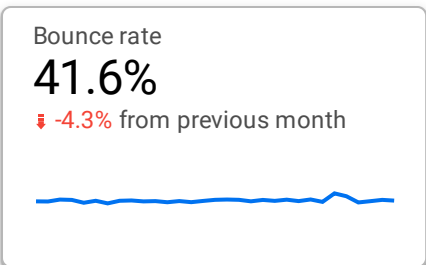
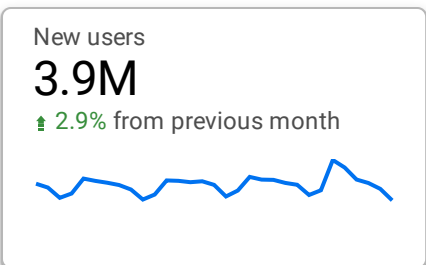
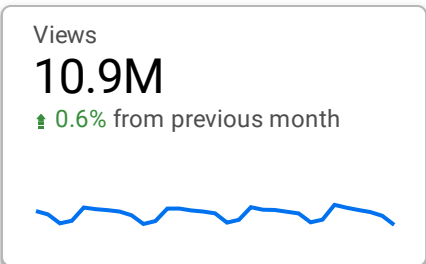
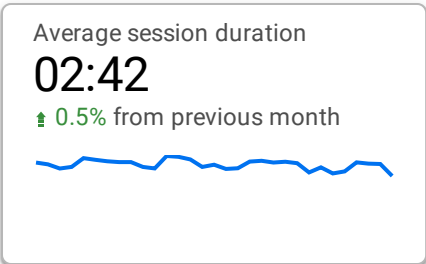
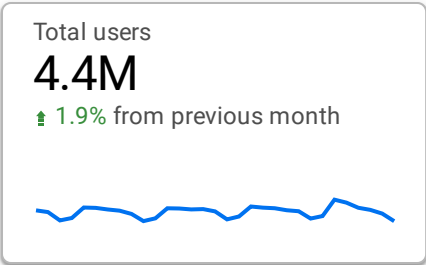
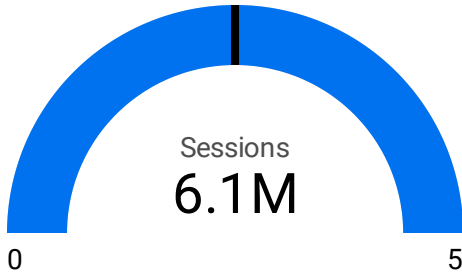




CBP.gov Web Performance Metrics

Google Single Site - CBP.gov



Top Pages

	Page title	Views	Bounce rate
1.	Global Entry U.S. Customs and Border Protection	1,336,907	33.38%
2.	U.S. Customs and Border Protection U.S. Customs and Bor...	765,091	40.45%
3.	Mobile Passport Control (MPC) U.S. Customs and Border ...	620,692	55.56%
4.	How to Apply for Global Entry U.S. Customs and Border Pr...	610,898	27.92%
5.	NEXUS U.S. Customs and Border Protection	246,489	44.02%
6.	Arrival/Departure Forms: I-94 and I-94W U.S. Customs and...	234,643	30.43%
7.	CBP One™ Mobile Application U.S. Customs and Border Pr...	225,530	37.43%
8.	Global Entry Enrollment on Arrival U.S. Customs and Bord...	225,168	29.08%
9.	Trusted Traveler Programs U.S. Customs and Border Prote...	197,379	12.08%
10.	Global Entry Enrollment Centers U.S. Customs and Border ...	194,987	4.51%

1 - 100 / 15011

Visits by Social Network

	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	234	48.72%	193
2.	instagram.com / paid_social	179	98.32%	177
3.	facebook.com / paid_social	142	91.55%	125
4.	linkedin.com / paid_social	108	91.67%	98
5.	twitter.com / paid_social	57	87.72%	51
6.	twitter / social_media	40	67.5%	16

