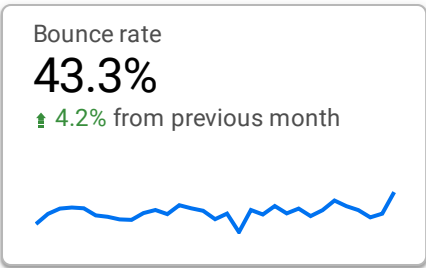
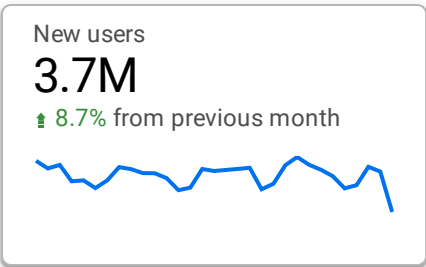
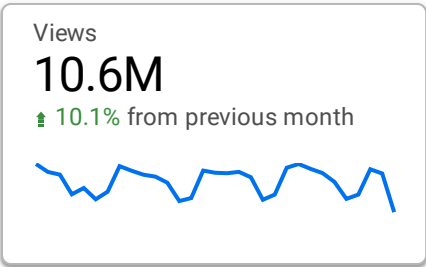
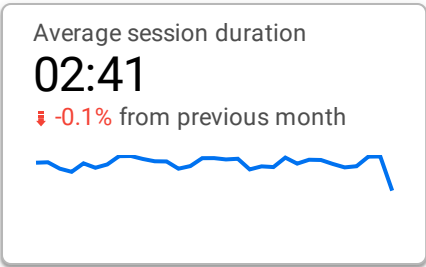
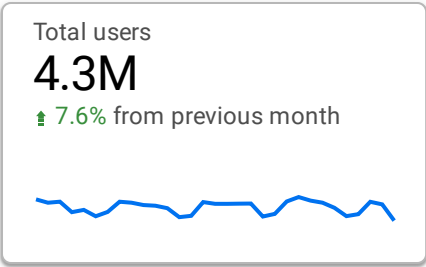
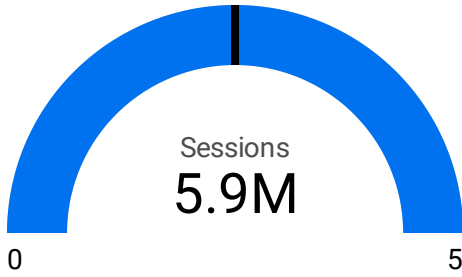




CBP.gov Web Performance Metrics

Google Single Site - CBP.gov



Top Pages

	Page title	Views	Bounce rate
1.	Global Entry U.S. Customs and Border Protection	1,308,633	32.56%
2.	U.S. Customs and Border Protection U.S. Customs and Bor...	738,181	34.58%
3.	Mobile Passport Control (MPC) U.S. Customs and Border ...	685,734	54.37%
4.	How to Apply for Global Entry U.S. Customs and Border Pr...	544,468	28.02%
5.	NEXUS U.S. Customs and Border Protection	259,328	41.43%
6.	Global Entry Enrollment on Arrival U.S. Customs and Bord...	231,278	29.98%
7.	Arrival/Departure Forms: I-94 and I-94W U.S. Customs and...	230,630	29.94%
8.	Trusted Traveler Programs U.S. Customs and Border Prote...	195,280	11.79%
9.	Global Entry Enrollment Centers U.S. Customs and Border ...	184,605	5.27%
10.	Search Results U.S. Customs and Border Protection	167,319	4.66%

1 - 100 / 14579

Visits by Social Network

	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	318	49.06%	264
2.	instagram.com / paid_social	244	95.49%	232
3.	twitter / social_media	123	52.85%	62
4.	facebook.com / paid_social	93	100%	91
5.	linkedin.com / paid_social	89	93.26%	81
6.	twitter.com / paid_social	32	71.88%	30

