

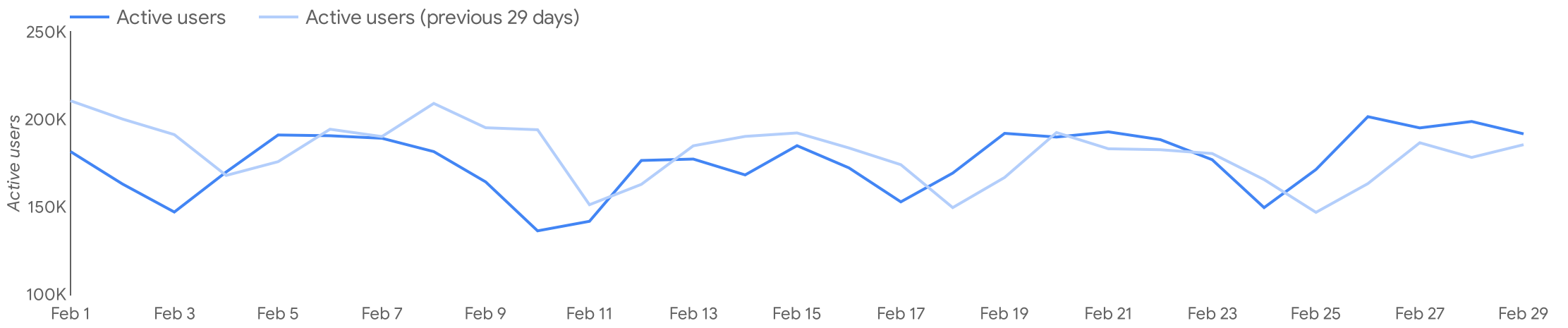


2024 February

Summary

Total users	New users	New User %	Pct Engaged	Pageviews per User	Engagement Time
4.5M	4.3M	96%	95%	5.9	00:01:18
↓ -4.9%	↓ -3.2%	↑ 1.8%	↑ 0.4%	↑ 4.3%	↑ 5.5%

