

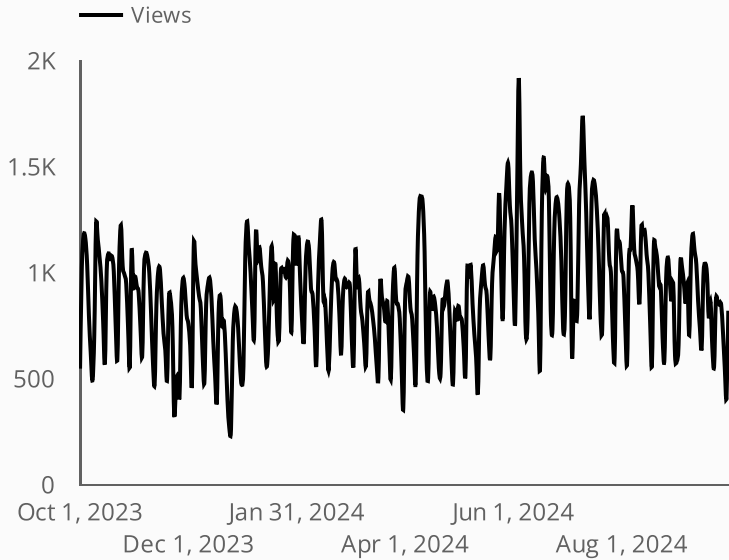


ARMY MWR

MWR Libraries

Views	Sessions	Total users	Engaged sessions	Engagement rate
332,347	249,246	161,514	158,803	64%
↓ -1.1%	↑ 0.1%	↑ 2.6%	↑ 33.7%	↑ 33.6%

How is site traffic trending?

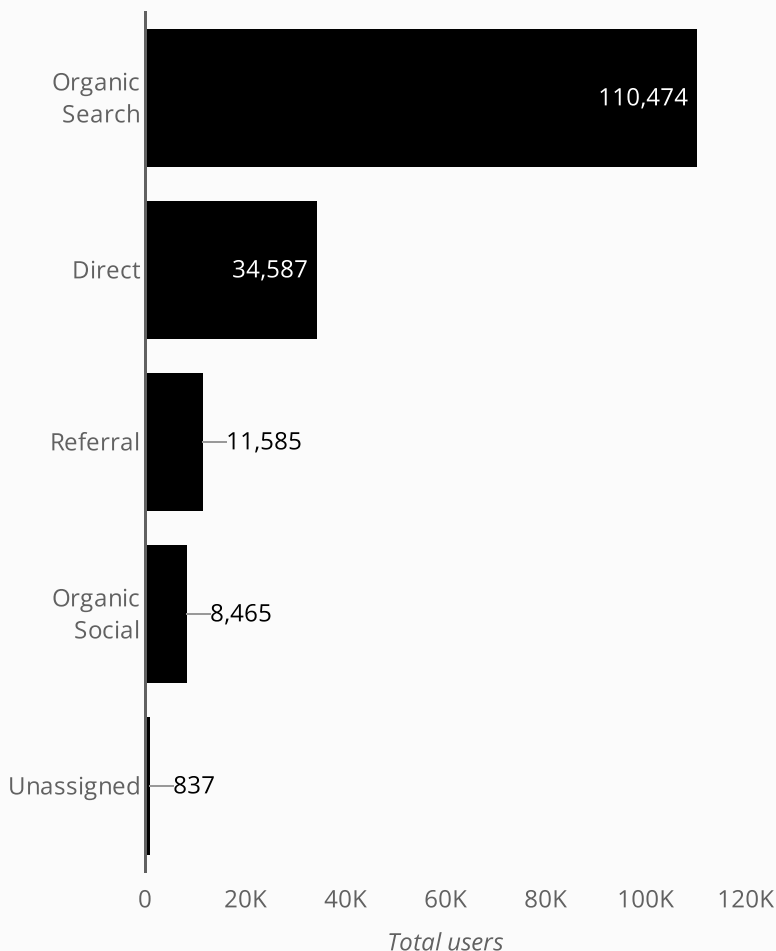


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	18,823
jblm.armymwr.com	15,456
liberty.armymwr.com	13,043
campbell.armymwr.com	7,546
hawaii.armymwr.com	6,339
knox.armymwr.com	6,052
moore.armymwr.com	5,630
humphreys.armymwr.com	5,623
wiesbaden.armymwr.com	5,231
cavazos.armymwr.com	5,208

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	102,153
(direct)	34,587
bing	5,747
m.facebook.com	5,082
mwrlibrary.armybiznet.com	2,679
army.dodmwrlibraries.org	2,657
home.army.mil	2,166
l.facebook.com	1,979
duckduckgo	1,472
yahoo	1,320

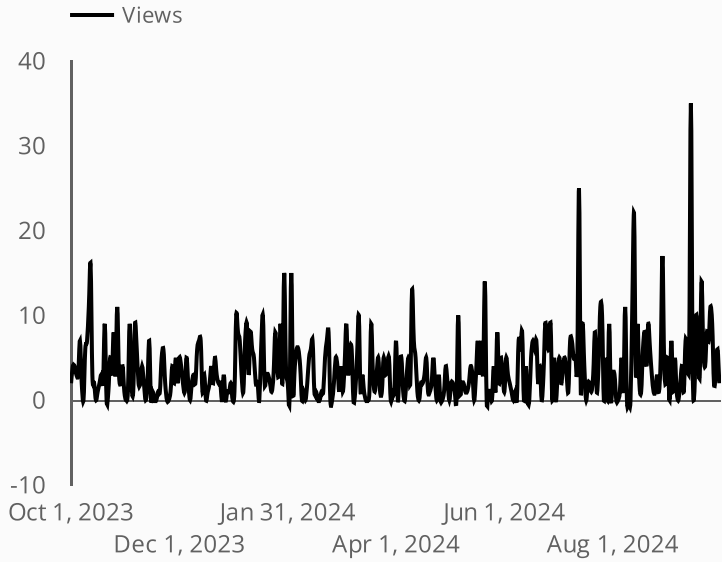


ARMY MWR

Aberdeen Proving Ground Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
1,371	1,089	810	770	71%
↓ -7.6%	↓ -5.7%	↓ -2.8%	↑ 71.1%	↑ 81.5%

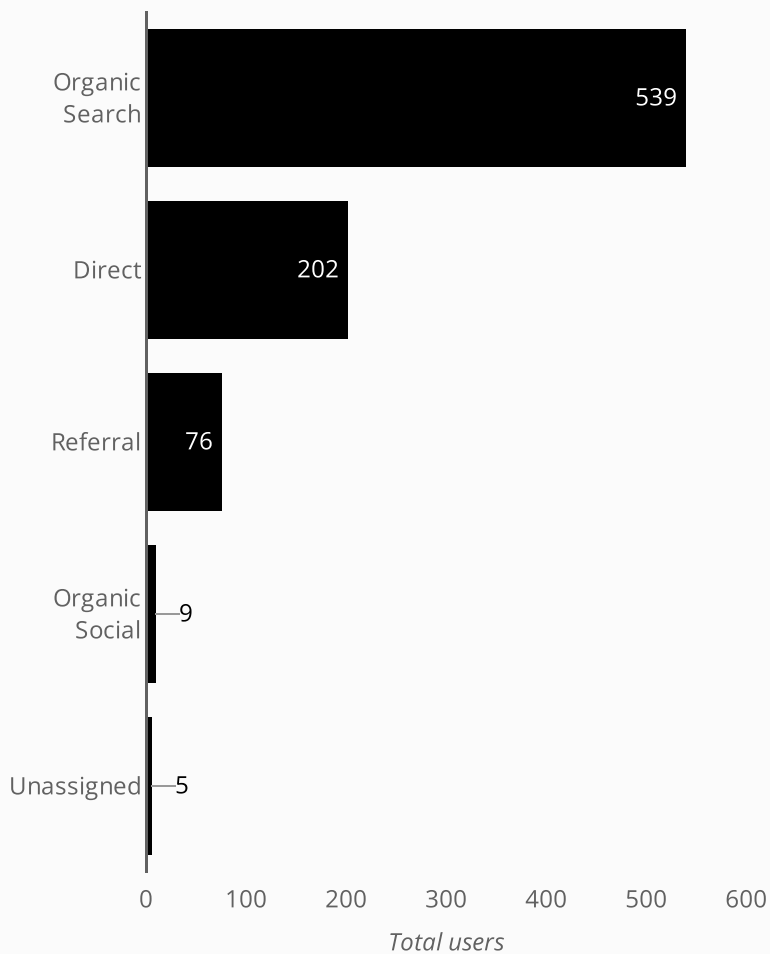
How is site traffic trending?



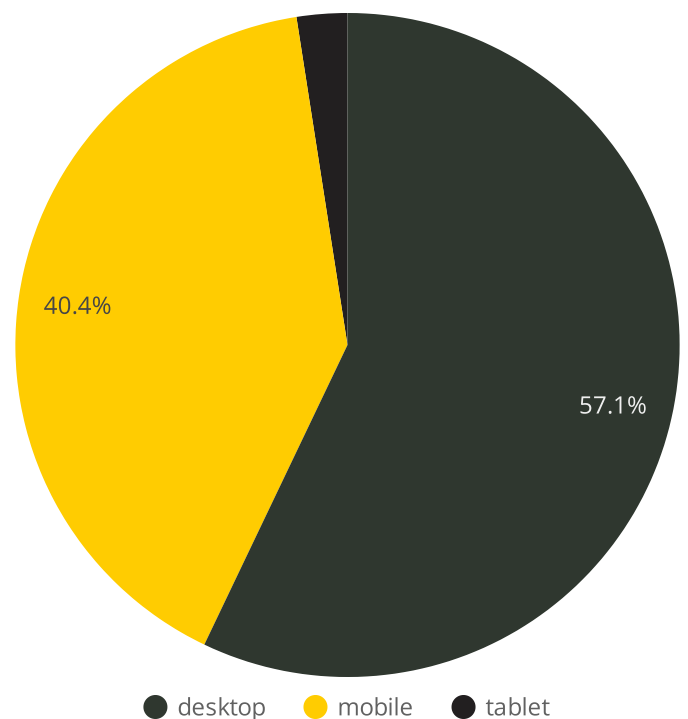
What are the top sources of traffic?

Session source	Total users	New users
google	487	280
(direct)	202	97
army.dodmwrlibraries.org	41	28
bing	30	15
home.army.mil	15	0
dodmwrlibraries.org	14	4
duckduckgo	11	4
yahoo	9	6
l.facebook.com	6	0
(not set)	5	0

Which channels are driving traffic?



What device are people using?



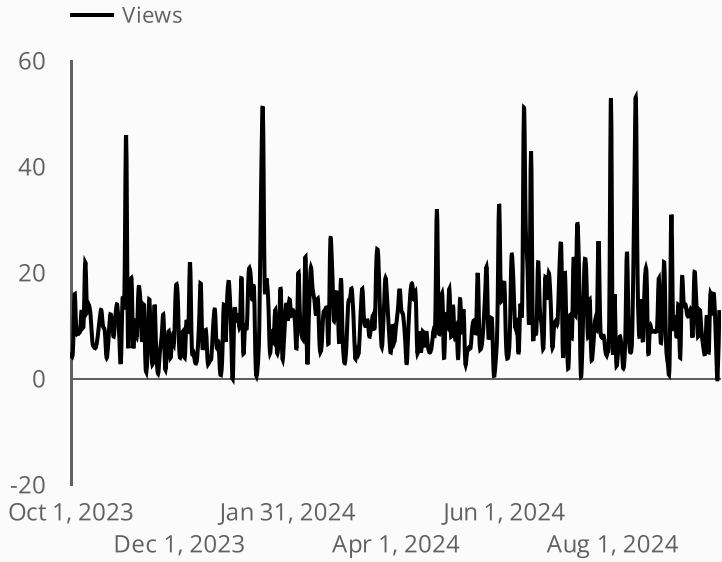


ARMY MWR

Ansbach

Views	Sessions	Total users	Engaged sessions	Engagement rate
4,290	3,703	2,131	2,133	58%
↑ 22.6%	↑ 24.5%	↑ 41.4%	↑ 95.2%	↑ 56.8%

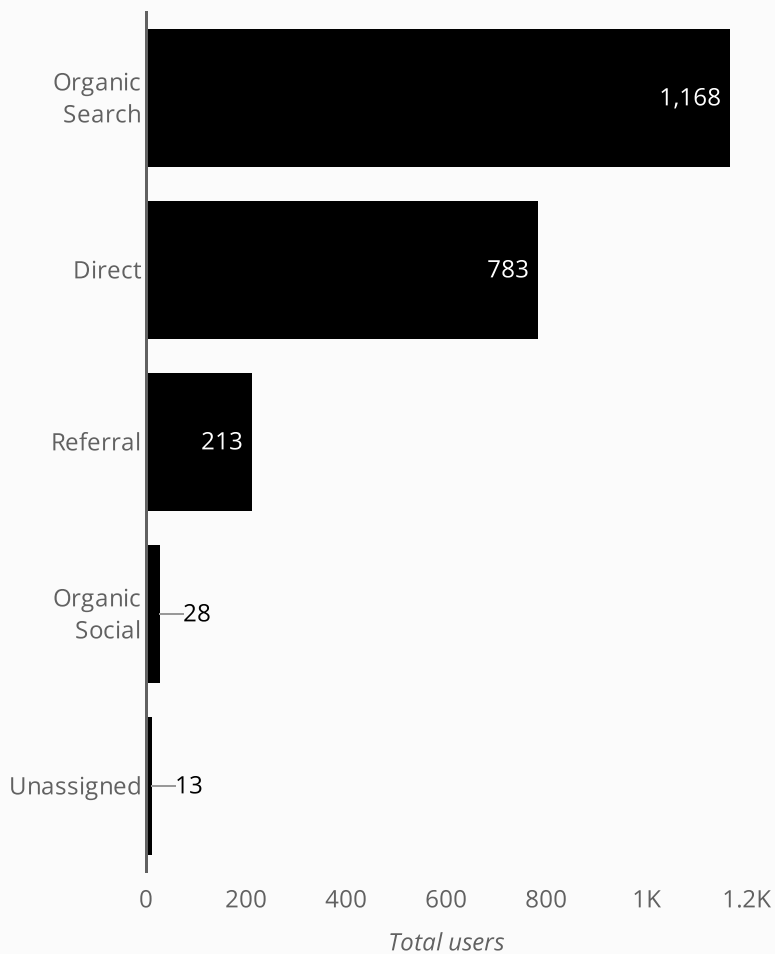
How is site traffic trending?



