

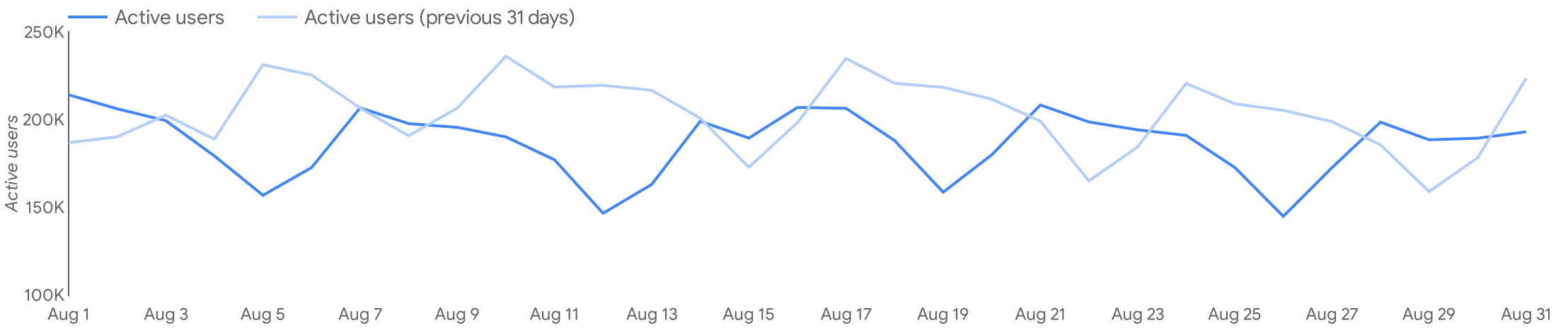


2023 August

Summary

Total users	New users	New User %	Pct Engaged	Pageviews per User	Engagement Time
5.0M	4.8M	96%	96%	5.8	00:01:16
↓ -9.2%	↓ -8.5%	↑ 0.8%	↓ -0.1%	↑ 7.3%	↑ 7.4%