Trends

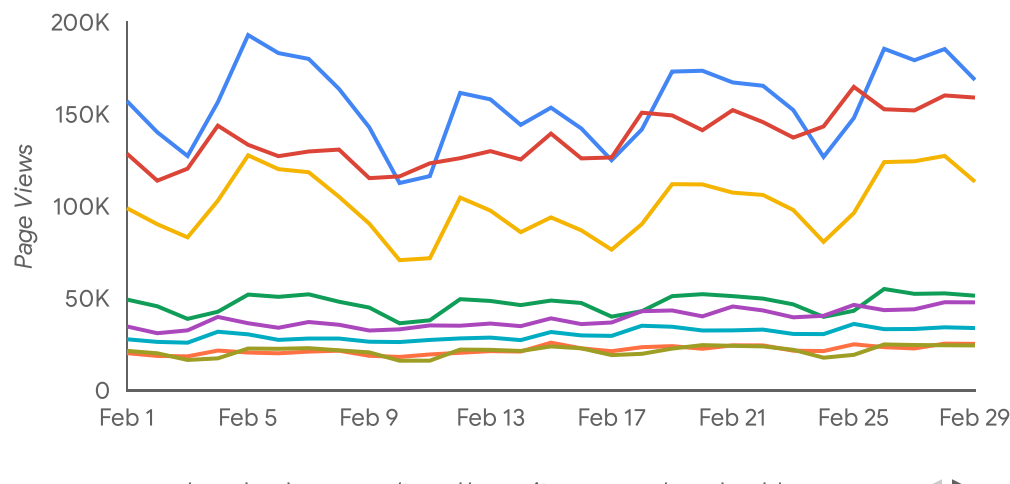


Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck® Transportation Security A...	4,530,141	1,160,597	1,530,677
2.	What Can I Bring? All Transportation Secu...	3,963,920	240,187	440,380
3.	TSA PreCheck® Enrollment Centers Trans...	3,320,619	65,542	559,589
4.	Transportation Security Administration Tr...	1,366,073	410,482	533,916
5.	What Can I Bring? Miscellaneous Transpor...	1,123,849	4,809	102,152
6.	What Can I Bring? Food Transportation Se...	878,729	59,120	141,952
7.	Liquids Rule Transportation Security Admi...	632,818	176,589	246,736
8.	Acceptable Identification at the TSA Check...	619,878	190,516	249,965
9.	TSA PreCheck® Renewals Transportation ...	417,558	111,699	138,895
10.	What Can I Bring? Medical Transportation ...	378,940	5,531	61,850

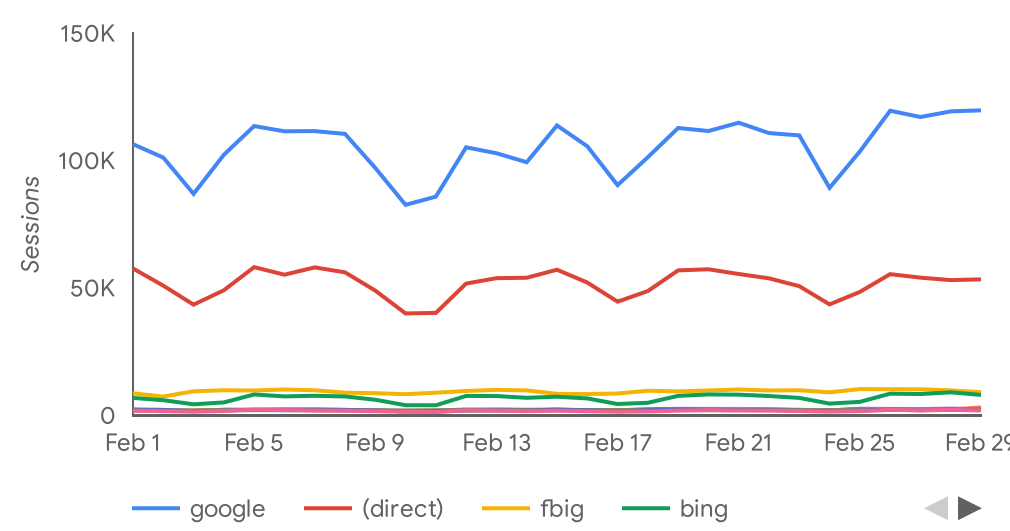
Top Pages

Page path	Views	% Views	Active users
/precheck	4,524,166	17.1%	1,522,719
/travel/security-screening/whatcanibri...	3,964,135	14.9%	439,249
/precheck/enrollment-centers	2,915,925	11.0%	548,794
/	1,366,665	5.2%	534,156
/travel/security-screening/whatcanibri...	1,123,909	4.2%	101,706
/travel/security-screening/whatcanibri...	878,757	3.3%	141,466
/travel/security-screening/liquids-rule	632,909	2.4%	245,771
/travel/security-screening/identification	620,054	2.3%	249,673
/precheck/renew	417,602	1.6%	138,300



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	2,623,701	45.4%
(direct)	(none)	1,462,478	25.3%
google	cpc	371,820	6.4%
fbig	social	267,002	4.6%
bing	organic	114,538	2.0%
bing	cpc	78,173	1.4%
aa.com	referral	62,977	1.1%
delta.com	referral	60,322	1.0%
(not set)	(not set)	60,171	1.0%



Top Events

Event name	Event count	% Events	Active users
page_view	26,526,718	44.2%	4,504,545
user_engagement	8,491,631	14.2%	2,732,551
scroll	7,944,502	13.3%	3,096,996
session_start	5,820,042	9.7%	4,465,233
first_visit	4,311,292	7.2%	4,239,116
click	1,520,853	2.5%	1,056,616
form_start	1,111,547	1.9%	740,021
tsaenrollmentbyidemia.tsa.d...	761,547	1.3%	615,201
form_submit	748,858	1.2%	499,445