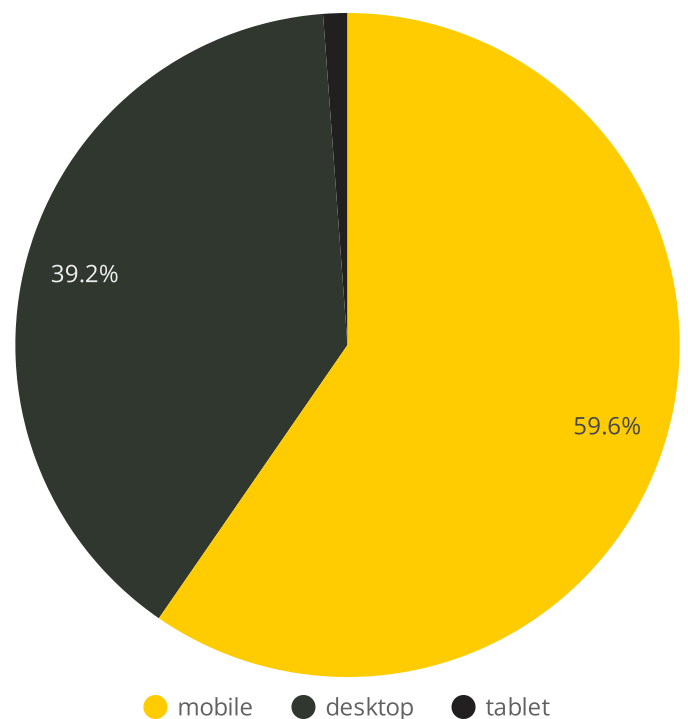
What are the top sources of traffic?

Session source	Total users	New users
google	1,116	749
(direct)	783	675
mwrlibrary.armybiznet.com	136	70
bing	33	10
army.dodmwrlibraries.org	22	11
m.facebook.com	20	12
libraryaware.com	16	12
home.army.mil	16	2
(not set)	13	0
duckduckgo	10	8

Which channels are driving traffic?



What device are people using?



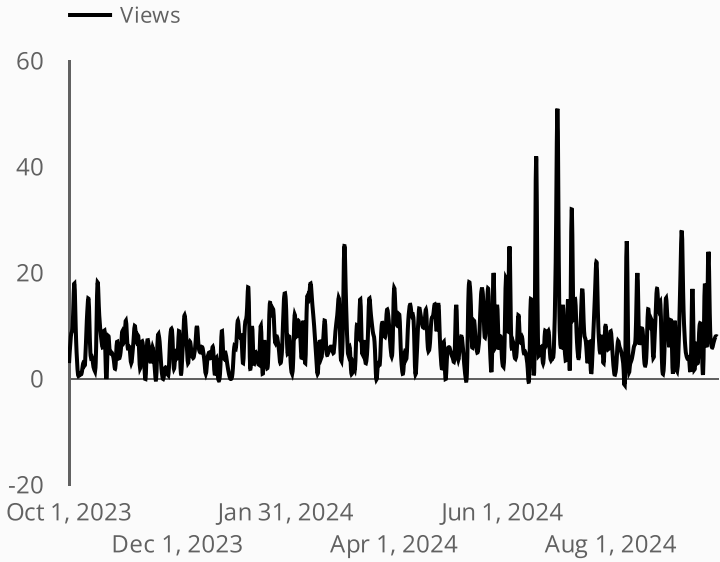


ARMY MWR

Baumholder

Views	Sessions	Total users	Engaged sessions	Engagement rate
2,834	2,418	1,523	1,520	63%
↑ 13.5%	↑ 16.7%	↑ 18.1%	↑ 64.7%	↑ 41.1%

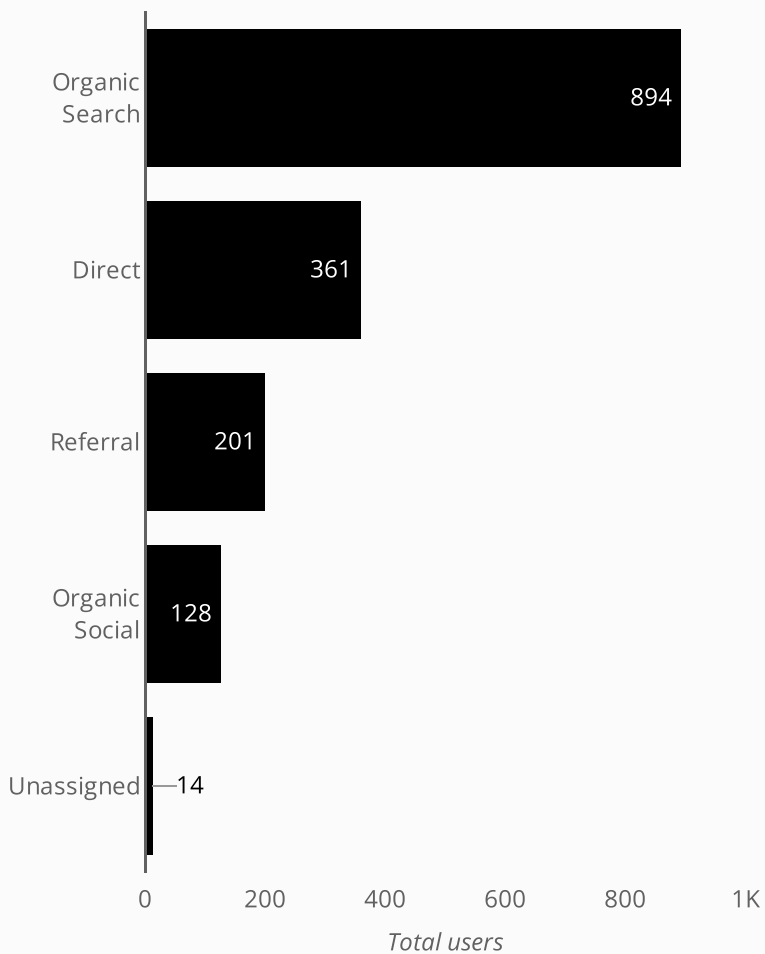
How is site traffic trending?



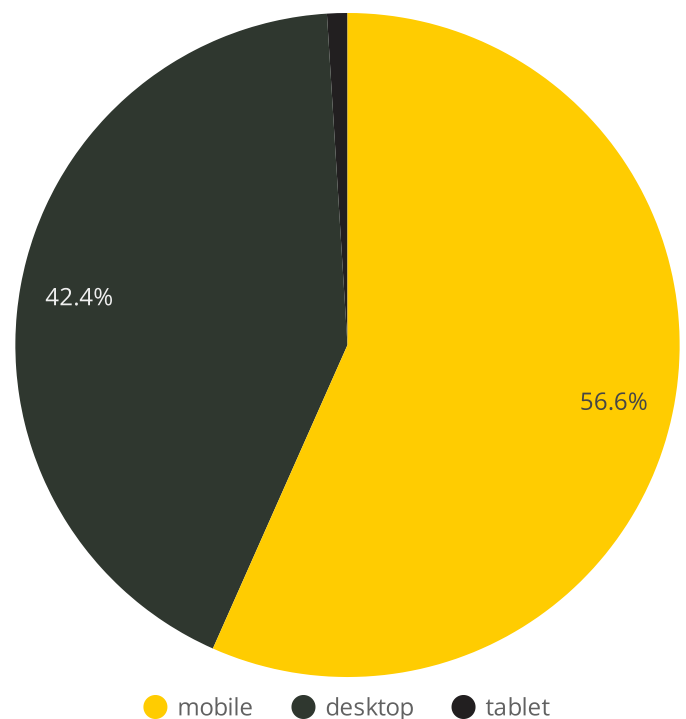
What are the top sources of traffic?

Session source	Total users	New users
google	841	482
(direct)	361	222
mwrlibrary.armybiznet.com	137	76
m.facebook.com	76	48
bing	38	18
lm.facebook.com	27	9
l.facebook.com	18	4
army.dodmwrlibraries.org	16	8
app.asana.com	16	1
(not set)	14	0

Which channels are driving traffic?



What device are people using?



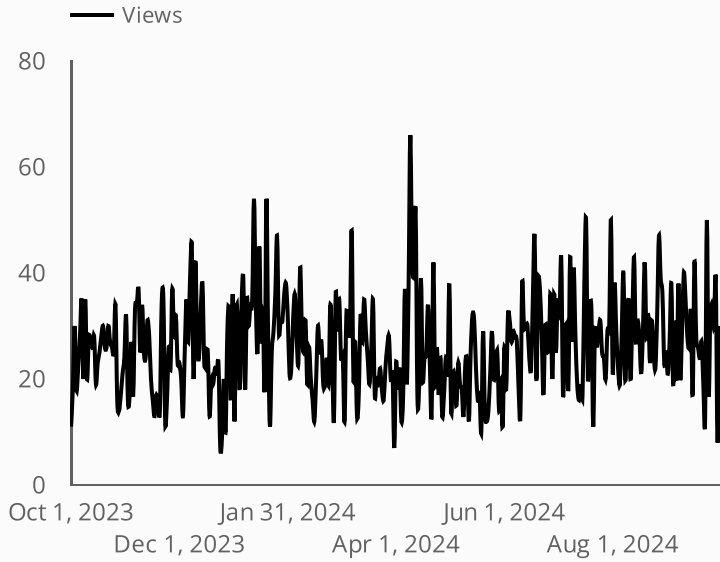


ARMY MWR

SFC Ray E. Duke Memorial Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
9,623	8,262	5,020	5,230	63%
↓ -27.1%	↓ -26.7%	↓ -24.3%	↓ -2.4%	↑ 33.3%

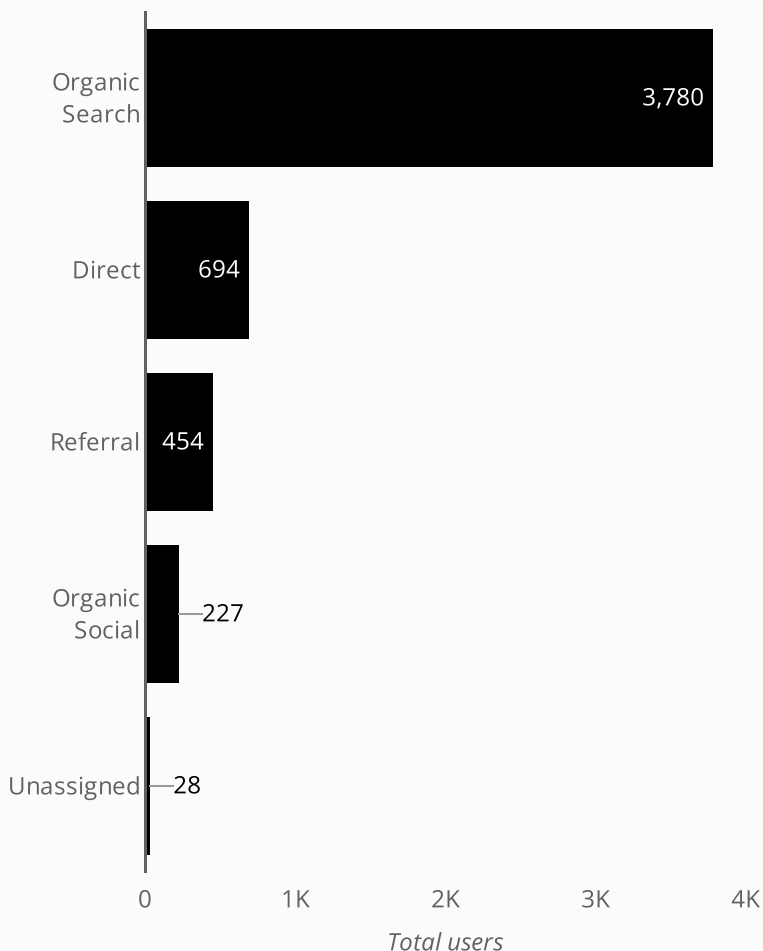
How is site traffic trending?



