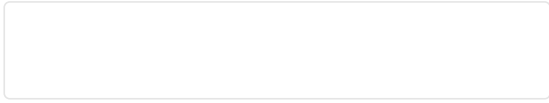**Web Performance Metrics-CBP.gov**

Apr 1, 2019 - Apr 30, 2019

Total Visits

4,034,897
% of Total: **100.00% (4,034,897)**

Pageviews

9,158,303
% of Total: **100.00% (9,158,303)**

Avg. Visit Duration

00:01:51
Avg for View: **00:01:51 (0.00%)**

Unique Visitors

2,945,031
% of Total: **100.00% (2,945,031)**

Avg. Pages / Visit

2.27
Avg for View: **2.27 (0.00%)**

Avg. Time on Page

00:01:27
Avg for View: **00:01:27 (0.00%)**

Bounce Rate

49.34%
Avg for View: **49.34% (0.00%)**

Top Pages

Page Title	Pageviews
Global Entry	U.S. Customs and Border Protection	910,173
U.S. Customs and Border Protection	Securing America's Borders	543,517
How to Apply for Global Entry	U.S. Customs and Border Protection	406,639
Border Patrol Agent - Apply Now	U.S. Customs and Border Protection	331,615
Locate a Port of Entry	U.S. Customs and Border Protection	242,306
Global Entry Enrollment Centers	U.S. Customs and Border Protection	222,218
Arrival/Departure Forms: I-94 and I-94 W	U.S. Customs and Border Protection	172,876
Travel	U.S. Customs and Border Protection	136,765
Careers	U.S. Customs and Border Protection	134,358
Electronic System for Travel Authorization	U.S. Customs and Border Protection	124,068

Visits by Social Network

Social Network	Sessions
Facebook	30,265
Twitter	14,474
YouTube	1,944
TripAdvisor	1,088
LinkedIn	654
Naver	625
reddit	353

Visits by Source

Legend: google, (direct), bing, search.usa.gov, FB, Other

49.7% / 25.8% / 15.8%
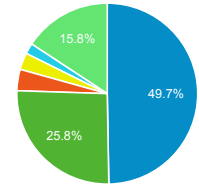
New vs. Returned Visitors

Legend: New Visitor, Returning Visitor

77% / 23%
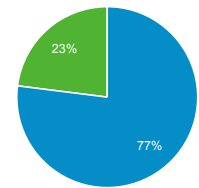
Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,577,950	2.62
Yes	3,580,353	1.88