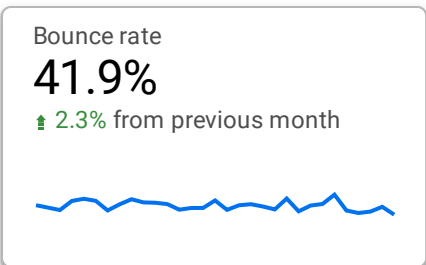
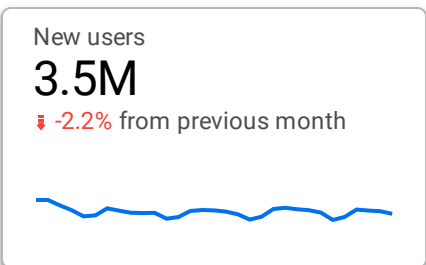
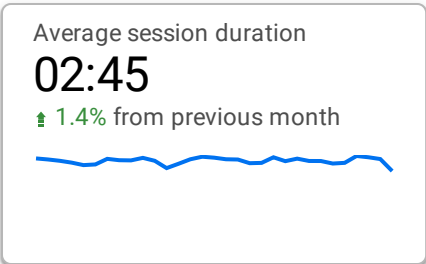
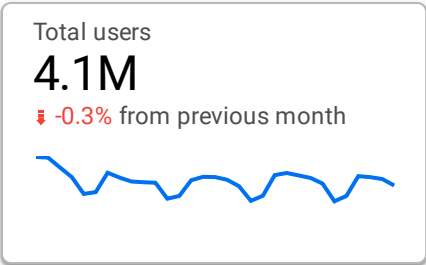
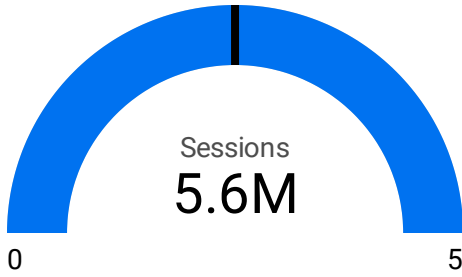




CBP.gov Web Performance Metrics

Google Single Site - CBP.gov



Top Pages

	Page title	Views	Bounce rate
1.	Global Entry U.S. Customs and Border Protection	1,300,705	29.82%
2.	U.S. Customs and Border Protection U.S. Customs and Bor...	692,138	36.86%
3.	Mobile Passport Control (MPC) U.S. Customs and Border ...	528,427	51.8%
4.	How to Apply for Global Entry U.S. Customs and Border Pr...	492,408	31.38%
5.	CBP One™ Mobile Application U.S. Customs and Border Pr...	351,908	41.39%
6.	Eligibility for Global Entry U.S. Customs and Border Protect...	332,801	10.38%
7.	NEXUS U.S. Customs and Border Protection	217,202	46.17%
8.	Arrival/Departure Forms: I-94 and I-94W U.S. Customs and...	205,722	31.51%
9.	Global Entry Enrollment on Arrival U.S. Customs and Bord...	194,023	31.14%
10.	Trusted Traveler Programs U.S. Customs and Border Prote...	171,022	10.46%

1 - 100 / 15934

Visits by Social Network

	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	320	50.31%	235
2.	twitter / social_media	46	56.52%	19
3.	facebook / social	21	52.38%	17
4.	truthsocial.com / referral	8	50%	5
5.	instagram.com / paid_social	6	83.33%	4
6.	x.com / paid_social	4	100%	3