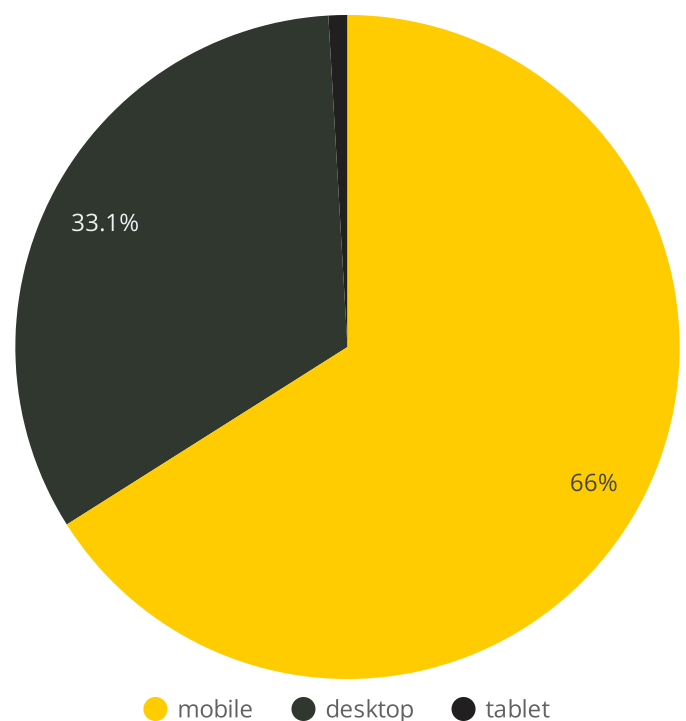
What are the top sources of traffic?

Session source	Total users	New users
google	3,670	2,226
(direct)	694	479
dodmwrlibraries.org	205	113
army.dodmwrlibraries.org	161	96
m.facebook.com	126	93
bing	56	8
l.facebook.com	52	17
lm.facebook.com	43	12
mwrlibrary.armybiznet.com	37	21
home.army.mil	28	0

Which channels are driving traffic?



What device are people using?



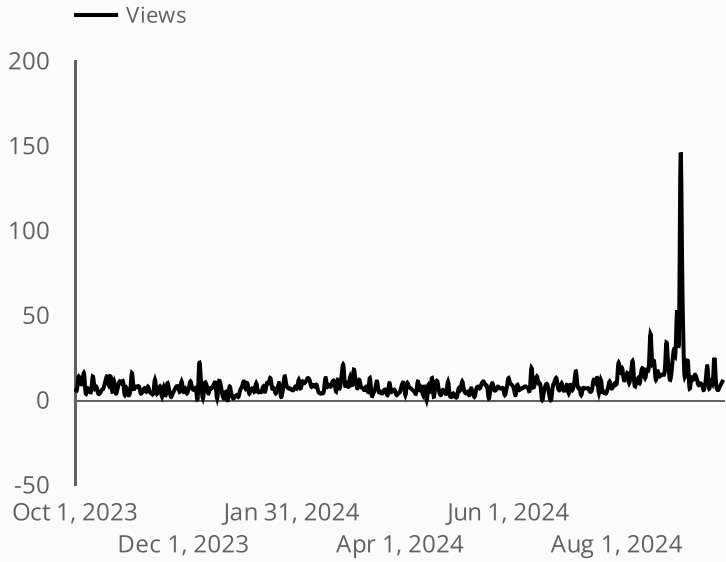


ARMY MWR

Suwon Airbase

Views	Sessions	Total users	Engaged sessions	Engagement rate
3,416	3,095	2,777	2,369	77%
↓ -12.1%	↓ -10.5%	↓ -10.0%	↑ 171.7%	↑ 203.7%

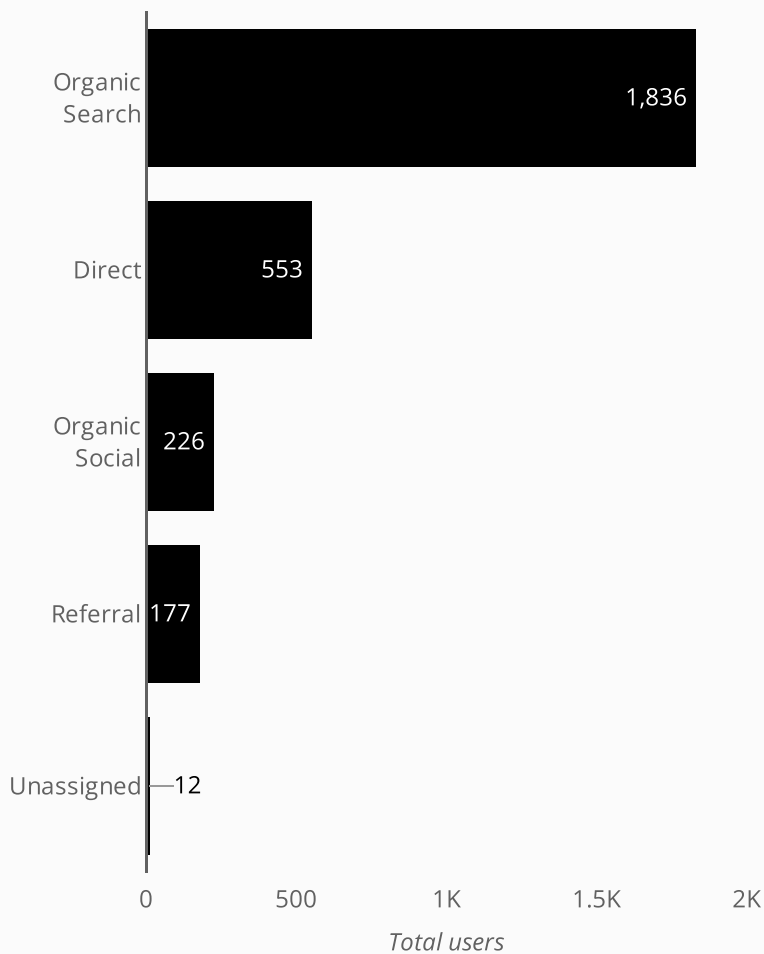
How is site traffic trending?



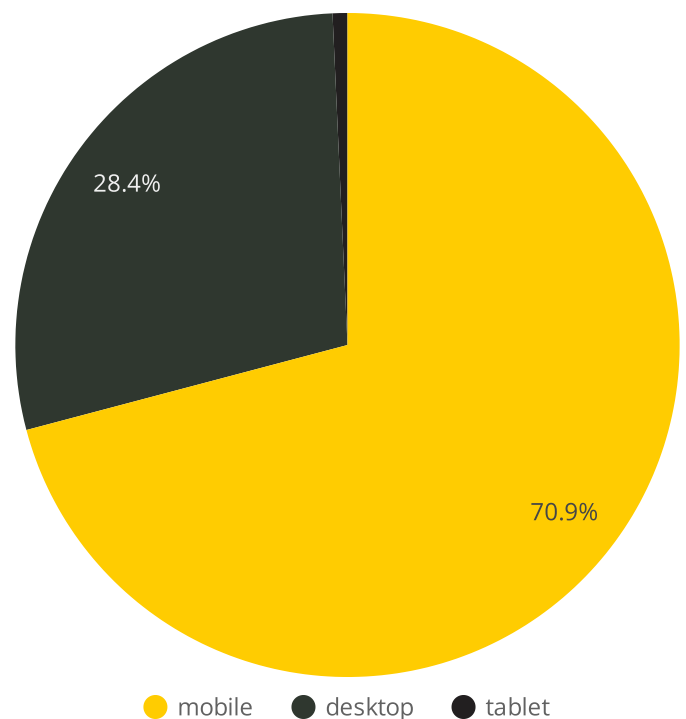
What are the top sources of traffic?

Session source	Total users	New users
google	1,749	632
(direct)	553	335
m.facebook.com	147	102
home.army.mil	123	0
bing	58	16
lm.facebook.com	41	9
l.facebook.com	25	0
army.dodmwrlibraries.org	15	12
yahoo	13	3
(not set)	12	0

Which channels are driving traffic?



What device are people using?





ARMY MWR

Dugway Proving Ground

Views

534

↑ 64.3%

Sessions

340

↑ 59.6%

Total users

283

↑ 61.7%

Engaged sessions

241

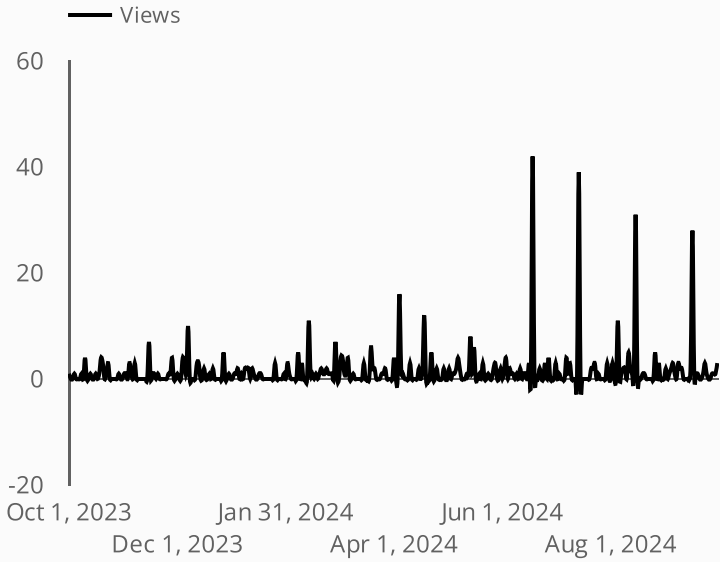
↑ 167.8%

Engagement rate

71%

↑ 67.8%

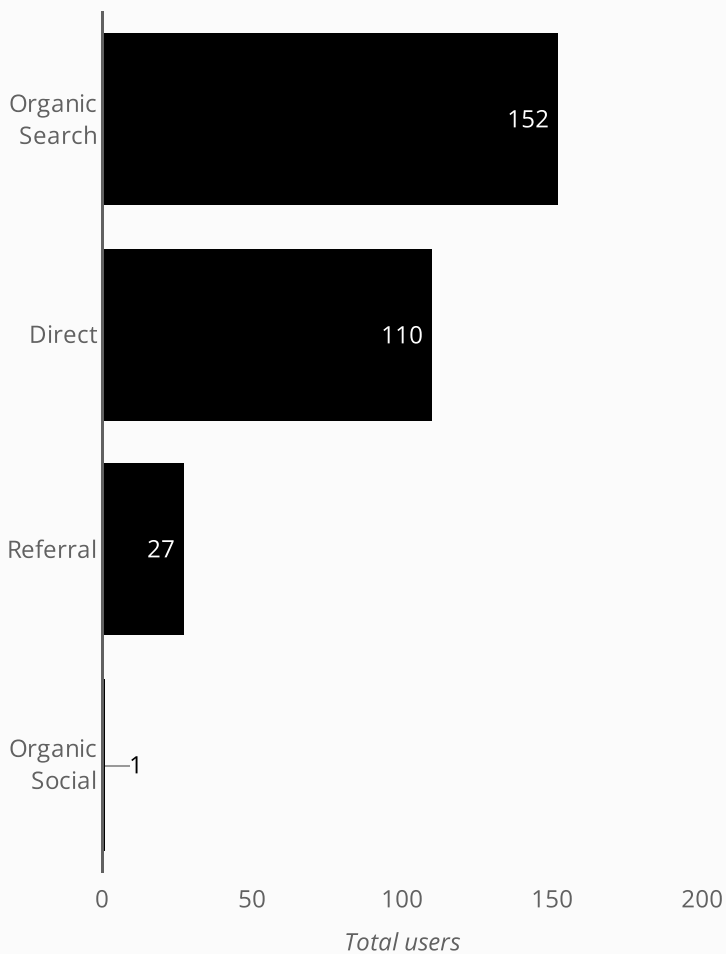
How is site traffic trending?



