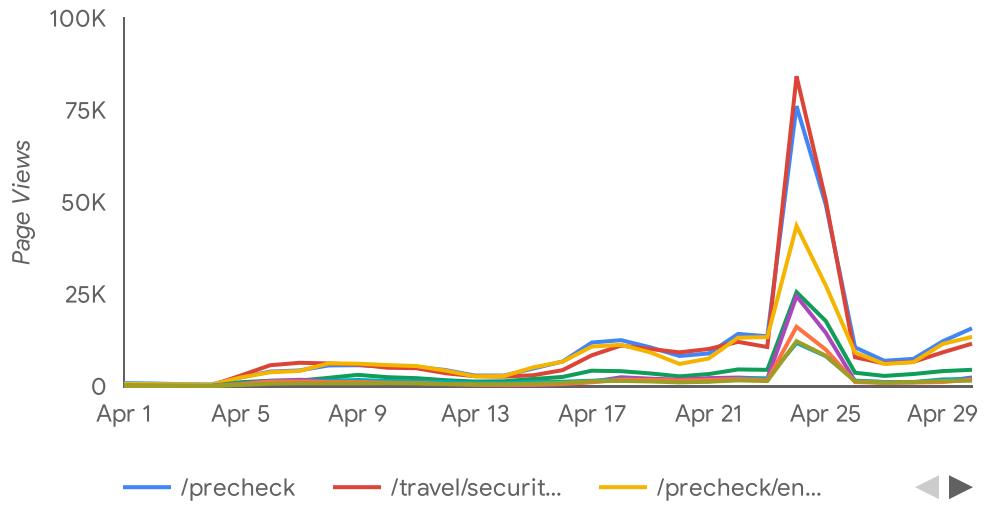


Page Views

|     | 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      |

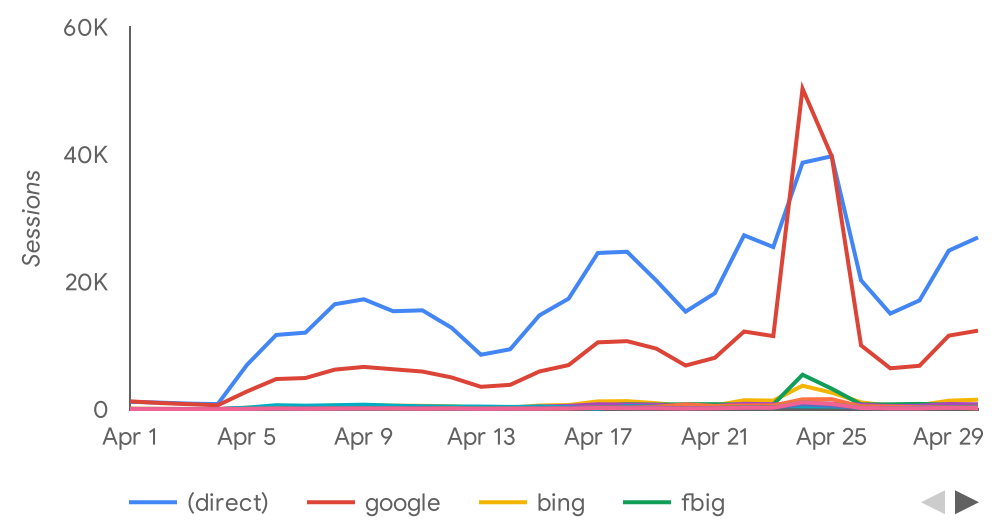
Top Pages

| 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       |

