

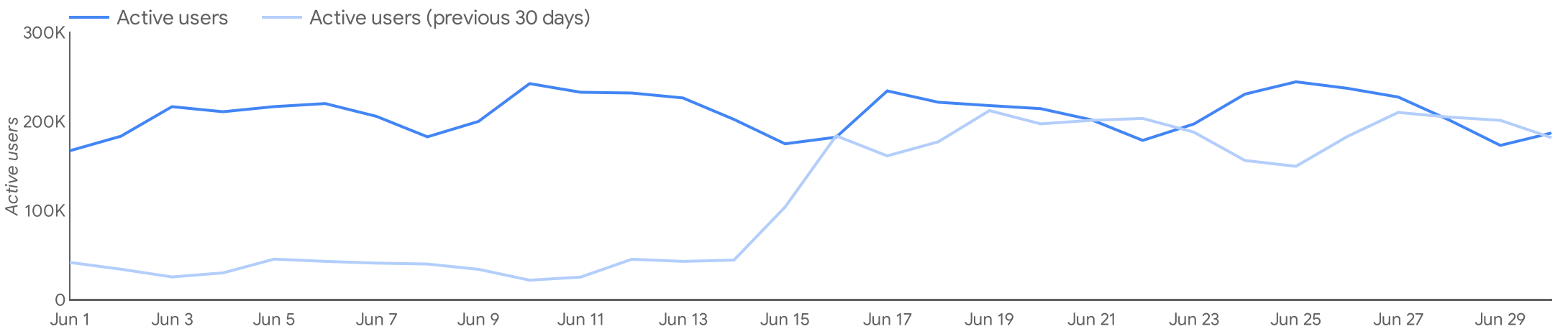


2024 June

Summary

Total users	New users	New User %	Pct Engaged	Pageviews per User	Engagement Time
5.6M	5.3M	95%	94%	8.9	00:01:19
↑ 80.0%	↑ 77.4%	↓ -1.4%	↓ -0.9%	↑ 12.6%	↑ 16.8%

