

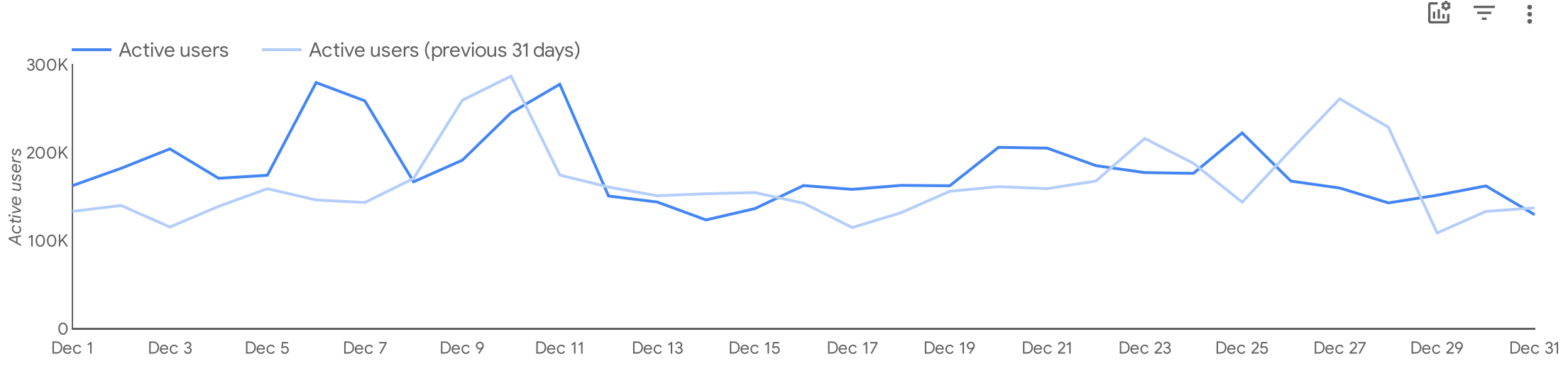


2024 December

Summary

Total users 5.0M ↑ 7.1%	Total Views 37,860,089 ↑ 6.3%	New User % 100% ↑ 1.1%	Pct Engaged 96% ↑ 0.7%	Pageviews per User 7.6 ↓ -0.8%	Engagement Time 00:00:59 ↓ -4.9%
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Trends

