

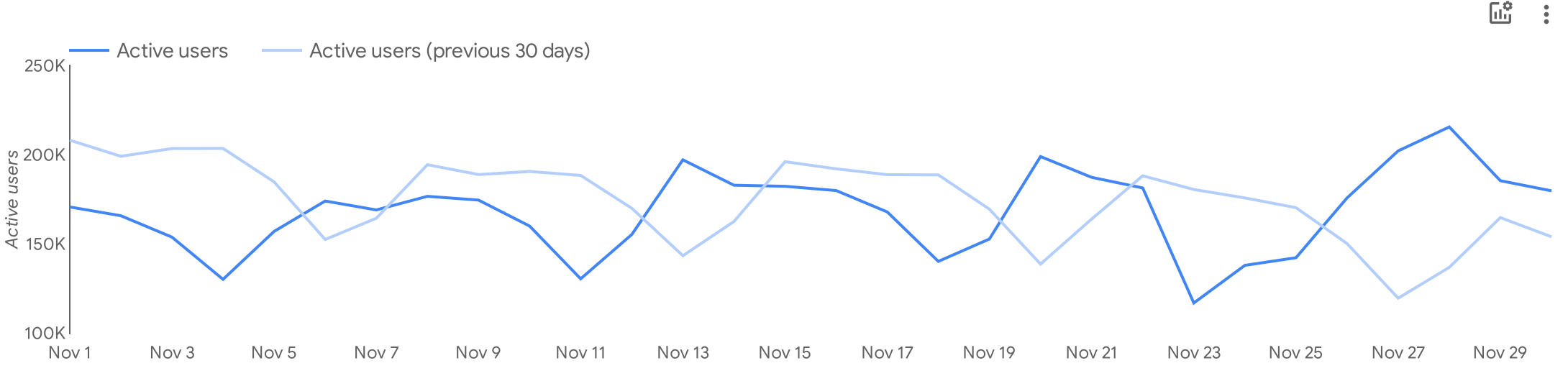


2023 November

Summary

Total users 4.5M ↓ -2.5%	New users 4.2M ↓ -2.2%	New User % 94% ↑ 0.4%	Pct Engaged 94% ↓ -0.7%	Pageviews per User 5.5 ↓ -4.4%	Engagement Time 00:01:12 ↓ -4.8%
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Trends