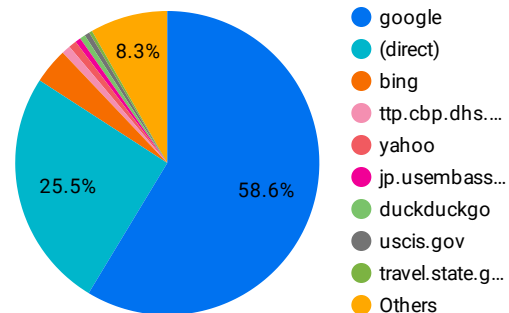
1 - 14 / 14

Visits By Device Category

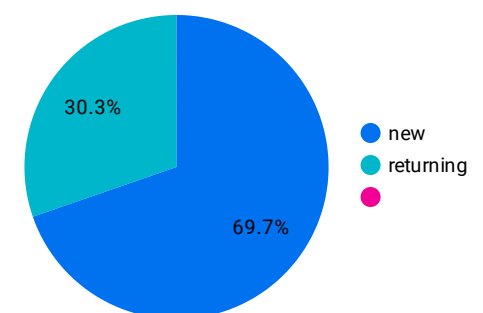
	Device category	Sessions	Engagement rate	Total users
1.	mobile	2,800,775	55.72%	2,115,988
2.	desktop	2,477,930	63.2%	1,782,630
3.	tablet	62,204	65.11%	48,710

1 - 4 / 4

Visits by Source



New vs. Returned Visitors



CBP.gov Web Search Metrics

Select date range ▼

CBP.gov Search Count

Event count

136,749

Views

8,762,201

Sessions

4,813,745

CBP.gov Site Search Terms

	Search term	Event count
1.	login	2,546
2.	renewal	1,707
3.	renew global entry	1,287
4.	renew	1,278
5.	log in	1,203
6.	Login	1,199
7.	global entry renewal	1,002
8.	sign in	807
9.	Log in	782
10.	travel history	585
11.	Renewal	569
12.	esta	548
13.	I94	539
14.	create account and log in	515

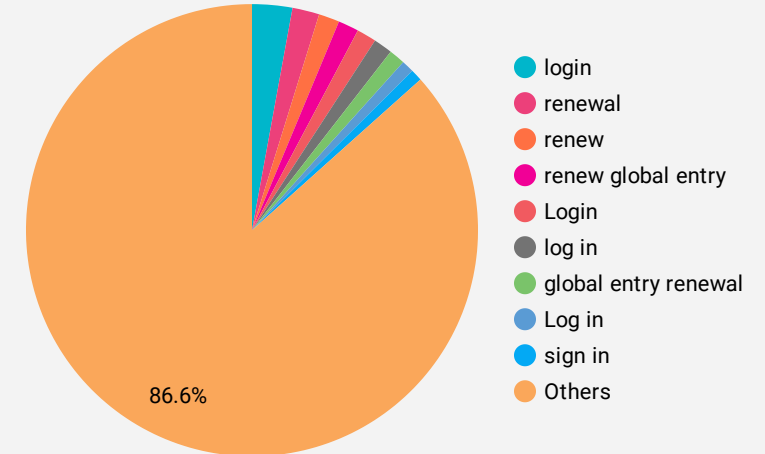
1 - 50000 / 56281 < >

Top Click Through by Query (Google External)

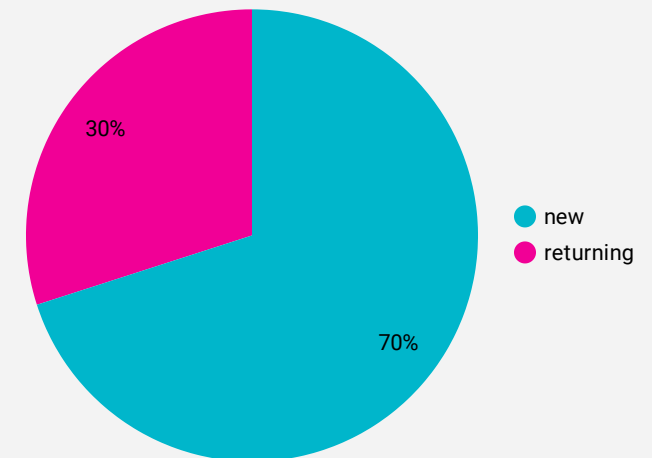
	Query	Url Clicks
1.	global entry	387,796
2.	global entry application	130,187
3.	global entry login	96,226
4.	cbp	49,008
5.	nexus	45,704
6.	trusted traveler program	30,196
7.	nexus login	30,119
8.	cbp one	27,122

1 - 50000 / 85236 < >

Search Term by Users



New / Returning Users



Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	68,096,574
2.	Canada	8,498,180
3.	Mexico	5,028,197

1 - 100 / 244 < >

Google Search Impressions

Impressions

108,672,261

Impressions

108,672,261