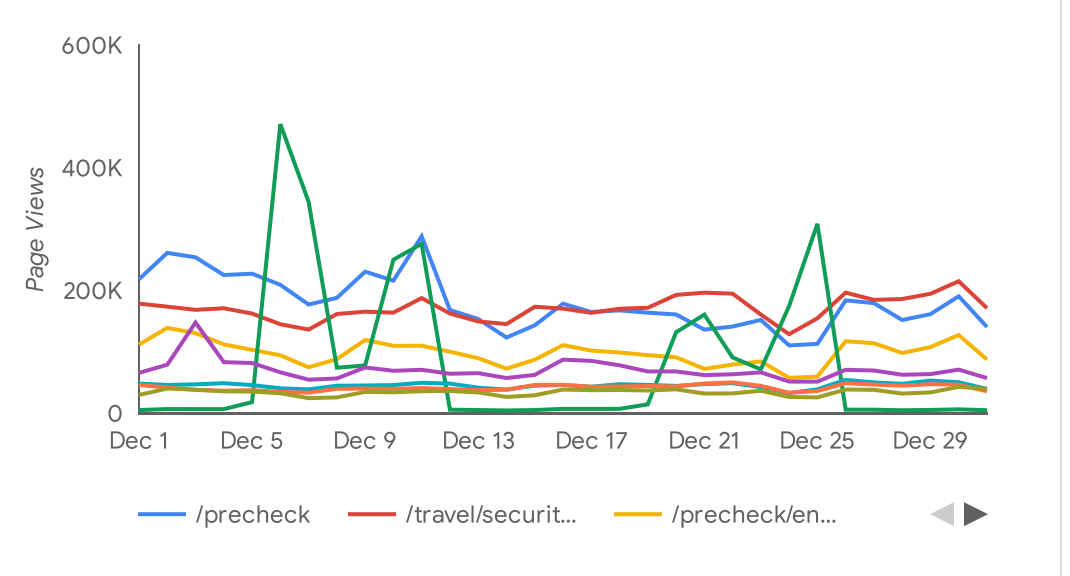


Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck Transportation Security Ad...	5,655,225	937,235	1,220,704
2.	What Can I Bring? All Transportation Secu...	5,297,325	259,391	429,353
3.	TSA PreCheck® Enrollment Centers Trans...	3,538,451	63,756	393,837
4.	TSA Cares Transportation Security Admini...	2,564,469	803,377	718,147
5.	Transportation Security Administration Tr...	2,176,963	443,715	573,739
6.	What Can I Bring? Misc Transportation Se...	1,406,686	8,030	90,958
7.	What Can I Bring? Food Transportation Se...	1,293,352	68,862	139,995
8.	Acceptable Identification at the TSA Check...	1,060,138	222,102	274,406
9.	Liquids, Aerosols, and Gels Rule Transport...	845,455	167,889	215,459
10.	I forgot my Known Traveler Number (KTN)....	496,036	97,742	128,992

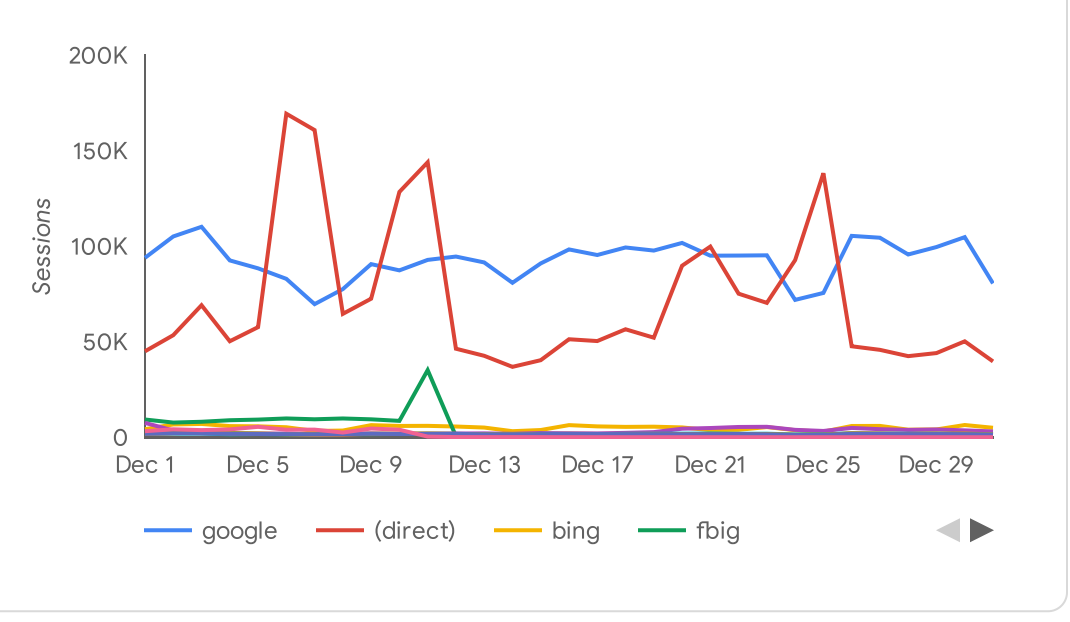
Top Pages

Page path	Views	% Views	Active users
/precheck	5,581,359	14.7%	1,210,223
/travel/security-screening/whatcanibri...	5,298,672	14.0%	428,989
/precheck/enrollment-centers	3,046,444	8.0%	378,249
/travel/tsa-cares	2,564,508	6.8%	718,084
/	2,176,061	5.7%	573,072
/travel/security-screening/whatcanibri...	1,407,107	3.7%	90,931
/travel/security-screening/whatcanibri...	1,293,627	3.4%	139,873
/travel/security-screening/identification	1,060,229	2.8%	274,255
/travel/security-screening/liquids-aero...	740,060	2.0%	192,331



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	2,645,384	42.2%
(direct)	(none)	2,212,566	35.3%
google	cpc	236,235	3.8%
fbig	social	126,327	2.0%
bing	organic	103,535	1.7%
dhs.gov	referral	95,164	1.5%
duckduckgo	organic	55,002	0.9%
bing	cpc	54,943	0.9%
yahoo	organic	52,883	0.8%



Top Events

Event name	Event count	% Events	Active users
page_view	37,860,089	51.9%	5,003,060
scroll	9,211,557	12.6%	3,955,248
user_engagement	7,209,058	9.9%	2,456,356
session_start	6,462,373	8.9%	5,002,180
first_visit	5,024,225	6.9%	4,805,215
Click	2,846,567	3.9%	1,170,559
click	1,176,732	1.6%	804,079
form_start	889,648	1.2%	579,909
form_submit	535,377	0.7%	328,425

