

All Users  
100.00% Sessions

### Sessions

**3,037,178**  
% of Total: 100.00% (3,037,178)

### Visits to CBP.gov

**3,037,178**  
% of Total: 100.00% (3,037,178)

### Total Internal Searches

**112,302**  
% of Total: 100.00% (112,302)

### Total External Searches (Google)

**1,406,975**  
% of Total: 46.33% (3,037,178)

### Organic Search Traffic

Full Referrer	Sessions
google	1,275,200
bing	83,566
yahoo	25,670
duckduckgo	16,573
baidu	3,941
ecosia.org	1,364
qwant.com	221
naver	176
aol	88
yandex	64

### Sessions by Shared URL

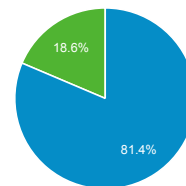
Shared URL	Sessions
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters	3,717
www.cbp.govwww.cbp.gov/	2,834
www.cbp.govwww.cbp.gov/newsroom/local-media-release/two-yemeni-men-arrested-border-patrol-identified-fbi-terrorism-0	2,413
www.cbp.govwww.cbp.gov/newsroom/stats/southwest-land-border-encounters/usbp-sw-border-apprehensions	1,468
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-field-operations-pharr-international-bridge-seizes-over-4-million	1,380
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-march-2021-operational-update	1,001
www.cbp.govwww.cbp.gov/newsroom/local-media-release/jfk-airport-cbp-catches-highly-invasive-giant-african-snails-man-s	944
www.cbp.govwww.cbp.gov/newsroom/local-media-release/cbp-s-second-discovery-finches-less-month-jfk-airport	911
www.cbp.govwww.cbp.gov/newsroom/local-media-release/authorities-seize-44-pounds-cocaine-freighter-anchored-near-baltimore	891
www.cbp.govwww.cbp.gov/newsroom/stats/cbp-enforcement-statistics	727

### Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	3,017
renew global entry for us citizens	3,012
global entry renewal	1,883
login	1,288
log in	1,175
renewal	1,175
sentri	750
l-94	678
i-94	664
i94	659

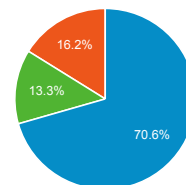
### New vs. Returned Visitors

New Visitor Returning Visitor



### Avg. Visits per Visitor

1 2 Other



## Top External Searches (Google Ads Reported)

<b>Keyword</b>	<b>Sessions</b>
(not set)	19,823
global entry	942
cbp	237
global entry application	234
cbp.gov	222
sentri	150
us customs and border protection	147
global entry login	120
customs and border protection	76
CBP	71