

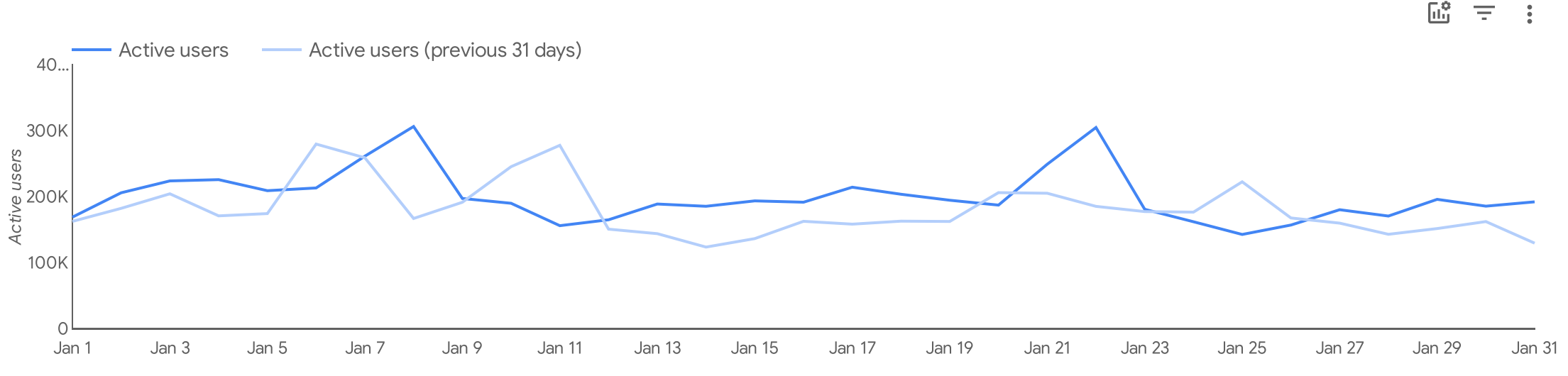


2025 January

Summary

Total users 5.5M ↑ 10.7%	Total Views 42,720,658 ↑ 12.8%	New User % 99% ↓ -1.3%	Pct Engaged 95% ↓ -0.9%	Pageviews per User 7.7 ↑ 1.9%	Engagement Time 00:01:03 ↑ 7.4%
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Trends



Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck Transportation Security Ad...	7,146,741	1,188,632	1,507,908
2.	What Can I Bring? All Transportation Securi...	5,928,193	302,197	473,850
3.	TSA PreCheck® Enrollment Centers Transp...	4,566,473	82,140	494,014
4.	TSA Cares Transportation Security Adminis...	2,271,466	699,915	669,634
5.	Transportation Security Administration Tra...	2,232,991	431,122	571,396
6.	Acceptable Identification at the TSA Check...	1,627,446	355,579	429,895
7.	What Can I Bring? Misc Transportation Sec...	1,505,995	6,772	94,563
8.	What Can I Bring? Food Transportation Sec...	1,274,057	62,403	132,390
9.	Liquids, Aerosols, and Gels Rule Transport...	889,619	170,107	229,535
10.	TSA PreCheck Credit Cards Transportation...	661,395	116,442	177,135

Top Pages

Page path	Views	% Views	Active users
/precheck	7,063,554	16.5%	1,498,332
/travel/security-screening/whatcanibrin...	5,929,539	13.9%	473,217
/precheck/enrollment-centers	3,930,702	9.2%	474,554
/travel/tsa-cares	2,271,493	5.3%	669,432
/	2,232,471	5.2%	570,408
/travel/security-screening/identification	1,627,613	3.8%	429,416
/travel/security-screening/whatcanibrin...	1,506,342	3.5%	94,517
/travel/security-screening/whatcanibrin...	1,274,297	3.0%	132,288
/travel/security-screening/liquids-aeros...	778,531	1.8%	202,635

Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	2,797,115	39.5%
(direct)	(none)	2,243,199	31.7%
google	cpc	288,694	4.1%
fbig	social	267,565	3.8%
bing	organic	139,195	2.0%
lterable	email	123,729	1.7%
dhs.gov	referral	96,033	1.4%
bing	cpc	70,592	1.0%
yahoo	organic	61,956	0.9%

Top Events

Event name	Event count	% Events	Active users
page_view	42,720,658	51.5%	5,541,717
scroll	10,683,540	12.9%	4,489,498
user_engagement	8,208,336	9.9%	2,734,846
session_start	7,086,622	8.5%	5,537,811
first_visit	5,489,755	6.6%	5,305,067
Click	3,534,529	4.3%	1,443,152
click	1,498,993	1.8%	1,010,128
form_start	1,030,433	1.2%	660,310
form_submit	683,827	0.8%	411,430