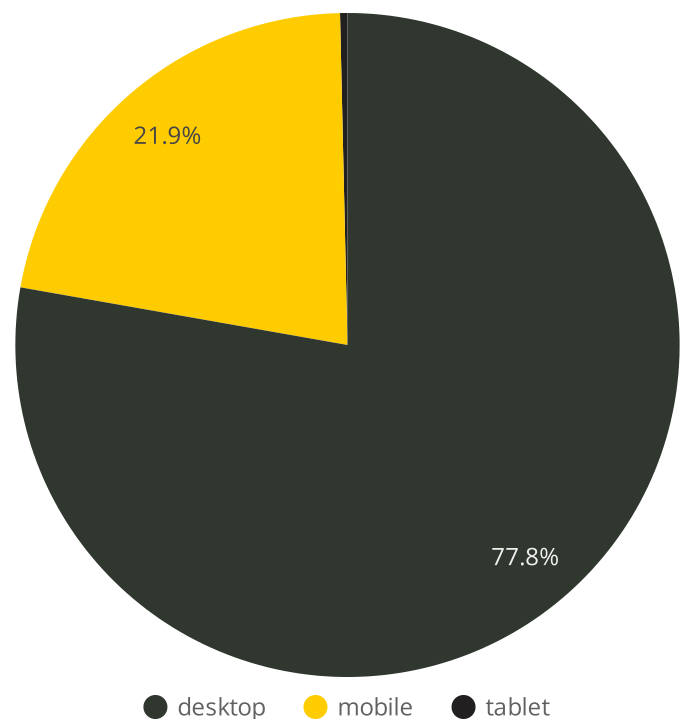
What are the top sources of traffic?

Session source	Total users	New users
google	135	86
(direct)	110	75
bing	14	10
dodmwrlibraries.org	9	0
army.dodmwrlibraries.org	7	5
mwrlibrary.armybiznet.com	5	3
yahoo	3	0
mylibraryus.armybiznet.com	2	0
installations.militaryonesour...	1	1
uen.org	1	1

Which channels are driving traffic?



What device are people using?



● desktop ● mobile ● tablet

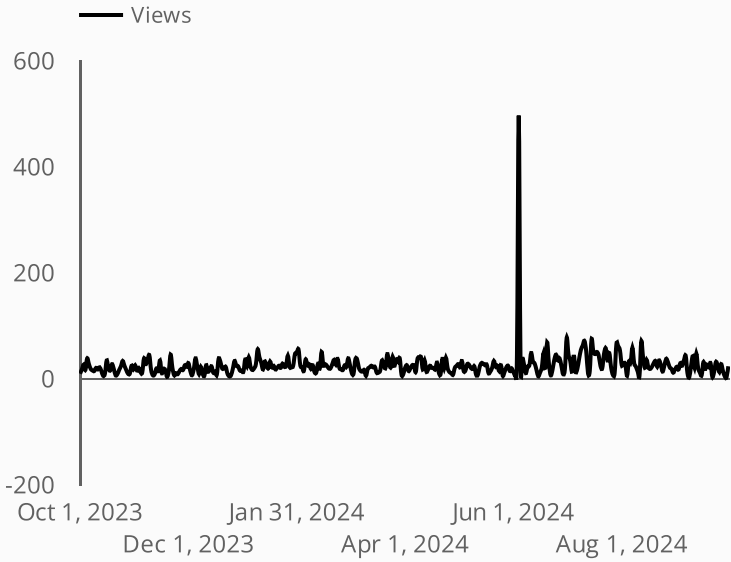


ARMY MWR

Fort Belvoir

Views	Sessions	Total users	Engaged sessions	Engagement rate
9,576	7,748	5,076	4,823	62%
↓ -1.9%	↓ -3.0%	↓ -3.5%	↑ 26.0%	↑ 29.9%

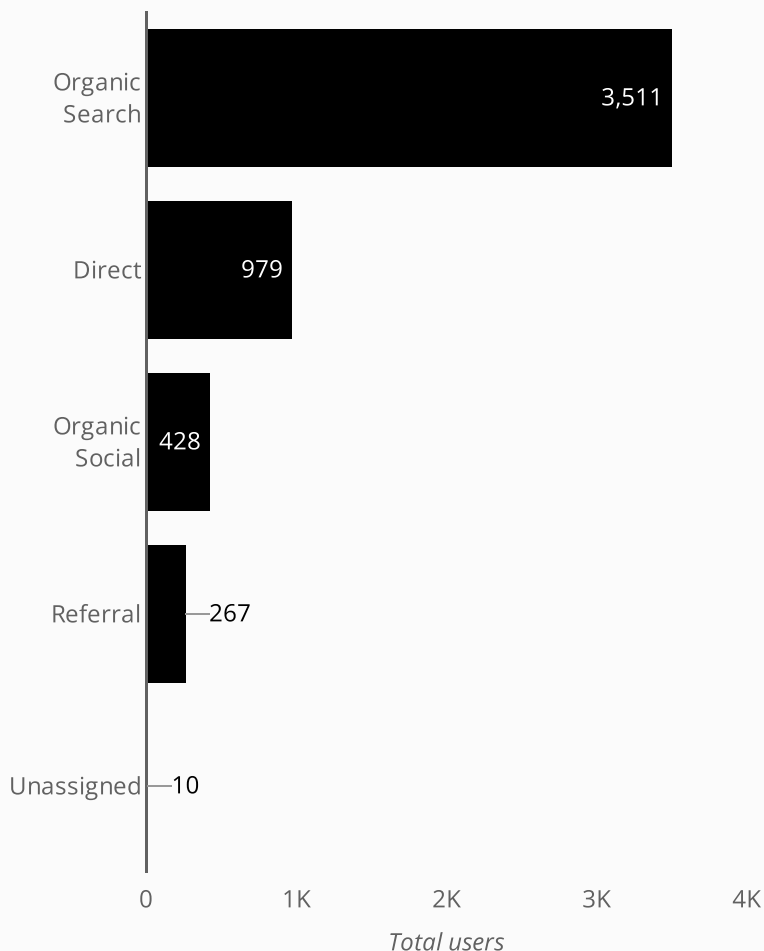
How is site traffic trending?



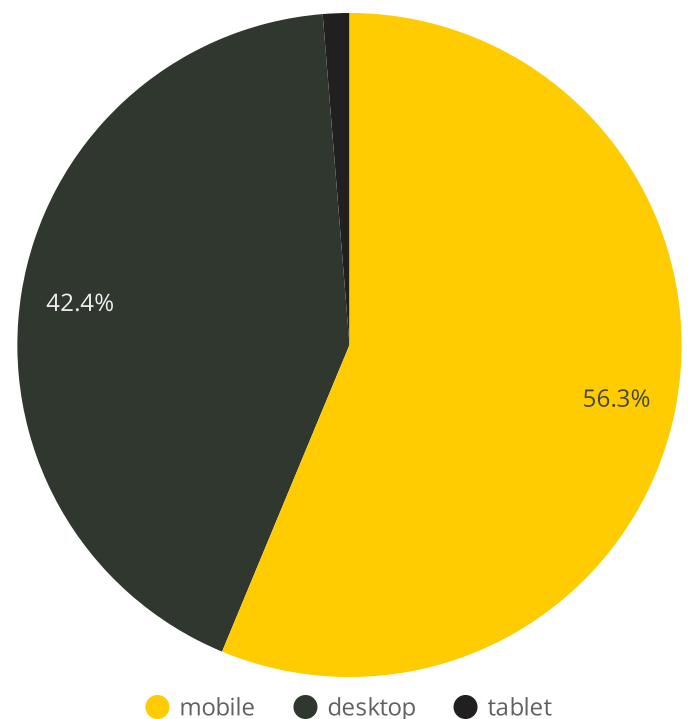
What are the top sources of traffic?

Session source	Total users	New users
google	3,206	2,170
(direct)	979	655
m.facebook.com	293	184
bing	185	117
army.dodmwrlibraries.org	86	47
duckduckgo	80	62
lm.facebook.com	73	16
mwrlibrary.armybiznet.com	70	38
l.facebook.com	53	21
yahoo	44	28

Which channels are driving traffic?



What device are people using?



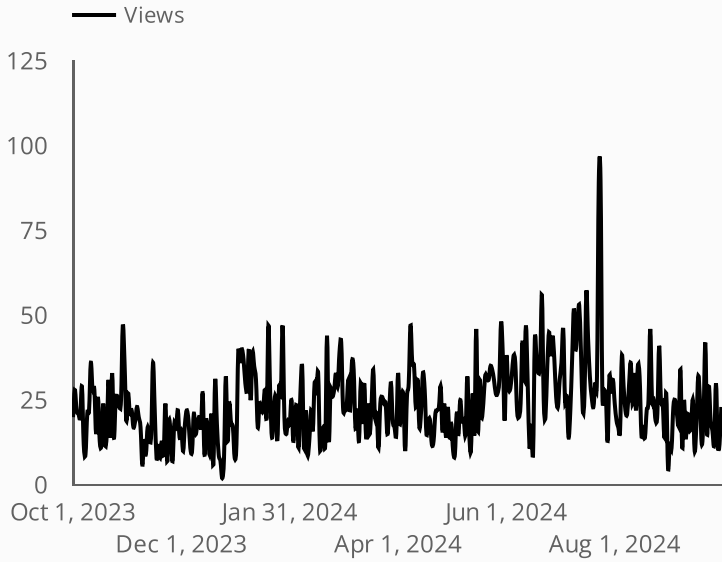


ARMY MWR

Fort Moore

Views	Sessions	Total users	Engaged sessions	Engagement rate
8,825	7,639	5,630	4,896	64%
↑ 27.3%	↑ 36.7%	↑ 41.4%	↑ 94.8%	↑ 42.5%

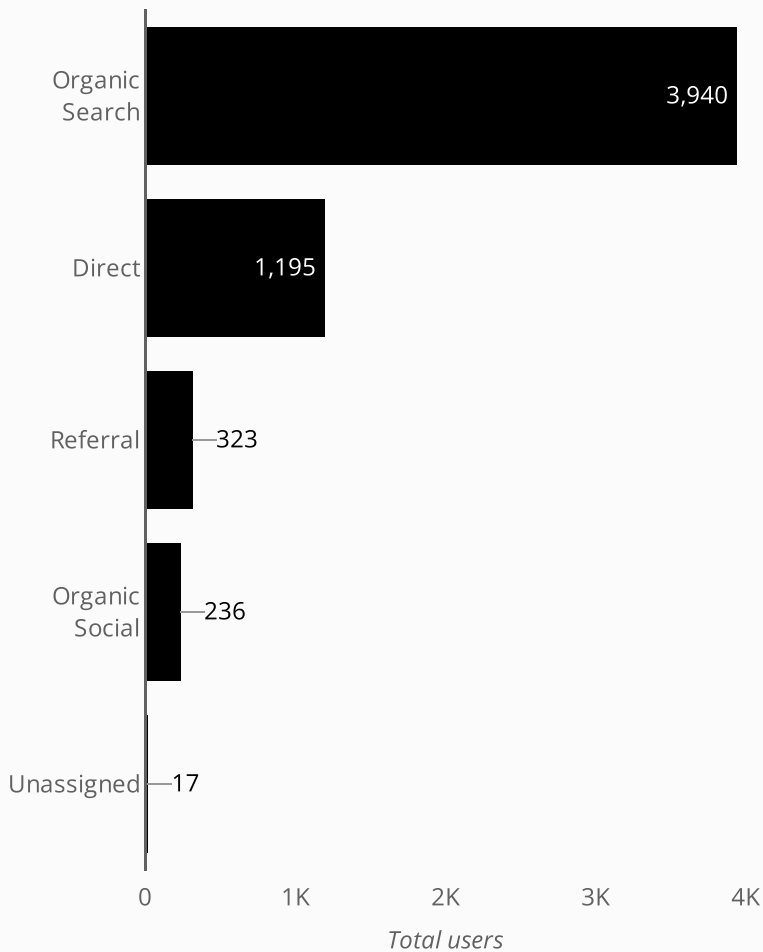
How is site traffic trending?



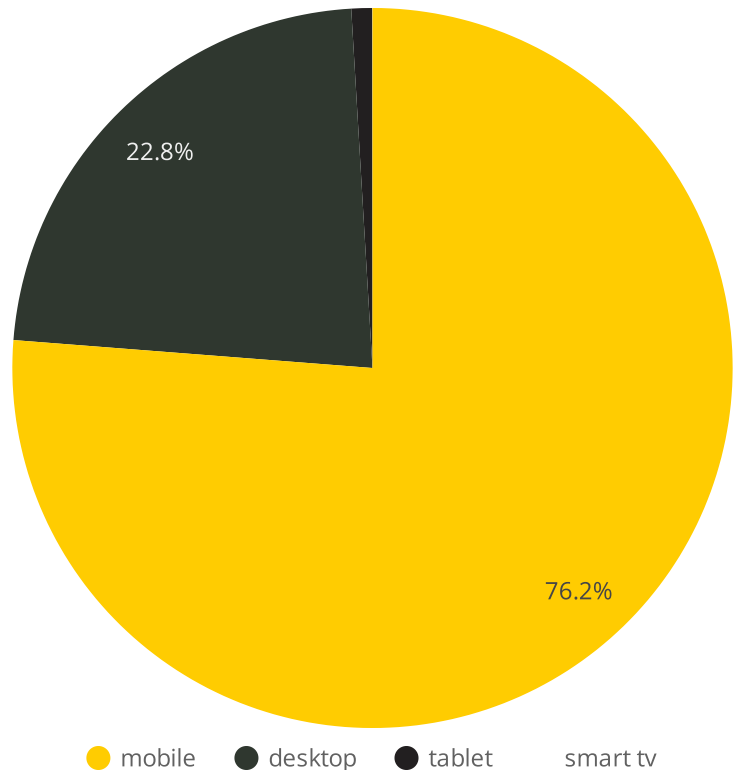
What are the top sources of traffic?