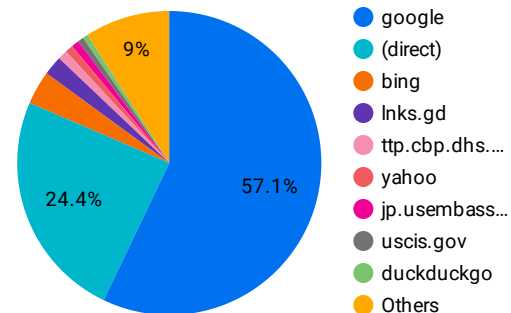
1 - 18 / 18

Visits By Device Category

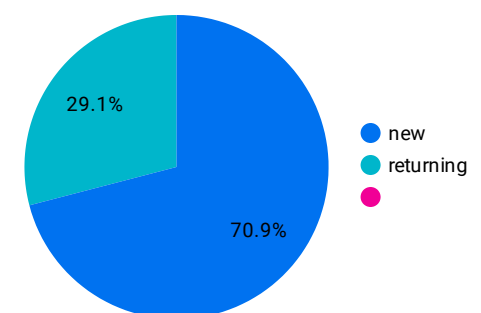
	Device category	Sessions	Engagement rate	Total users
1.	mobile	3,120,651	55.27%	2,399,235
2.	desktop	2,706,344	61.53%	1,893,846
3.	tablet	72,284	65.22%	56,771

1 - 4 / 4

Visits by Source



New vs. Returned Visitors



CBP.gov Web Search Metrics

Select date range ▼

CBP.gov Search Count

Event count
145,488

Views
9,824,566

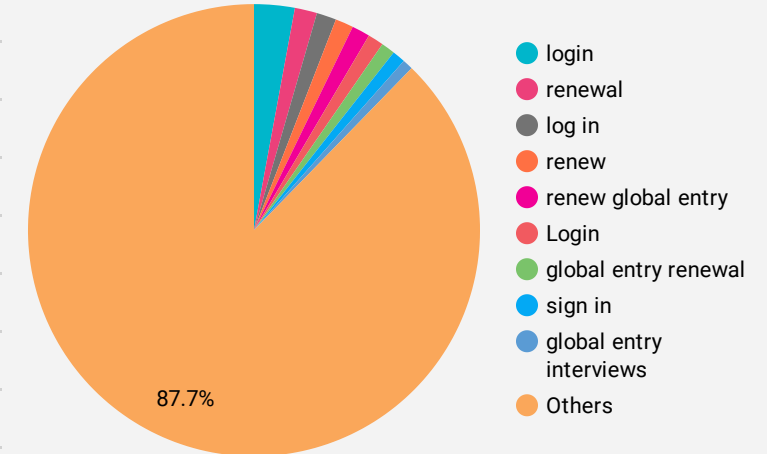
Sessions
5,448,714

CBP.gov Site Search Terms

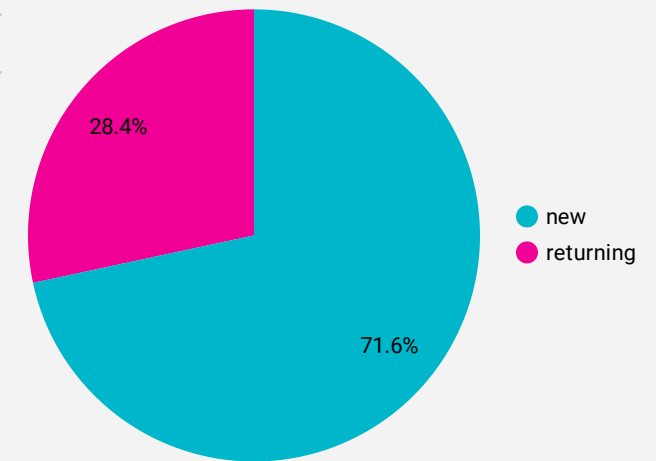
	Search term	Event count
1.	login	2,862
2.	renewal	1,543
3.	log in	1,395
4.	renew	1,250
5.	renew global entry	1,213
6.	Login	1,040
7.	sign in	1,013
8.	global entry renewal	947
9.	global entry interviews	787
10.	create account and log in	770
11.	travel history	622
12.	I94	590
13.	i94	582
14.	Log in	563

1 - 50000 / 58613 < >

Search Term by Users



New / Returning Users



Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	70,072,016
2.	Canada	9,893,761
3.	Mexico	5,401,956

1 - 100 / 243 < >

Top Click Through by Query (Google External)

	Query	Url Clicks
1.	global entry	476,191
2.	global entry application	143,448
3.	global entry login	106,864
4.	nexus	58,652
5.	cbp	56,027
6.	trusted traveler program	39,398
7.	nexus login	37,569
8.	cbp one	35,085

1 - 50000 / 84608 < >

Google Search Impressions

Impressions
115,066,967

Impressions
115,066,967