Trends

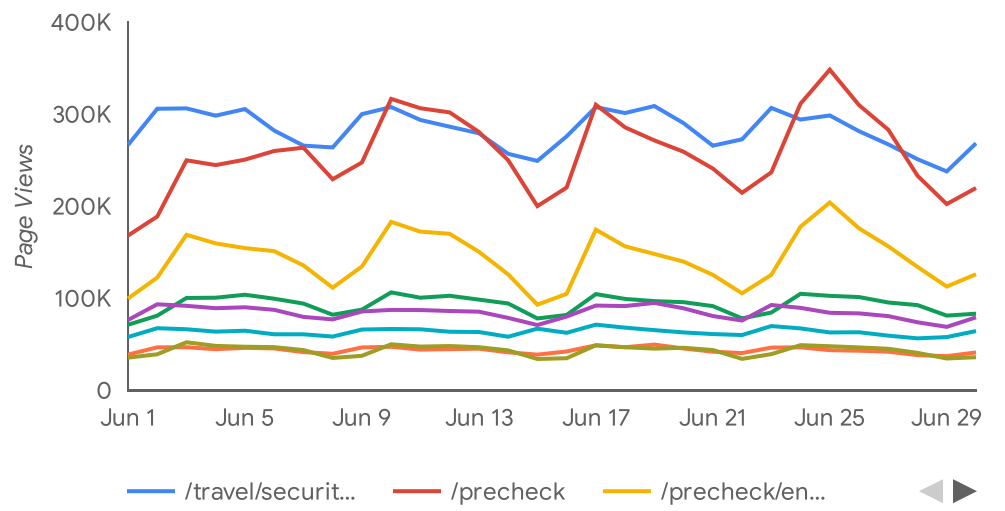


Page Views

	Page title	Views	New users	Total users
1.	What Can I Bring? All Transportation Secu...	8,490,905	343,372	612,990
2.	TSA PreCheck® Transportation Security A...	7,725,336	1,355,526	1,730,432
3.	TSA PreCheck® Enrollment Centers Trans...	4,976,975	76,551	532,041
4.	Transportation Security Administration Tr...	2,792,425	518,278	691,747
5.	What Can I Bring? Miscellaneous Transpor...	2,519,405	10,560	154,855
6.	What Can I Bring? Food Transportation Se...	1,899,897	87,358	201,103
7.	Liquids Rule Transportation Security Admi...	1,307,859	235,187	340,301
8.	Acceptable Identification at the TSA Check...	1,291,165	261,804	334,321
9.	What Can I Bring? Medical Transportation ...	853,649	10,523	91,599
10.	TWIC® Transportation Security Administra...	575,930	110,271	127,404

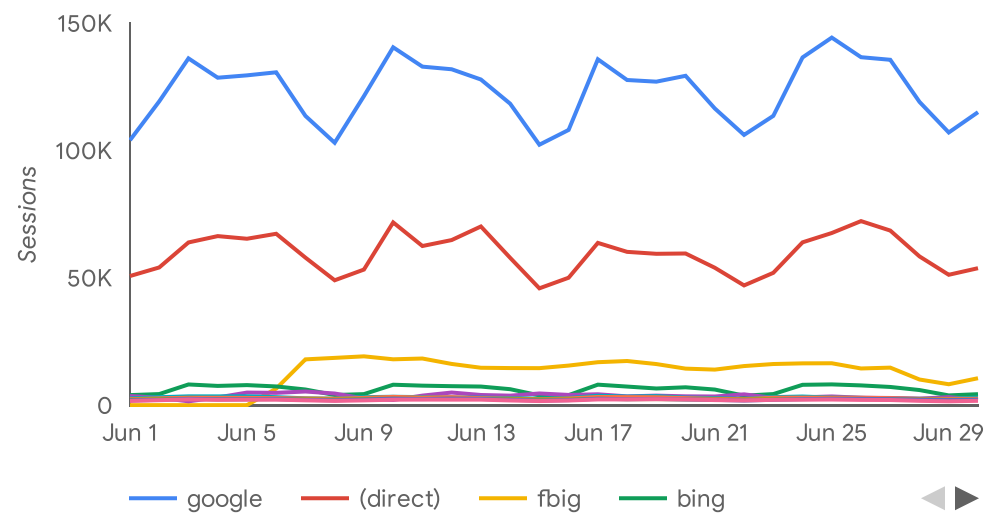
Top Pages

Page path	Views	% Views	Active users
/travel/security-screening/whatcanibri...	8,495,411	17.1%	612,233
/precheck	7,704,964	15.5%	1,723,973
/precheck/enrollment-centers	4,298,257	8.7%	518,000
/	2,792,153	5.6%	690,813
/travel/security-screening/whatcanibri...	2,520,801	5.1%	154,758
/travel/security-screening/whatcanibri...	1,900,669	3.8%	200,850
/travel/security-screening/liquids-rule	1,308,186	2.6%	340,027
/travel/security-screening/identification	1,291,340	2.6%	333,649
/travel/security-screening/whatcanibri...	854,215	1.7%	91,560



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	3,412,308	46.7%
(direct)	(none)	1,760,175	24.1%
fbig	social	372,716	5.1%
google	cpc	312,183	4.3%
bing	organic	116,089	1.6%
zetaglobal	display	106,858	1.5%
aa.com	referral	90,140	1.2%
delta.com	referral	84,680	1.2%
bing	cpc	72,804	1.0%



Top Events

Event name	Event count	% Events	Active users
page_view	49,563,472	52.3%	5,577,768
scroll	11,722,947	12.4%	4,299,985
user_engagement	10,948,550	11.6%	3,391,736
session_start	7,224,603	7.6%	5,554,916
first_visit	5,313,801	5.6%	5,310,591
Click	3,448,399	3.6%	1,416,005
click	1,565,273	1.7%	1,036,845
form_start	1,224,876	1.3%	771,684
form_submit	738,423	0.8%	451,404