Session source	Total users	New users
google	3,718	2,057
(direct)	1,195	880
m.facebook.com	152	99
bing	151	79
moore.army.mil	105	46
usajobs.gov	48	33
army.dodmwrlibraries.org	46	34
yahoo	37	20
lm.facebook.com	37	13
l.facebook.com	36	5

Which channels are driving traffic?



What device are people using?



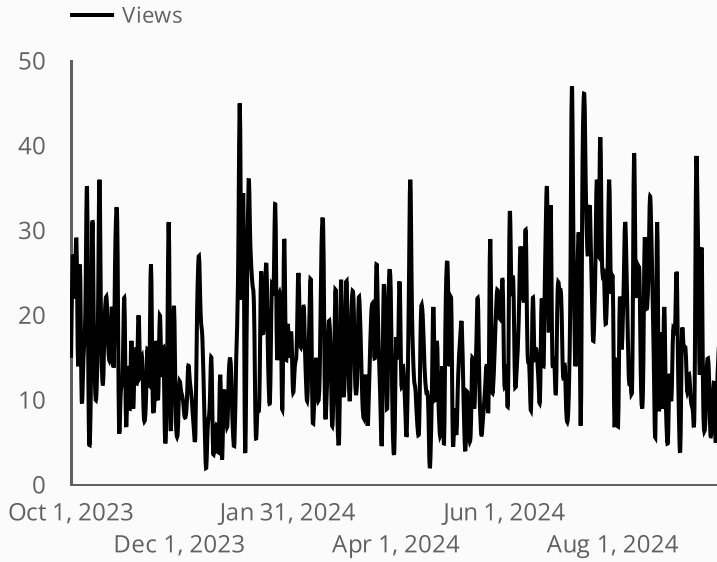


ARMY MWR

Fort Bliss

Views	Sessions	Total users	Engaged sessions	Engagement rate
6,080	4,803	3,421	3,315	69%
↓ -21.0%	↓ -13.6%	↓ -9.0%	↑ 14.1%	↑ 32.1%

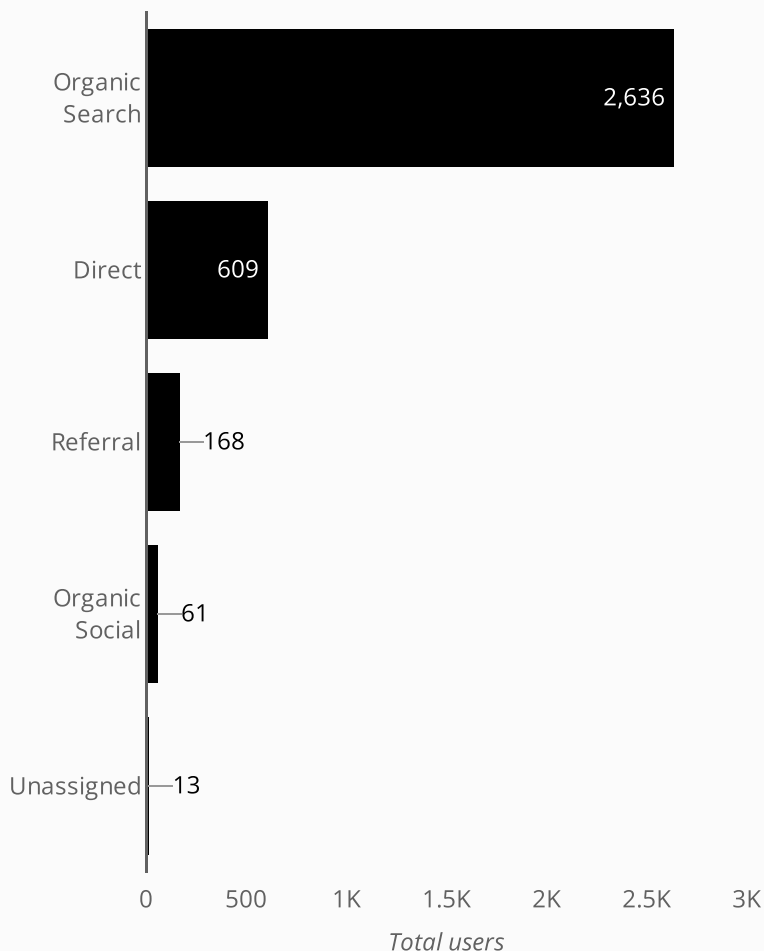
How is site traffic trending?



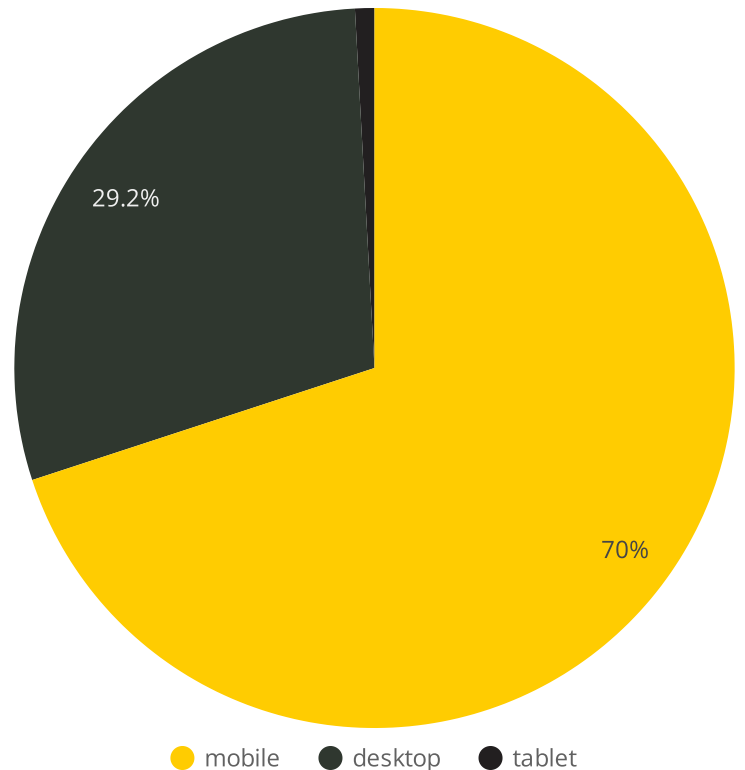
What are the top sources of traffic?

Session source	Total users	New users
google	2,437	1,586
(direct)	609	454
bing	143	96
army.dodmwrlibraries.org	56	33
m.facebook.com	41	26
yahoo	36	23
home.army.mil	32	3
duckduckgo	20	13
l.facebook.com	16	10
dodmwrlibraries.org	13	5

Which channels are driving traffic?



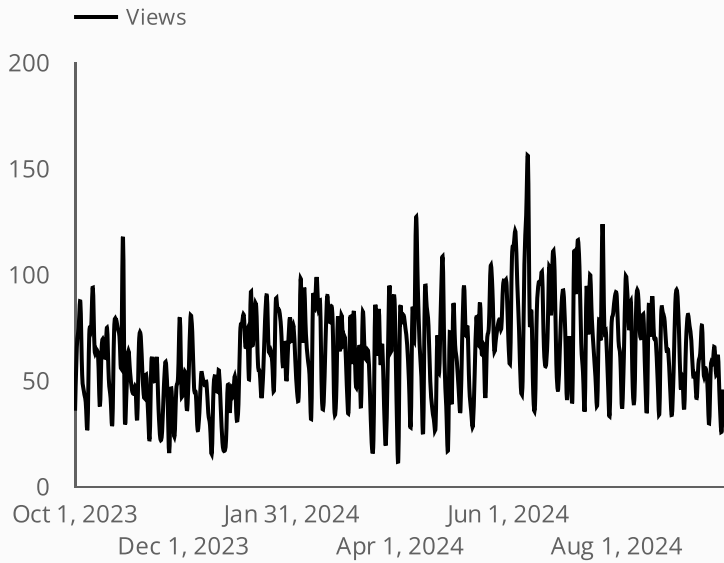
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
23,295	19,682	13,045	12,298	62%
↑ 1.8%	↑ 1.8%	↑ 6.7%	↑ 41.4%	↑ 38.9%

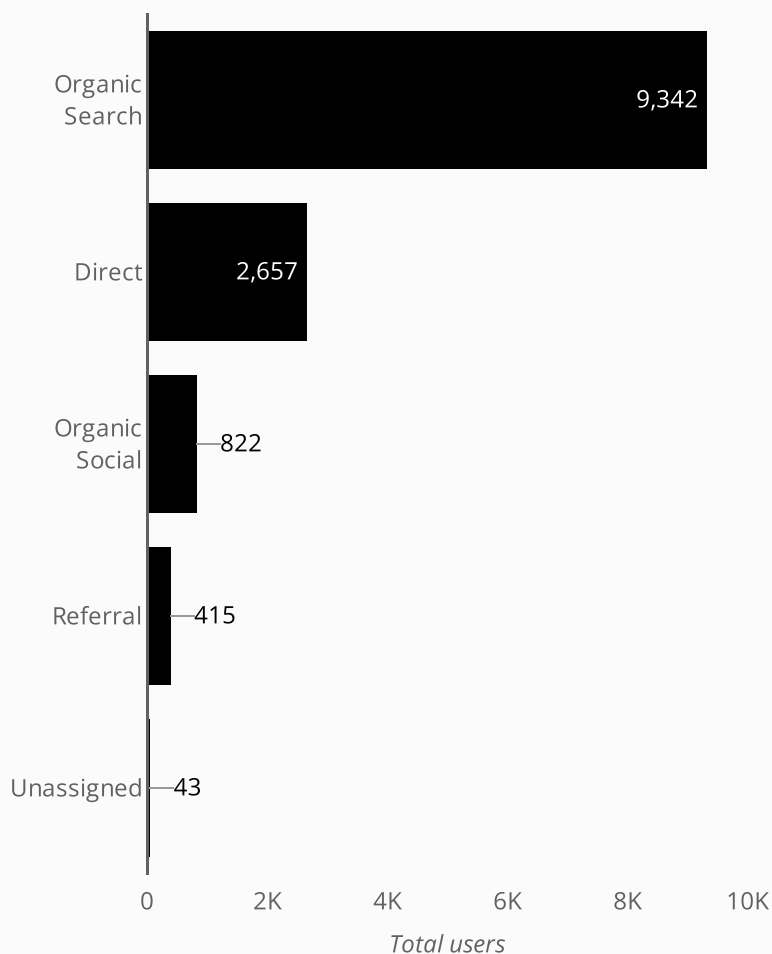
How is site traffic trending?



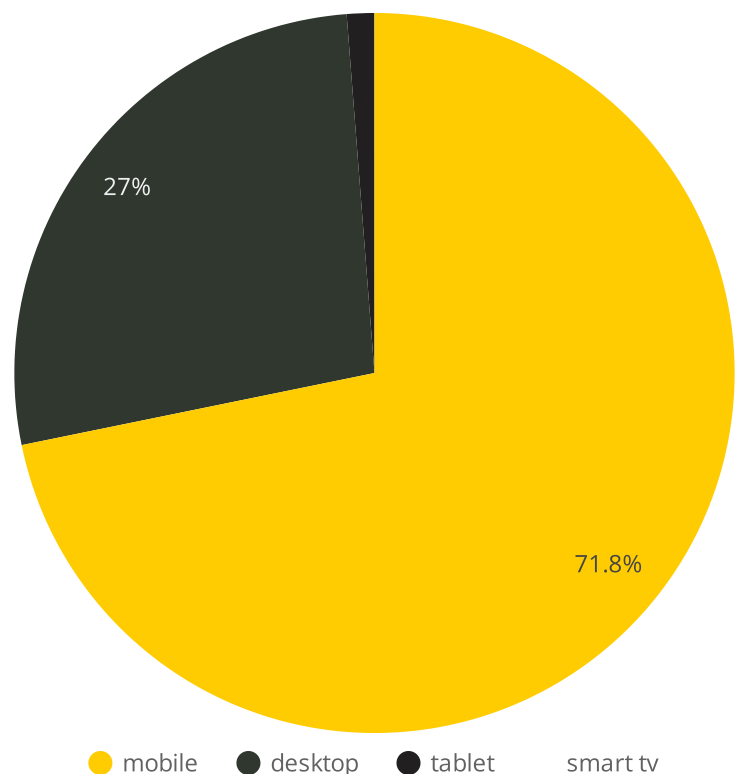
What are the top sources of traffic?

