

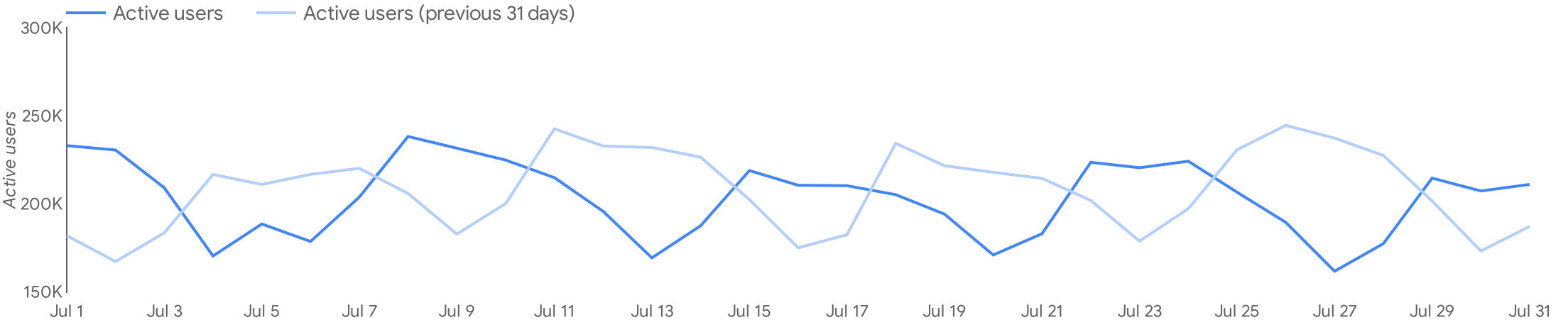


2024 July

Summary

Total users	New users	New User %	Pct Engaged	Pageviews per User	Engagement Time
5.6M	5.3M	96%	95%	8.9	00:01:20
↓ -2.8%	↓ -2.6%	↑ 0.2%	↑ 0.7%	↑ 0.0%	↑ 0.9%