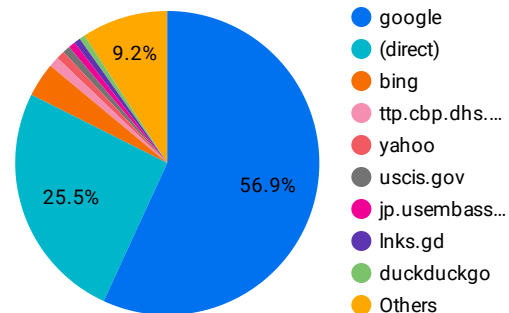
1 - 15 / 15

Visits By Device Category

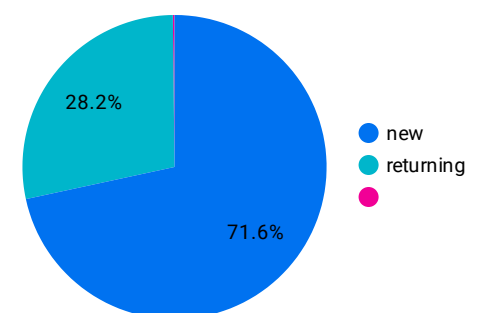
	Device category	Sessions	Engagement rate	Total users
1.	mobile	3,040,763	53.91%	2,336,860
2.	desktop	2,658,265	62.93%	1,827,583
3.	tablet	65,770	65.13%	53,610

1 - 4 / 4

Visits by Source



New vs. Returned Visitors



CBP.gov Web Search Metrics

Select date range ▼

CBP.gov Search Count

Event count
152,190

Views
9,420,965

Sessions
5,214,055

CBP.gov Site Search Terms

	Search term	Event count
1.	log in global entry	2,803
2.	renew global entry	2,598
3.	login	2,492
4.	login global entry	1,814
5.	renew global entry card	1,367
6.	sign in	1,309
7.	global entry application	1,256
8.	i-94	1,169
9.	global entry renewal	839
10.	log in	768
11.	esta	744
12.	renewal global entry	673
13.	global entry interviews	658
14.	esta application	620

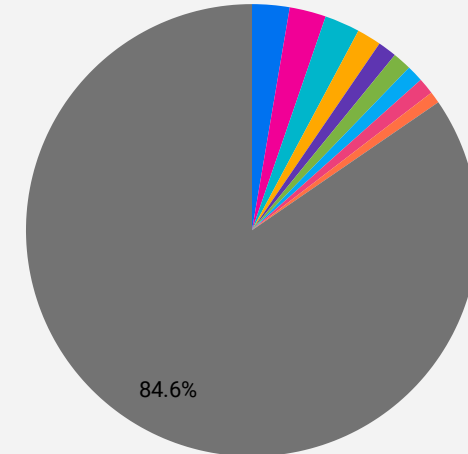
1 - 50000 / 54033 < >

Top Click Through by Query (Google External)

	Query	Url Clicks
1.	global entry	385,198
2.	global entry login	107,874
3.	global entry application	107,826
4.	nexus	56,180
5.	cbp	47,821
6.	trusted traveler program	38,440
7.	nexus login	37,989
8.	senti	29,479

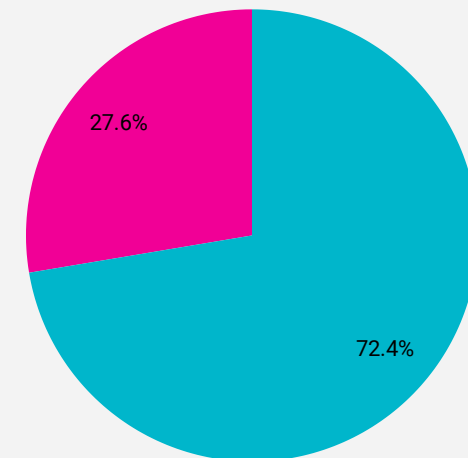
1 - 50000 / 82516 < >

Search Term by Users



- log in global entry
- renew global entry
- login
- login global entry
- renew global entry card
- global entry application
- sign in
- i-94
- global entry renewal
- Others

New / Returning Users



- new
- returning

Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	63,459,015
2.	Canada	9,117,682
3.	Mexico	5,062,121

1 - 100 / 242 < >

Google Search Impressions

Impressions
106,639,281

Impressions
106,639,281