Session source	Total users	New users
google	8,597	6,047
(direct)	2,657	2,055
bing	517	351
m.facebook.com	414	210
l.facebook.com	285	189
army.dodmwrlibraries.org	118	74
duckduckgo	106	75
yahoo	99	61
lm.facebook.com	97	28
home.army.mil	94	39

Which channels are driving traffic?



What device are people using?



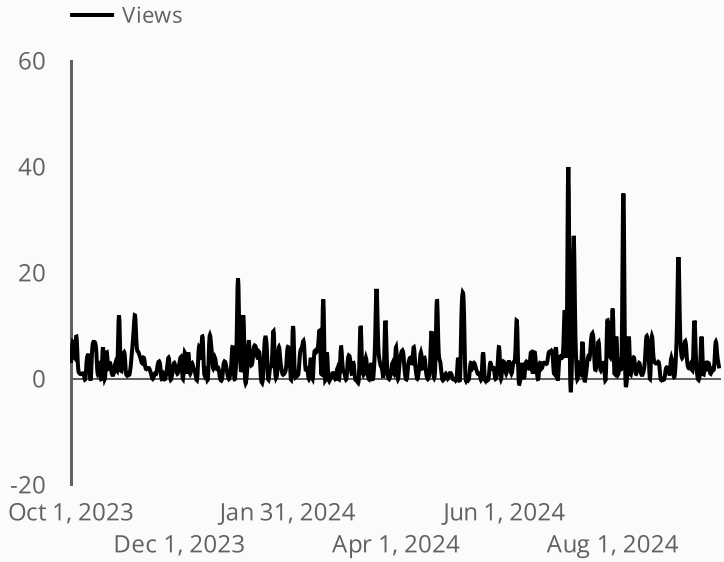


ARMY MWR

Fort Buchanan

Views	Sessions	Total users	Engaged sessions	Engagement rate
1,272	903	729	645	71%
↓ -17.9%	↓ -7.8%	↓ -2.9%	↑ 45.9%	↑ 58.2%

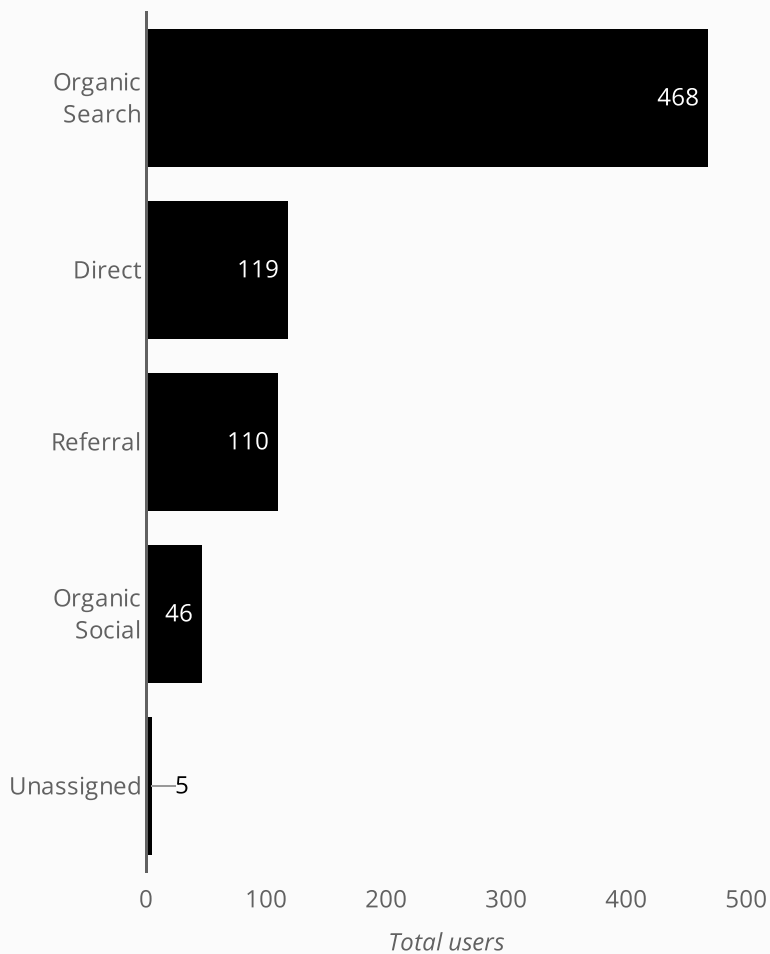
How is site traffic trending?



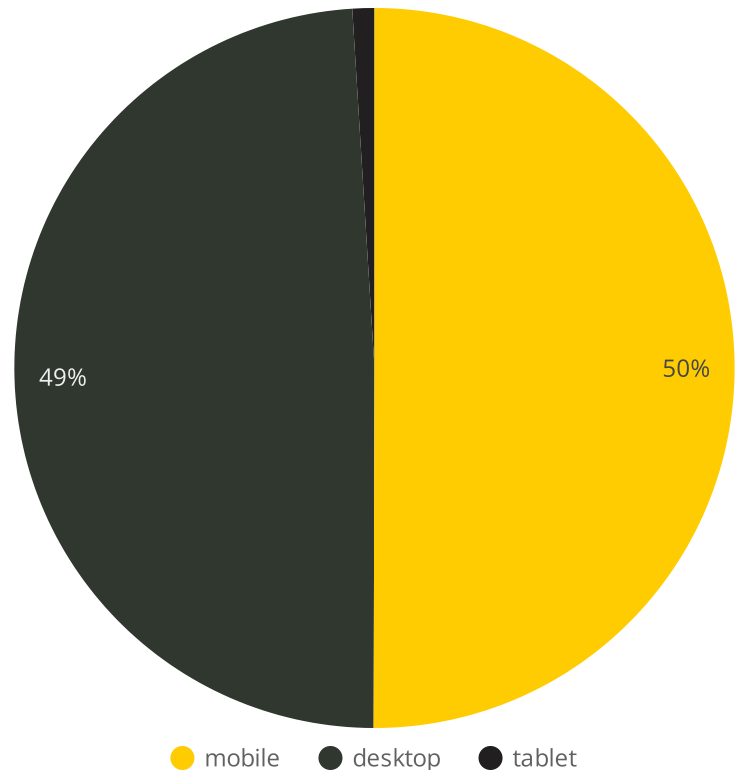
What are the top sources of traffic?

Session source	Total users	New users
google	424	274
(direct)	119	78
army.dodmwrlibraries.org	44	27
bing	30	19
dodmwrlibraries.org	29	19
facebook.com	24	24
l.facebook.com	12	1
linktr.ee	10	7
home.army.mil	9	0
yahoo	7	2

Which channels are driving traffic?



What device are people using?



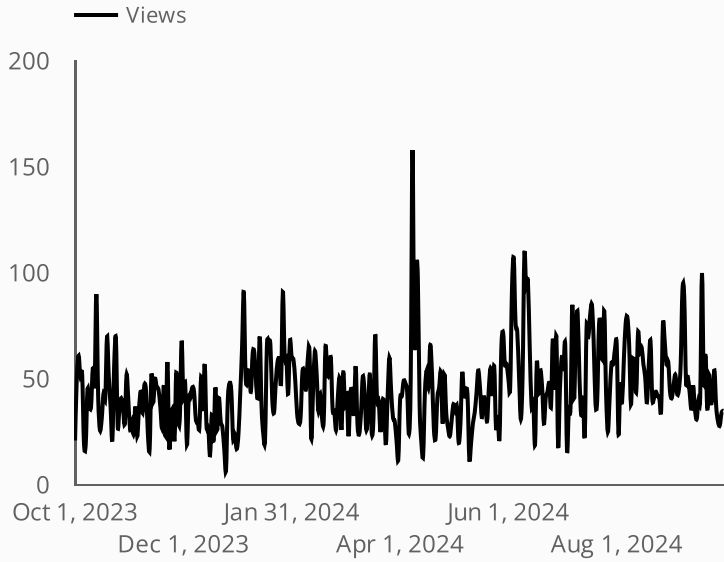


ARMY MWR

Fort Campbell

Views	Sessions	Total users	Engaged sessions	Engagement rate
16,764	12,058	7,548	7,370	61%
↑ 15.4%	↑ 8.9%	↑ 15.5%	↑ 44.5%	↑ 32.7%

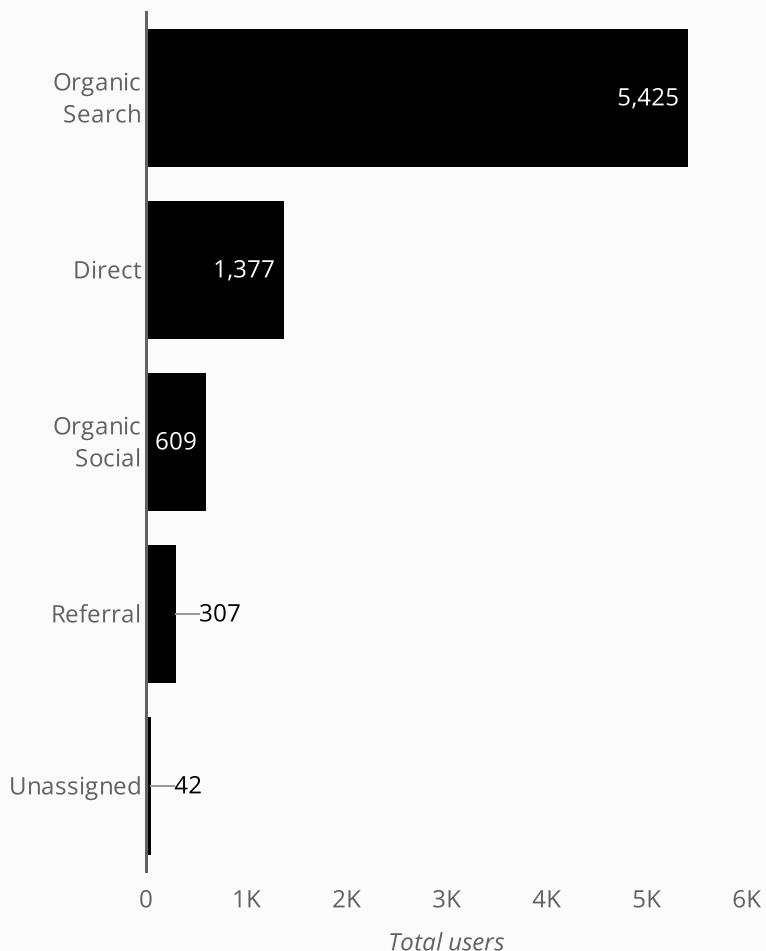
How is site traffic trending?



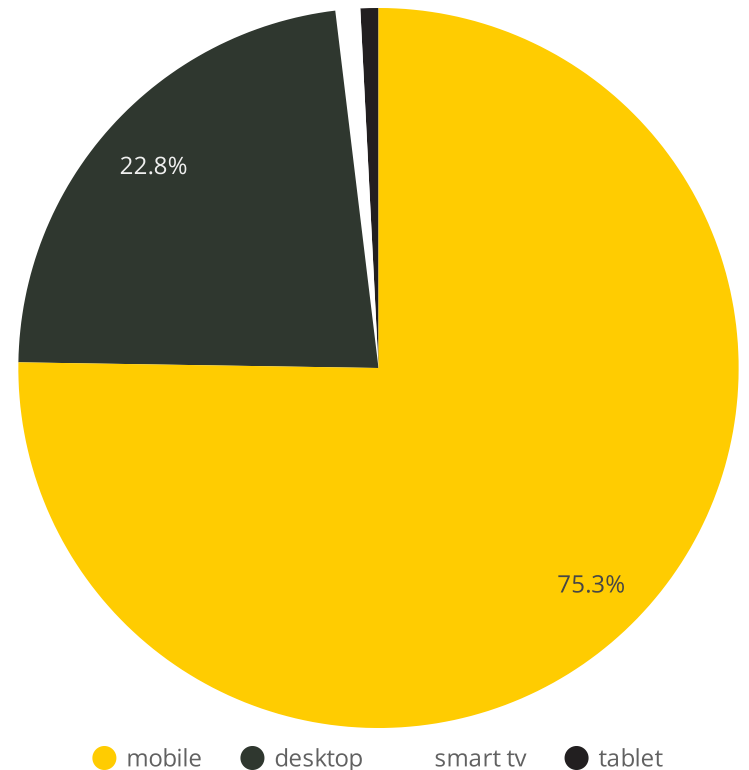
What are the top sources of traffic?

Session source	Total users	New users
google	5,098	3,365
(direct)	1,377	1,078
m.facebook.com	376	279
bing	191	119
army.dodmwrlibraries.org	135	75
l.facebook.com	126	71
lm.facebook.com	77	33
duckduckgo	72	57
yahoo	62	41
home.army.mil	44	3

Which channels are driving traffic?



