

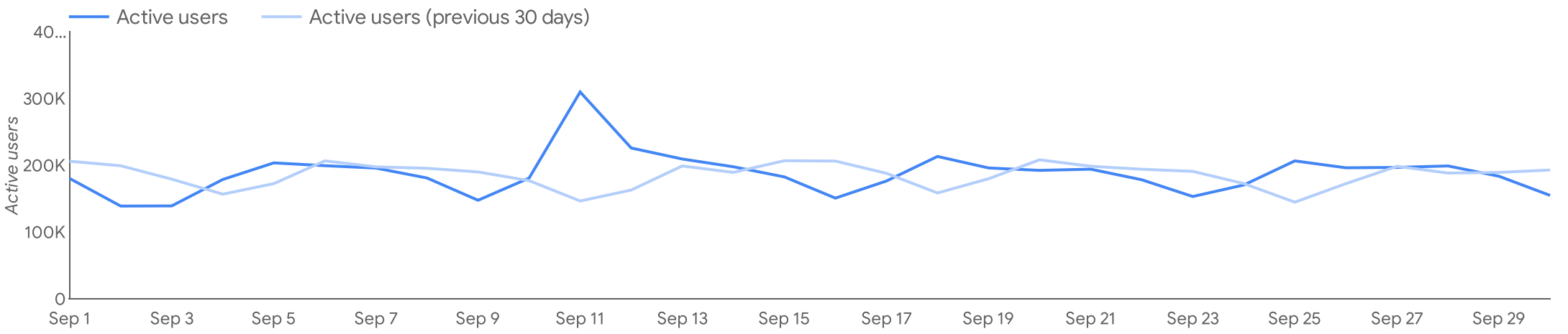


2023 September

Summary

Total users 5.0M ↑ 2.9%	New users 4.7M ↑ 0.7%	New User % 94% ↓ -2.2%	Pct Engaged 95% ↓ -0.9%	Pageviews per User 5.9 ↑ 1.0%	Engagement Time 00:01:17 ↑ 1.0%
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Trends

