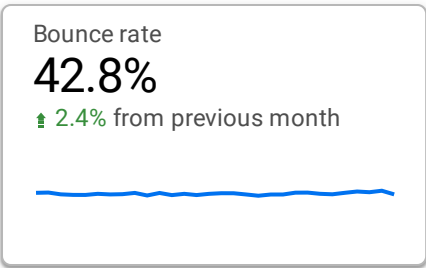
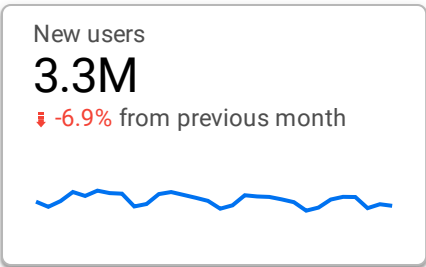
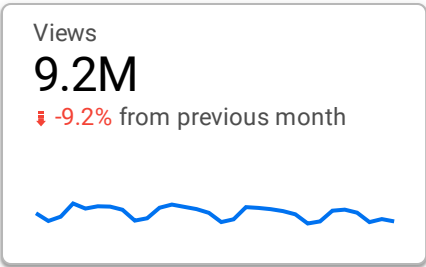
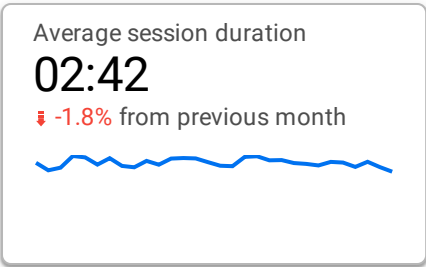
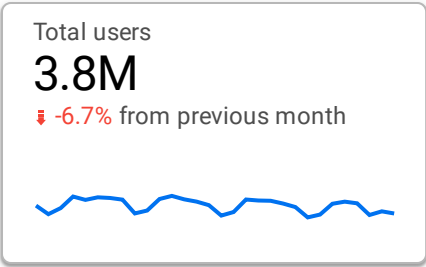
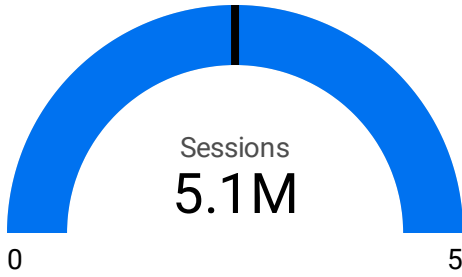




CBP.gov Web Performance Metrics

Google Single Site - CBP.gov



Top Pages

	Page title	Views	Bounce rate
1.	Global Entry U.S. Customs and Border Protection	1,152,795	28.83%
2.	U.S. Customs and Border Protection U.S. Customs and Bor...	652,510	36.79%
3.	Mobile Passport Control (MPC) U.S. Customs and Border ...	439,248	53.71%
4.	How to Apply for Global Entry U.S. Customs and Border Pr...	433,301	33%
5.	Eligibility for Global Entry U.S. Customs and Border Protect...	287,484	10.27%
6.	Arrival/Departure Forms: I-94 and I-94W U.S. Customs and...	241,215	31.47%
7.	CBP One™ Mobile Application U.S. Customs and Border Pr...	225,664	36.39%
8.	NEXUS U.S. Customs and Border Protection	182,686	45.08%
9.	Global Entry Enrollment on Arrival U.S. Customs and Bord...	171,737	30.88%
10.	Trusted Traveler Programs U.S. Customs and Border Prote...	150,477	11.08%

1 - 100 / 17188

Visits by Social Network

	Session source / medium	Sessions...	Engagement rate	Total use...
1.	linkedin / social_media	307	48.53%	237
2.	twitter / social_media	55	54.55%	25
3.	instagram.com / paid_social	13	38.46%	8
4.	truthsocial.com / referral	7	28.57%	4
5.	fb / social_pros	3	66.67%	3
6.	facebook / social	1	100%	1