What device are people using?



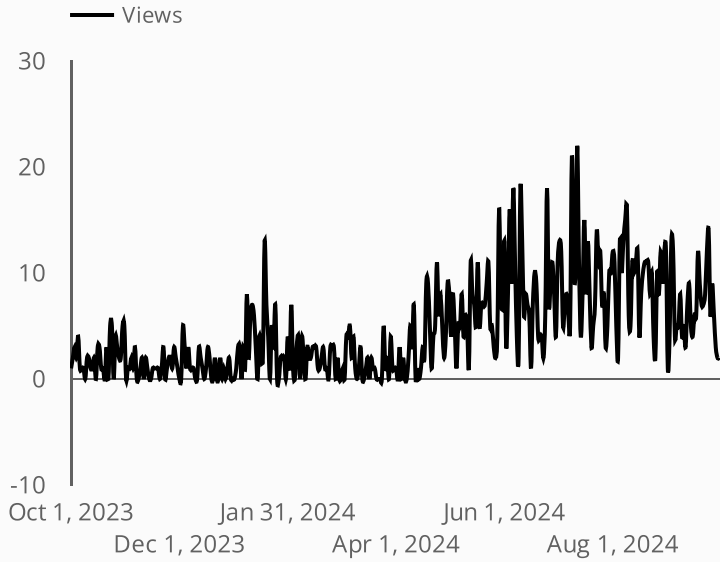


ARMY MWR

Fort Carson

Views	Sessions	Total users	Engaged sessions	Engagement rate
1,676	1,603	1,291	1,026	64%
↓ -9.8%	↓ -10.0%	↓ -2.5%	↑ 30.9%	↑ 45.4%

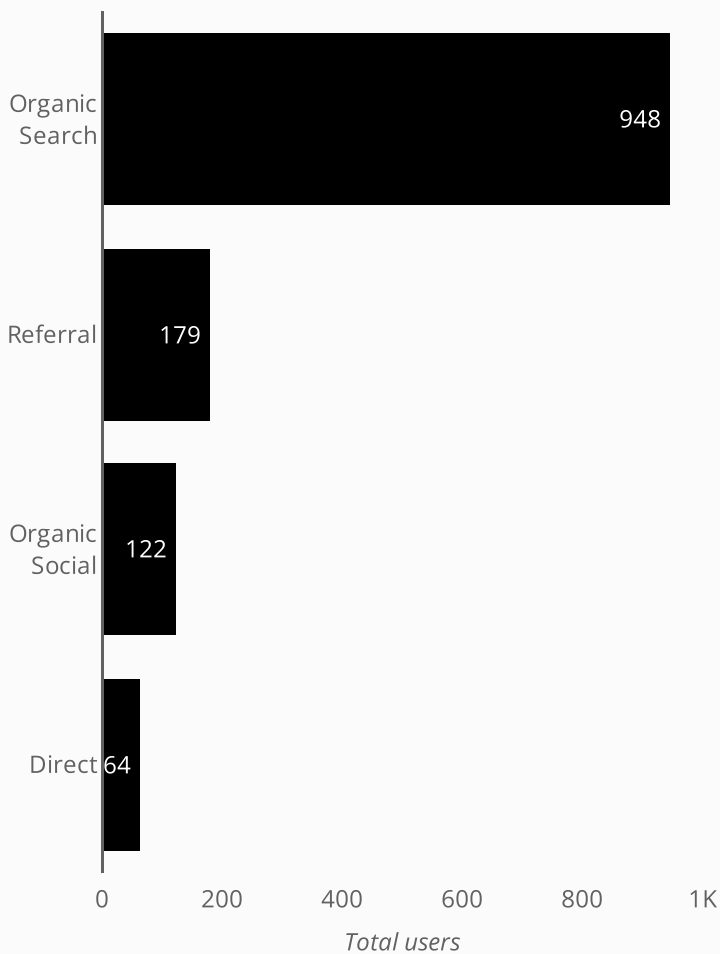
How is site traffic trending?



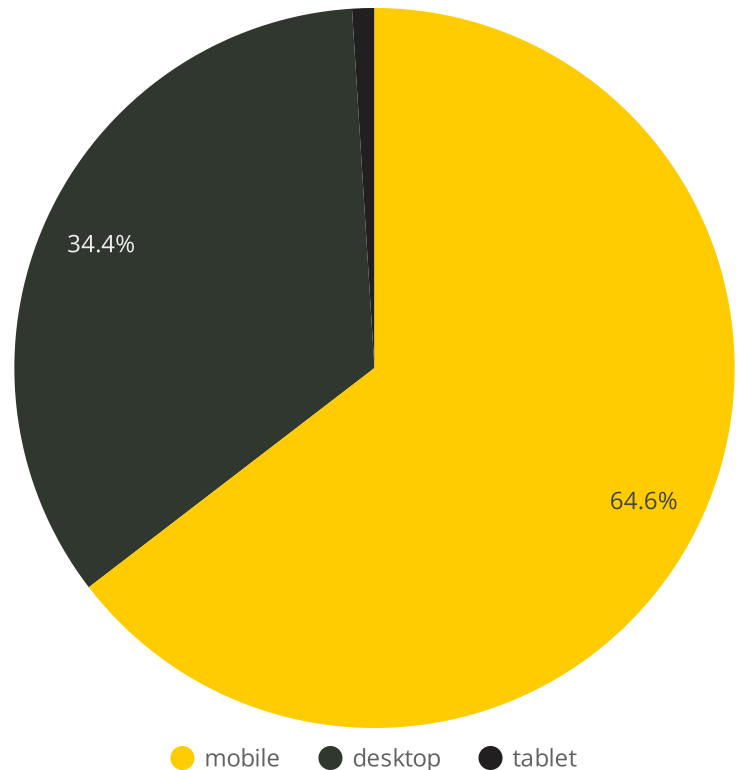
What are the top sources of traffic?

Session source	Total users	New users
google	936	626
army.dodmwrlibraries.org	112	75
l.facebook.com	95	83
(direct)	64	42
dodmwrlibraries.org	46	20
m.facebook.com	23	20
installations.militaryonesour...	15	11
bing	9	2
lm.facebook.com	4	4
duckduckgo	3	1

Which channels are driving traffic?



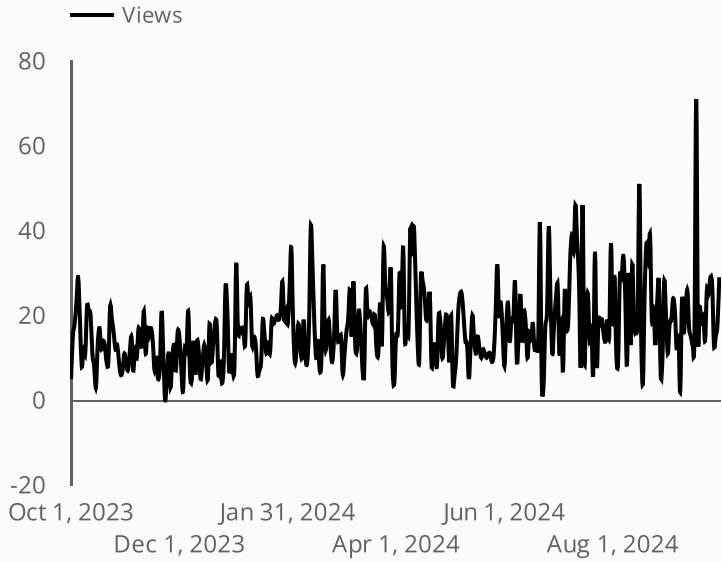
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
6,286	5,284	3,431	3,519	67%
↑ 1.2%	↑ 8.1%	↑ 2.7%	↑ 36.4%	↑ 26.1%

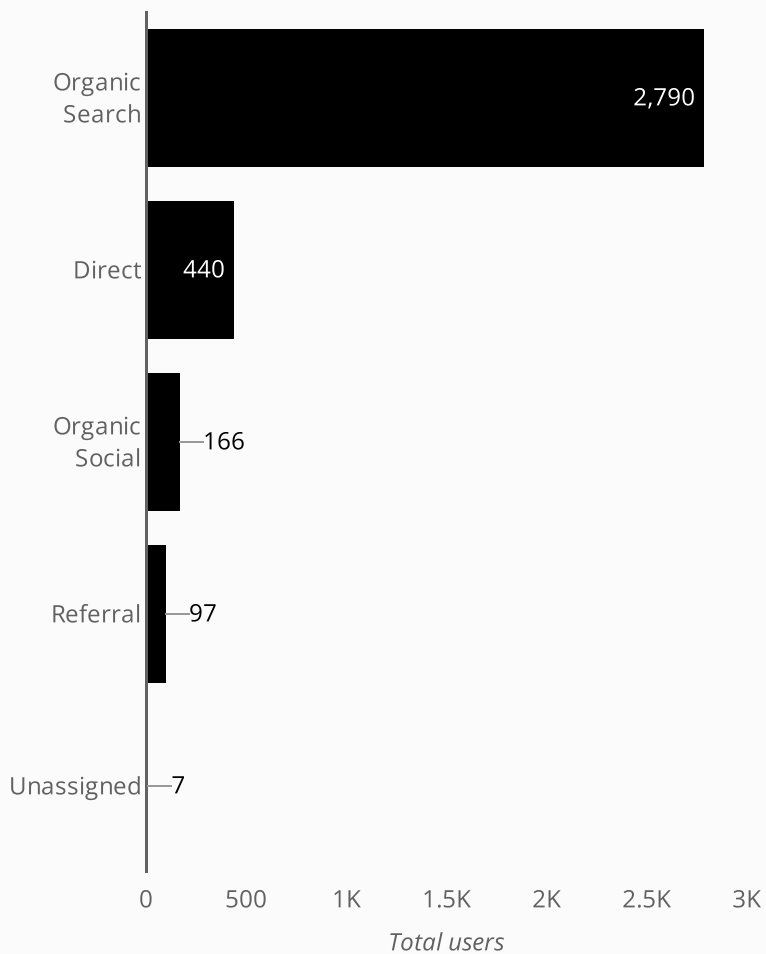
How is site traffic trending?



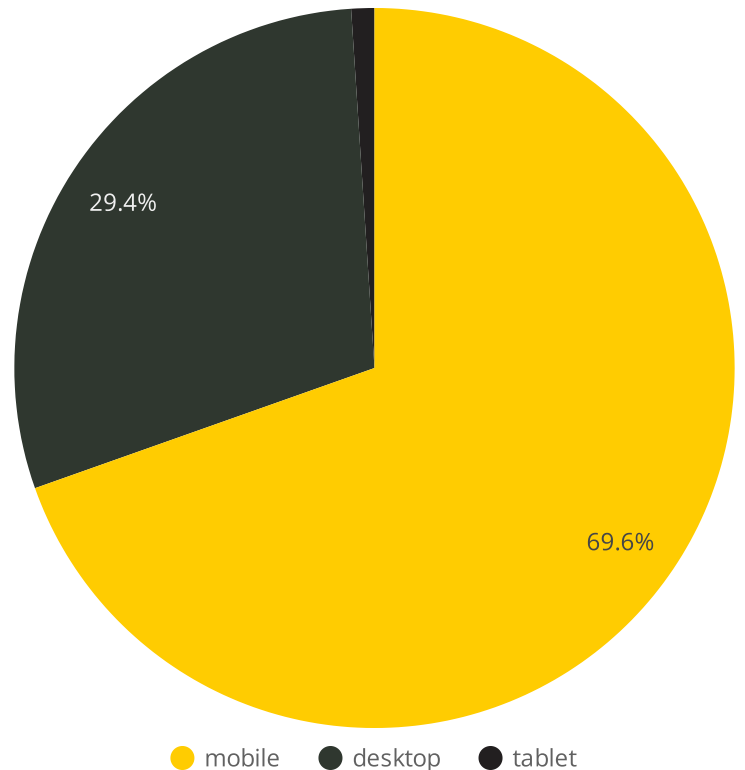
What are the top sources of traffic?

Session source	Total users	New users
google	2,624	1,874
(direct)	440	338
bing	104	71
m.facebook.com	87	74
l.facebook.com	69	34
duckduckgo	40	33
army.dodmwrlibraries.org	30	16
yahoo	20	16
mwrlibrary.armybiznet.com	14	6
dodmwrlibraries.org	10	3

Which channels are driving traffic?



What device are people using?