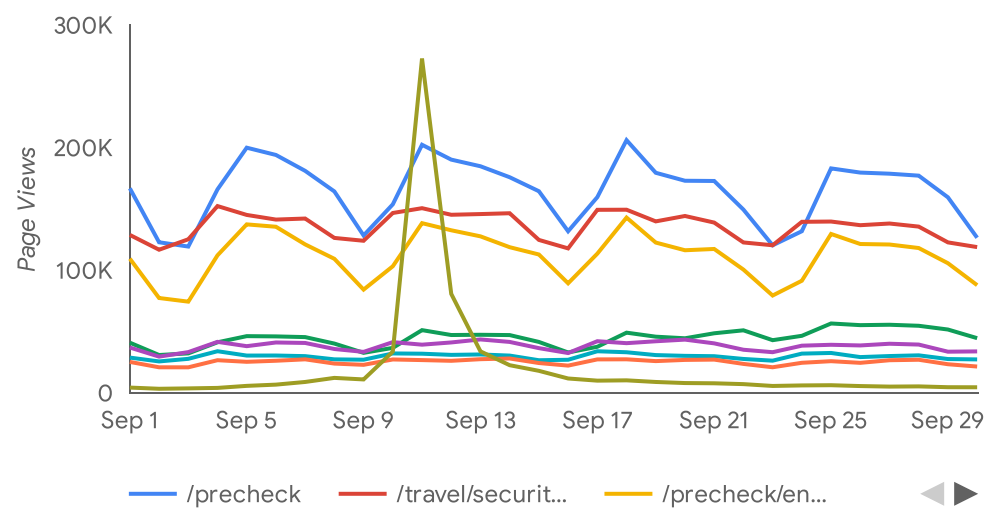


Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck® Transportation Security A...	4,954,568	1,209,381	1,639,496
2.	What Can I Bring? All Transportation Secu...	4,076,778	249,004	457,667
3.	TSA PreCheck® Enrollment Centers Trans...	3,760,746	55,285	634,314
4.	Transportation Security Administration Tr...	1,344,752	351,282	510,292
5.	What Can I Bring? Miscellaneous Transpor...	1,147,022	4,790	105,394
6.	What Can I Bring? Food Transportation Se...	893,390	60,406	142,044
7.	Liquids Rule Transportation Security Admi...	754,092	199,215	289,452
8.	9/11: As Events Unfold Transportation Sec...	628,167	249,063	252,967
9.	Identification Transportation Security Ad...	545,348	153,396	207,928
10.	TSA PreCheck® FAQ Transportation Secur...	385,689	63,308	158,320

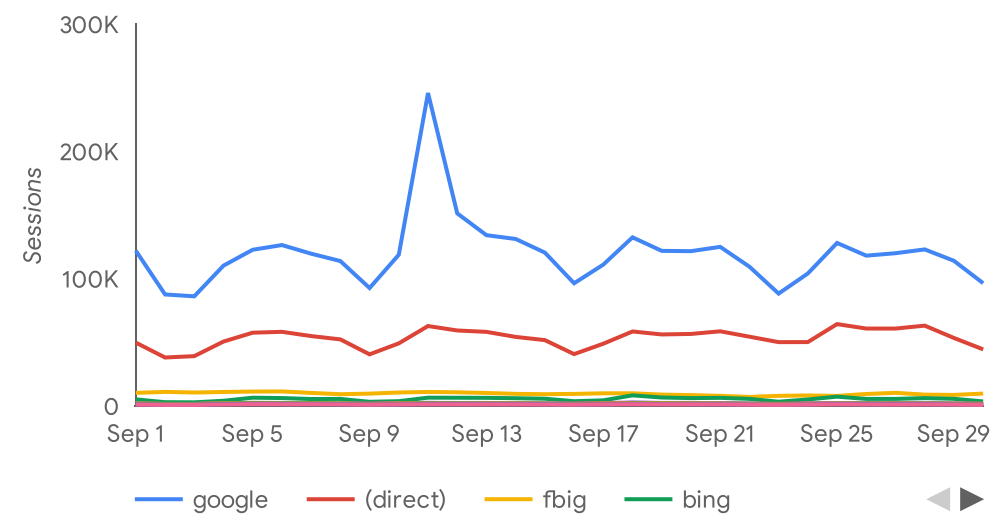
Top Pages

Page path	Views	% Views	Active users
/precheck	4,945,001	17.2%	1,633,952
/travel/security-screening/whatcanibri...	4,077,210	14.2%	455,272
/precheck/enrollment-centers	3,352,934	11.7%	627,258
/	1,345,090	4.7%	509,352
/travel/security-screening/whatcanibri...	1,147,079	4.0%	104,652
/travel/security-screening/whatcanibri...	893,415	3.1%	141,153
/travel/security-screening/liquids-rule	754,213	2.6%	288,210
/videos/911-events-unfold-0	628,369	2.2%	252,706
/travel/security-screening/identification	545,491	1.9%	206,880



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	3,286,903	49.6%
(direct)	(none)	1,569,404	23.7%
google	cpc	387,732	5.9%
fbig	social	300,835	4.5%
bing	organic	120,924	1.8%
aa.com	referral	70,522	1.1%
yahoo	organic	67,560	1.0%
duckduckgo	organic	66,664	1.0%
united.com	referral	63,619	1.0%



Top Events

Event name	Event count	% Events	Active users
page_view	29,098,886	44.6%	4,967,127
user_engagement	9,339,127	14.3%	3,114,311
scroll	8,751,535	13.4%	3,389,264
session_start	6,524,298	10.0%	4,959,303
first_visit	4,718,407	7.2%	4,732,917
click	1,623,517	2.5%	1,141,362
form_start	1,255,861	1.9%	840,135
tsaenrollmentbyidemia.tsa.d...	930,375	1.4%	733,057
form_submit	858,599	1.3%	568,281