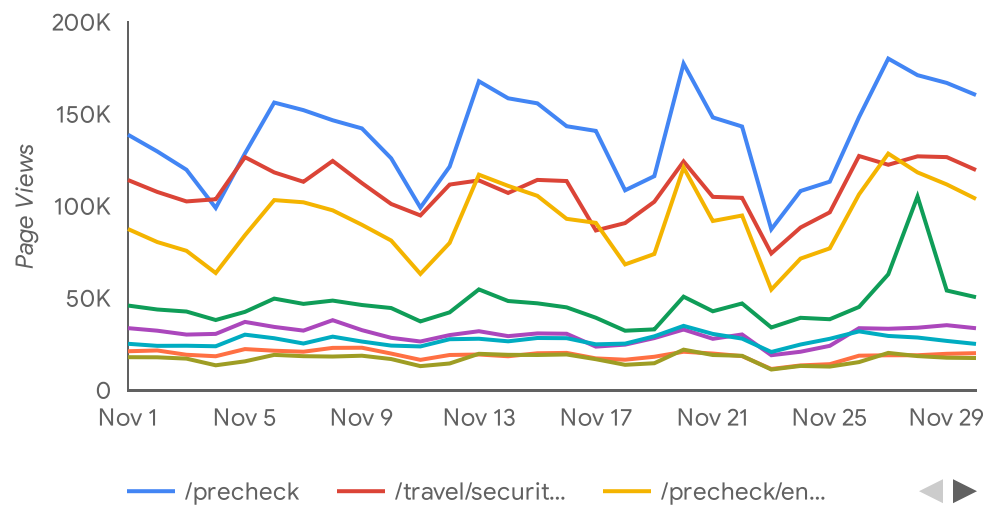


Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck® Transportation Security A...	4,164,412	1,052,756	1,389,767
2.	What Can I Bring? All Transportation Secu...	3,275,737	216,391	390,445
3.	TSA PreCheck® Enrollment Centers Trans...	3,106,927	52,422	524,712
4.	Transportation Security Administration Tr...	1,400,084	431,617	555,502
5.	What Can I Bring? Miscellaneous Transpor...	910,526	4,568	84,390
6.	What Can I Bring? Food Transportation Se...	811,861	59,764	130,448
7.	Liquids Rule Transportation Security Admi...	571,774	157,365	223,846
8.	Identification Transportation Security Ad...	510,320	149,290	196,923
9.	TSA PreCheck® FAQ Transportation Secur...	315,806	52,499	127,228
10.	What Can I Bring? Medical Transportation ...	294,738	5,412	49,586

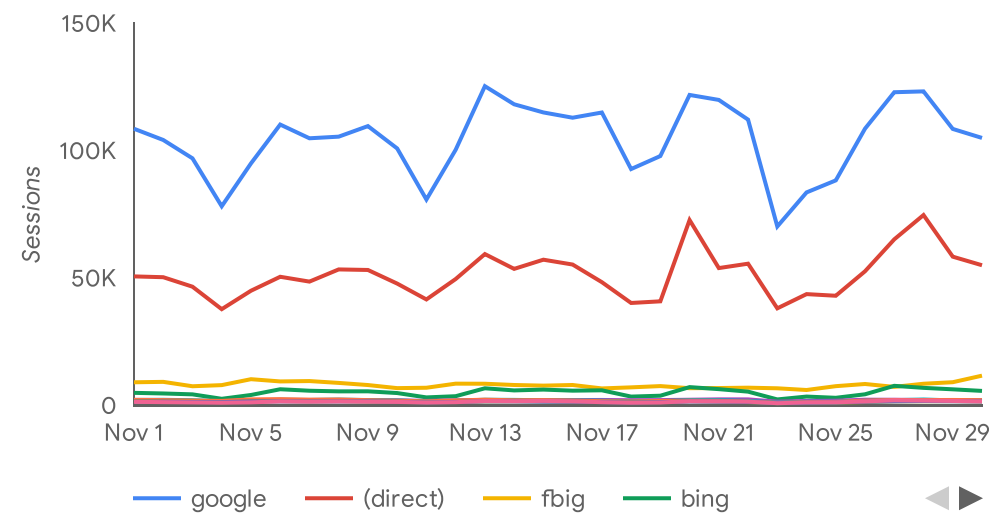
Top Pages

Page path	Views	% Views	Active users
/precheck	4,157,210	17.0%	1,382,867
/travel/security-screening/whatcanibri...	3,277,255	13.4%	389,734
/precheck/enrollment-centers	2,749,715	11.3%	517,656
/	1,400,486	5.7%	555,011
/travel/security-screening/whatcanibri...	911,218	3.7%	83,923
/travel/security-screening/whatcanibri...	812,115	3.3%	129,948
/travel/security-screening/liquids-rule	571,986	2.3%	223,394
/travel/security-screening/identification	510,462	2.1%	196,450
/precheck/faq	315,848	1.3%	126,531



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	2,757,605	45.5%
(direct)	(none)	1,546,220	25.5%
google	cpc	407,661	6.7%
fbig	social	243,293	4.0%
bing	organic	105,577	1.7%
duckduckgo	organic	57,482	0.9%
yahoo	organic	56,458	0.9%
aa.com	referral	54,266	0.9%
bing	cpc	41,907	0.7%



Top Events

Event name	Event count	% Events	Active users
page_view	24,778,628	43.9%	4,486,234
scroll	7,649,570	13.5%	3,033,026
user_engagement	7,509,678	13.3%	2,652,321
session_start	5,822,097	10.3%	4,460,553
first_visit	4,283,359	7.6%	4,260,008
click	1,388,290	2.5%	970,693
form_start	1,074,180	1.9%	703,388
tsaenrollmentbyidemia.tsa.d...	767,647	1.4%	597,384
form_submit	706,950	1.3%	464,530