Trends

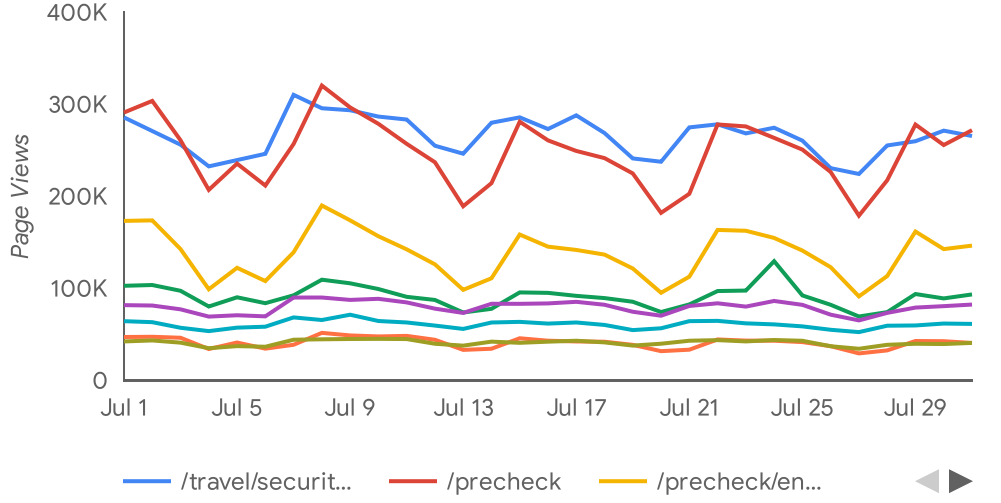


Page Views

	Page title	Views	New users	Total users
1.	What Can I Bring? All Transportation Secu...	8,229,084	346,574	617,063
2.	TSA PreCheck® Transportation Security A...	7,713,649	1,276,722	1,660,310
3.	TSA PreCheck® Enrollment Centers Trans...	4,941,007	87,802	547,225
4.	Transportation Security Administration Tr...	2,822,023	547,873	709,148
5.	What Can I Bring? Miscellaneous Transpor...	2,461,823	11,268	151,926
6.	What Can I Bring? Food Transportation Se...	1,878,038	86,721	198,389
7.	Acceptable Identification at the TSA Check...	1,265,442	256,082	330,752
8.	Liquids Rule Transportation Security Admi...	1,263,550	230,215	325,097
9.	What Can I Bring? Medical Transportation ...	817,043	10,783	88,454
10.	TSA PreCheck® Renewals Transportation ...	725,222	138,508	164,962

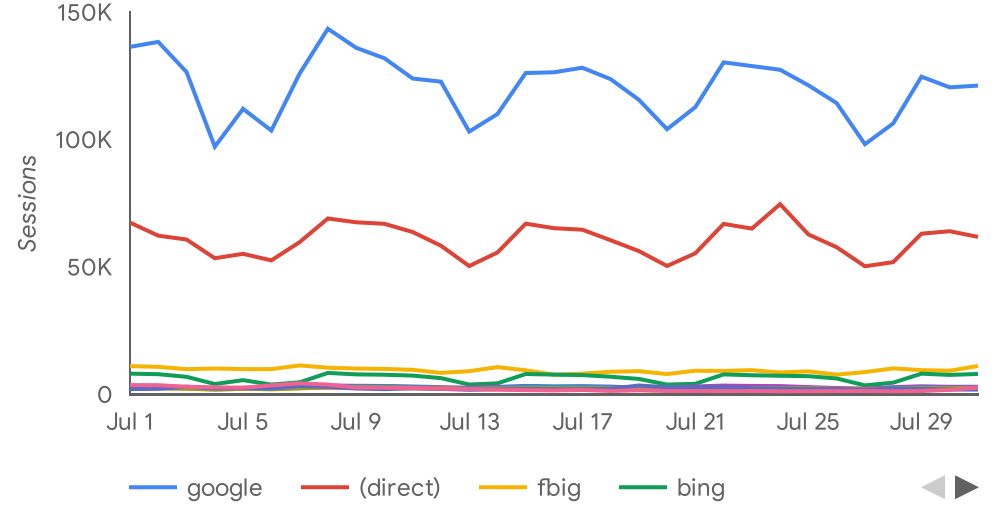
Top Pages

Page path	Views	% Views	Active users
/travel/security-screening/whatcanibri...	8,235,262	16.6%	615,558
/precheck	7,694,582	15.5%	1,654,901
/precheck/enrollment-centers	4,263,230	8.6%	532,673
/	2,821,477	5.7%	707,910
/travel/security-screening/whatcanibri...	2,463,863	5.0%	151,885
/travel/security-screening/whatcanibri...	1,879,026	3.8%	198,113
/travel/security-screening/identification	1,265,710	2.6%	330,347
/travel/security-screening/liquids-rule	1,263,887	2.5%	324,607
/travel/security-screening/whatcanibri...	817,608	1.6%	88,427



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	3,361,447	47.7%
(direct)	(none)	1,828,347	25.9%
google	cpc	319,398	4.5%
fbig	social	290,901	4.1%
bing	organic	120,788	1.7%
aa.com	referral	90,136	1.3%
delta.com	referral	78,240	1.1%
bing	cpc	75,450	1.1%
duckduckgo	organic	70,914	1.0%



Top Events

Event name	Event count	% Events	Active users
page_view	49,635,523	52.4%	5,562,250
scroll	11,853,767	12.5%	4,272,234
user_engagement	10,864,993	11.5%	3,398,227
session_start	7,285,541	7.7%	5,557,897
first_visit	5,323,352	5.6%	5,294,098
Click	3,952,442	4.2%	1,567,180
click	1,729,436	1.8%	1,114,841
form_start	1,220,018	1.3%	782,082
form_submit	743,532	0.8%	448,961