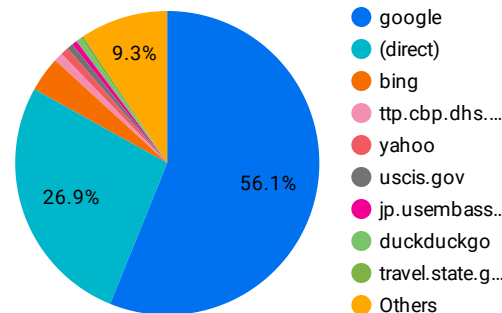
1 - 12 / 12

Visits By Device Category

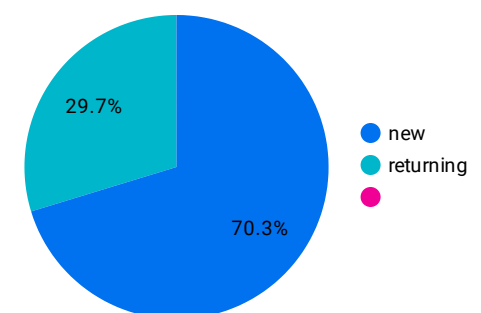
	Device category	Sessions	Engagement rate	Total users
1.	mobile	2,597,448	54.75%	1,987,956
2.	desktop	2,350,960	61.39%	1,664,803
3.	tablet	57,987	66.1%	46,561

1 - 4 / 4

Visits by Source



New vs. Returned Visitors



CBP.gov Web Search Metrics

Select date range ▼

CBP.gov Search Count

Event count
132,374

Views
8,613,328

Sessions
4,931,261

CBP.gov Site Search Terms

	Search term	Event count
1.	login	2,422
2.	renewal	1,477
3.	renew global entry	1,177
4.	log in	1,153
5.	renew	1,083
6.	Login	1,072
7.	sign in	847
8.	global entry renewal	804
9.	Log in	686
10.	i94	677
11.	travel history	592
12.	global entry interviews	582
13.	esta	577
14.	i94	533

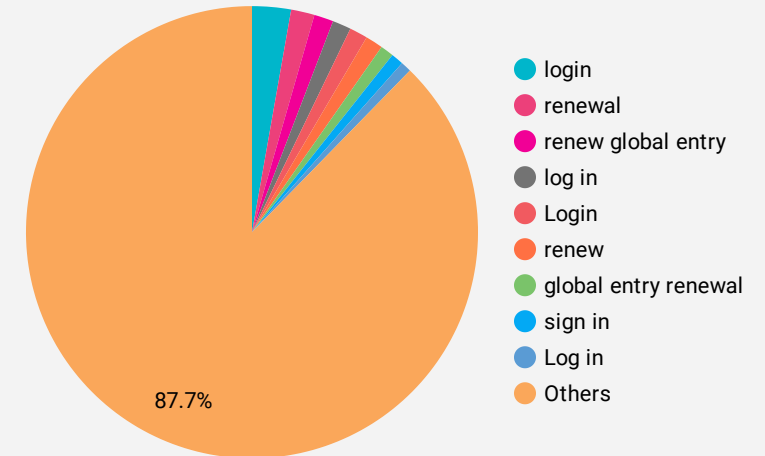
1 - 50000 / 55120 < >

Top Click Through by Query (Google External)

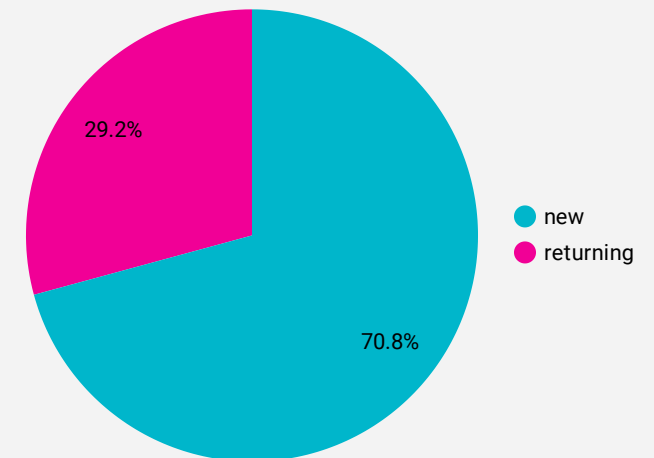
	Query	Url Clicks
1.	global entry	390,036
2.	global entry application	125,192
3.	global entry login	93,025
4.	cbp	44,078
5.	nexus	43,323
6.	senti	30,290
7.	trusted traveler program	29,178
8.	nexus login	27,423

1 - 50000 / 85654 < >

Search Term by Users



New / Returning Users



Search Impressions by Country (Google External)

	Country	Impressi...
1.	United States	72,542,034
2.	Canada	8,686,137
3.	Mexico	5,253,571

1 - 100 / 244 < >

Google Search Impressions

Impressions
116,855,012

Impressions
116,855,012