Trends

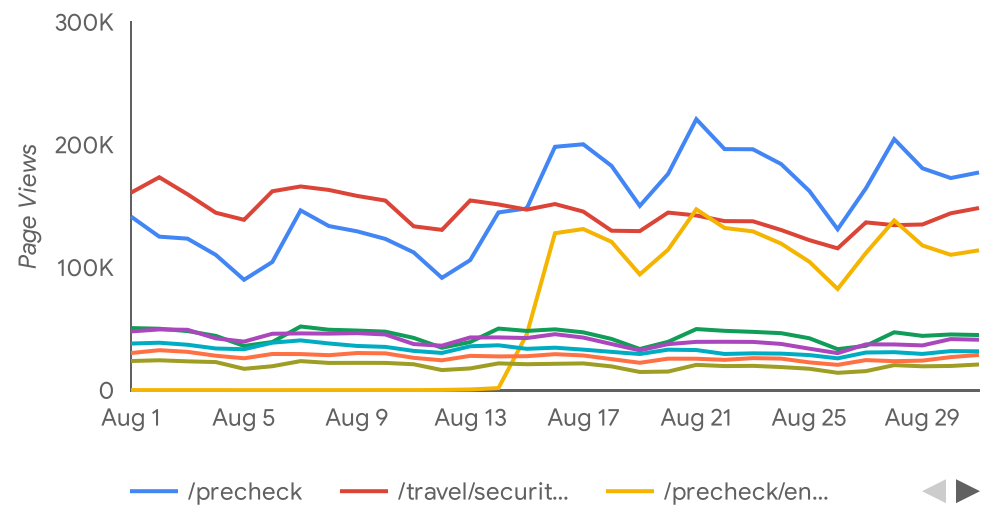


Page Views

	Page title	Views	New users	Total users
1.	TSA PreCheck® Transportation Security A...	4,741,910	1,235,208	1,636,381
2.	What Can I Bring? All Transportation Secu...	4,486,780	284,008	507,842
3.	TSA PreCheck® Enrollment Centers Trans...	2,187,498	19,195	369,174
4.	Transportation Security Administration Tr...	1,378,397	340,498	502,465
5.	What Can I Bring? Miscellaneous Transpor...	1,271,210	5,526	116,925
6.	What Can I Bring? Food Transportation Se...	1,031,273	68,918	161,998
7.	Liquids Rule Transportation Security Admi...	834,585	220,851	315,320
8.	Identification Transportation Security Ad...	619,841	166,020	237,654
9.	TSA PreCheck® FAQ Transportation Secur...	464,022	75,514	185,400
10.	What Can I Bring? Medical Transportation ...	409,208	6,576	68,983

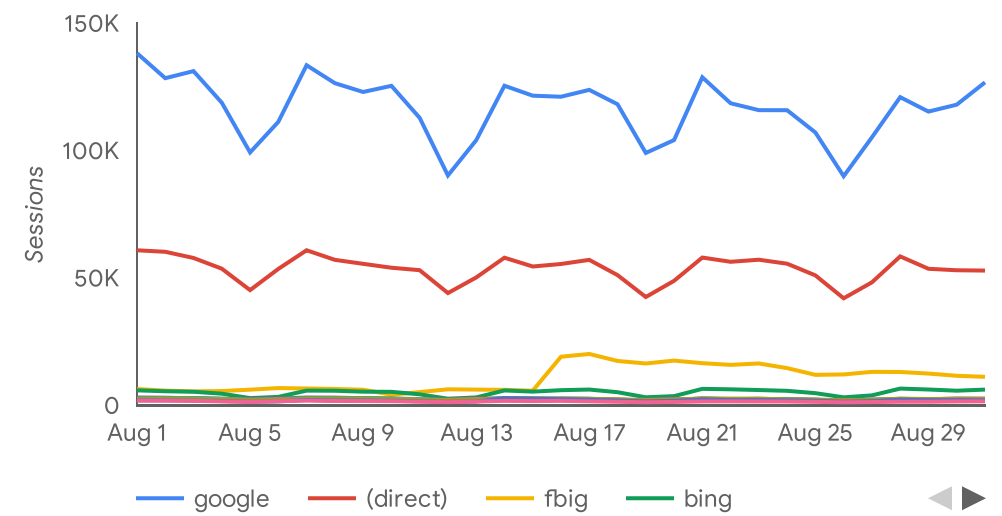
Top Pages

Page path	Views	% Views	Active users
/precheck	4,731,785	16.5%	1,630,457
/travel/security-screening/whatcanibri...	4,487,139	15.7%	506,586
/precheck/enrollment-centers	1,946,113	6.8%	366,827
/	1,378,765	4.8%	501,025
/travel/security-screening/whatcanibri...	1,271,266	4.4%	116,142
/travel/security-screening/whatcanibri...	1,031,322	3.6%	161,425
/travel/security-screening/liquids-rule	834,685	2.9%	313,916
/travel/security-screening/identification	619,957	2.2%	236,859
/precheck/faq	464,080	1.6%	184,355



Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	organic	3,437,563	51.0%
(direct)	(none)	1,662,755	24.7%
fbig	social	323,251	4.8%
google	cpc	208,076	3.1%
bing	organic	137,430	2.0%
aa.com	referral	77,754	1.2%
yahoo	organic	76,556	1.1%
duckduckgo	organic	72,576	1.1%
united.com	referral	71,597	1.1%



Top Events

Event name	Event count	% Events	Active users
page_view	28,931,201	45.3%	4,997,759
user_engagement	9,655,972	15.1%	3,077,563
scroll	8,356,669	13.1%	3,325,353
session_start	6,701,488	10.5%	4,990,348
first_visit	4,847,323	7.6%	4,761,138
click	1,801,367	2.8%	1,298,563
tsaenrollmentbyidemia.tsa.d...	1,274,149	2.0%	987,407
form_start	979,232	1.5%	653,511
form_submit	535,915	0.8%	345,432

