



2024 March

Summary

Total users 4.6M -3.6%

New users 4.4M -5.3%

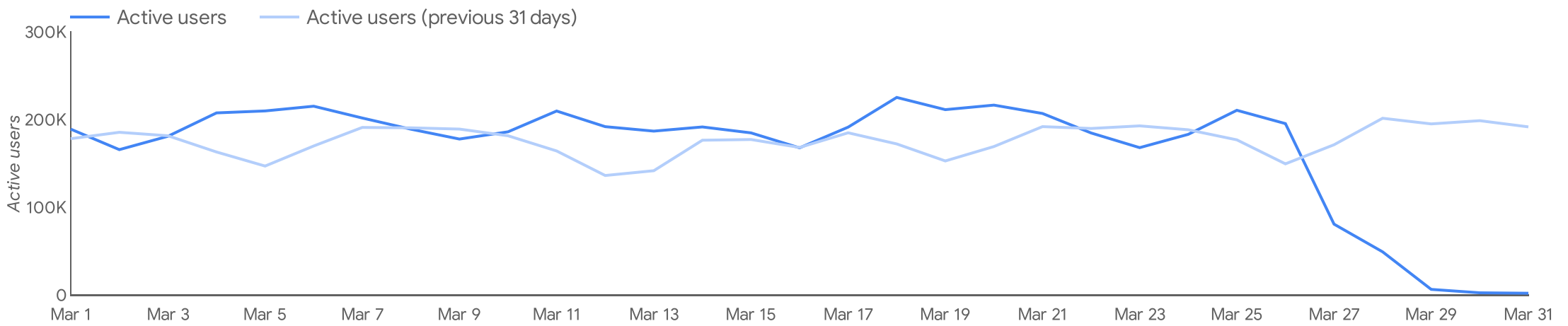
New User % 94% -1.8%

Pct Engaged 95% 0.1%

Pageviews per User 5.8 -2.1%

Engagement Time 00:01:15 -3.6%

Trends



Page Views

Table with 4 columns: Page title, Views, New users, Total users. Lists top 10 pages including TSA PreCheck, What Can I Bring, and Enrollment Centers.

Top Pages

Table with 4 columns: Page path, Views, % Views, Active users. Lists top page paths like /precheck and /travel/security-screening/whatcanibri... with a corresponding line chart.

Top Traffic Sources

Table with 4 columns: Session source, Session medium, Sessions, % Sessions. Lists sources like google, (direct), fbig, and bing with a corresponding line chart.

Top Events

Table with 4 columns: Event name, Event count, % Events, Active users. Lists events like page_view, user_engagement, and scroll with a corresponding line chart.