● mobile ● desktop ● tablet

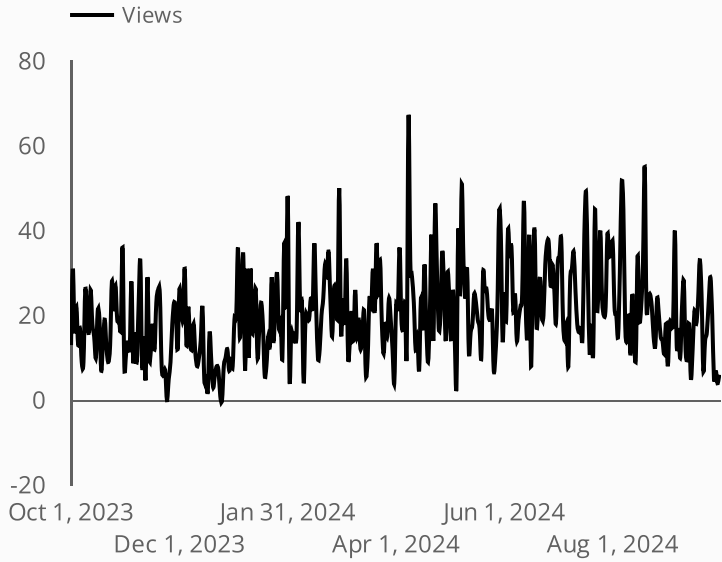


ARMY MWR

Woodworth Consolidated Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
7,496	5,087	3,625	3,349	66%
↑ 16.0%	↑ 17.4%	↑ 19.1%	↑ 54.6%	↑ 31.7%

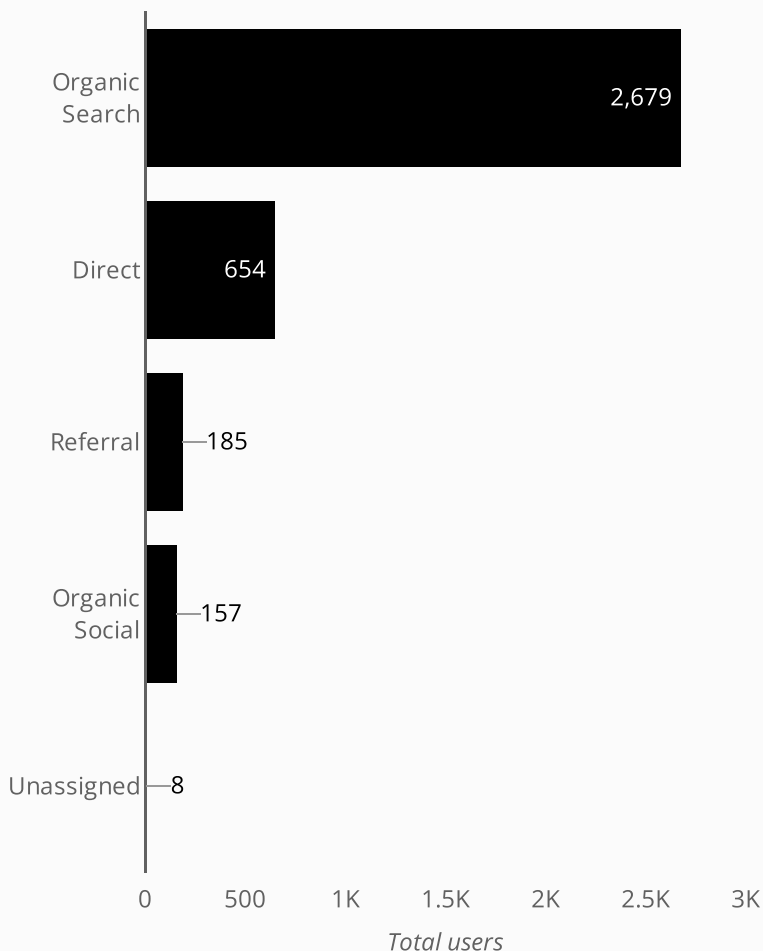
How is site traffic trending?



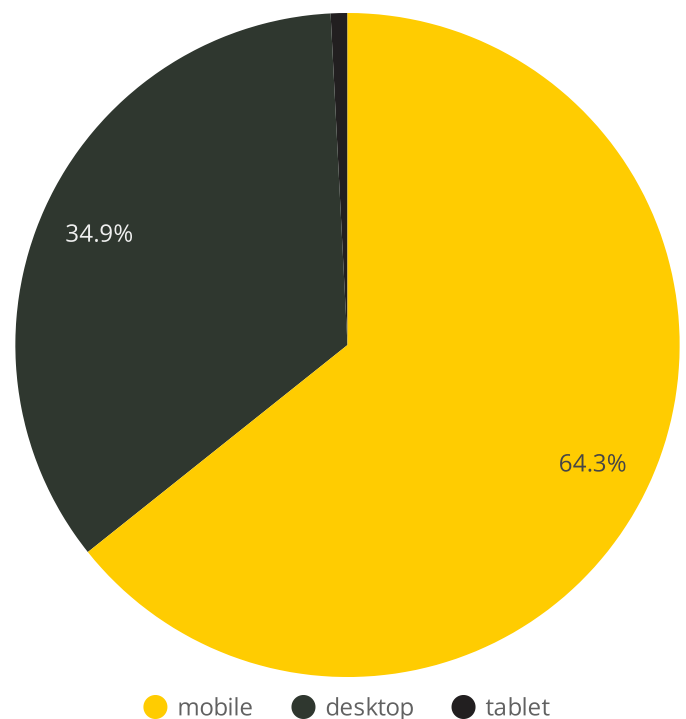
What are the top sources of traffic?

Session source	Total users	New users
google	2,437	1,644
(direct)	654	505
bing	160	100
m.facebook.com	102	74
army.dodmwrlibraries.org	62	28
duckduckgo	51	40
l.facebook.com	40	20
home.army.mil	40	5
yahoo	34	23
dodmwrlibraries.org	13	7

Which channels are driving traffic?



What device are people using?



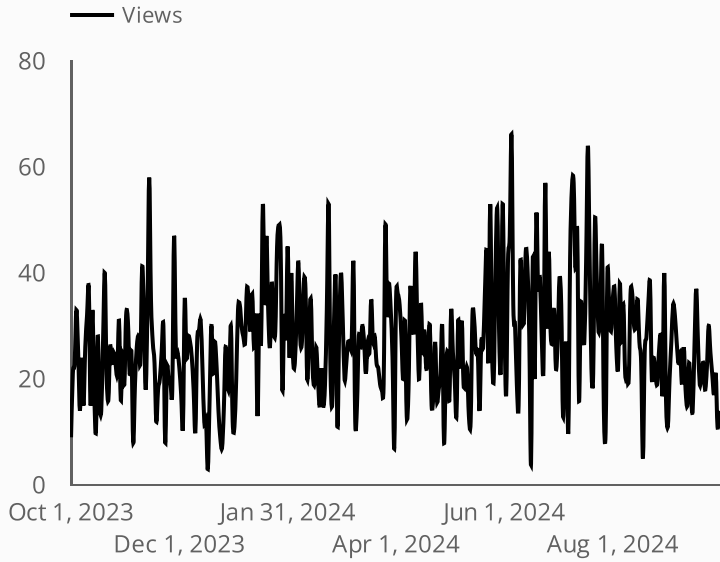


ARMY MWR

Casey Memorial Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
9,882	7,538	5,208	4,685	62%
↓ -2.8%	↓ -1.3%	↑ 1.1%	↑ 24.2%	↑ 25.8%

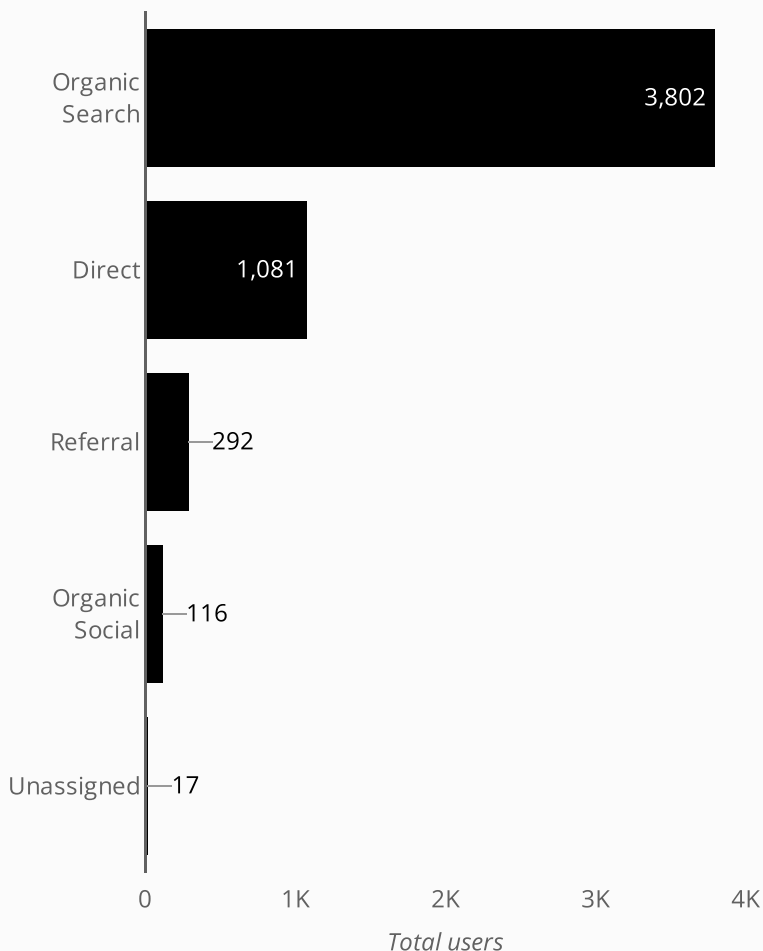
How is site traffic trending?



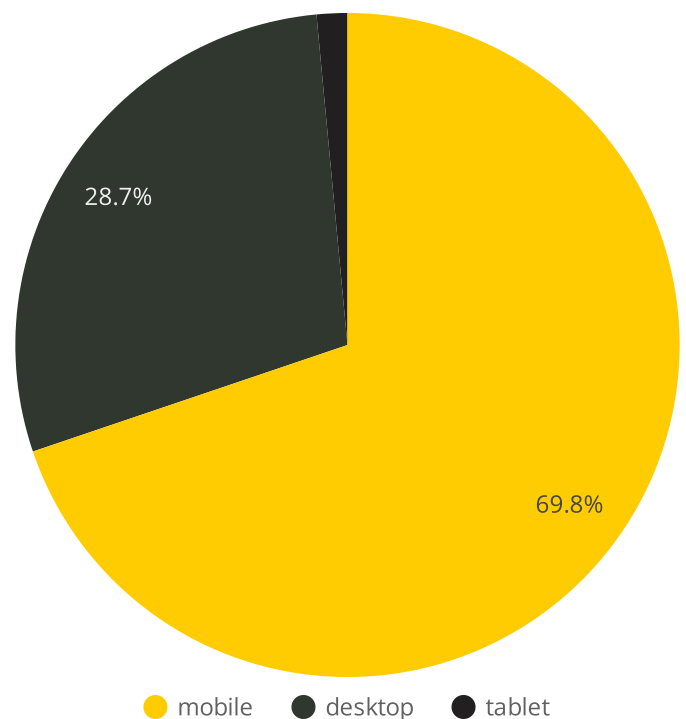
What are the top sources of traffic?

Session source	Total users	New users
google	3,543	2,518
(direct)	1,081	885
bing	159	116
home.army.mil	134	53
army.dodmwrlibraries.org	64	34
m.facebook.com	60	48
yahoo	59	46
duckduckgo	45	38
mwrlibrary.armybiznet.com	22	14
lm.facebook.com	22	5

Which channels are driving traffic?



What device are people using?





ARMY MWR

Cybrary

Views

312

↑ 2.3%

Sessions

218

↓ -8.8%

Total users

180

↓ -10.9%

Engaged sessions

160

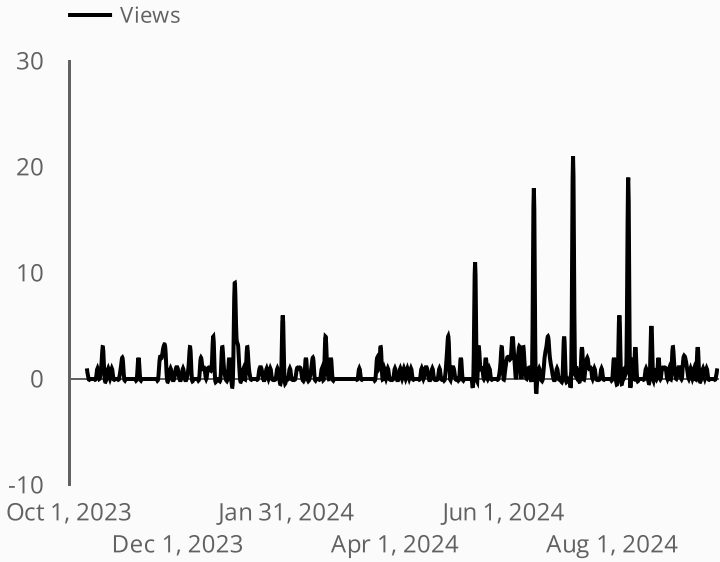
↑ 196.3%

Engagement rate

73%

↑ 224.8%

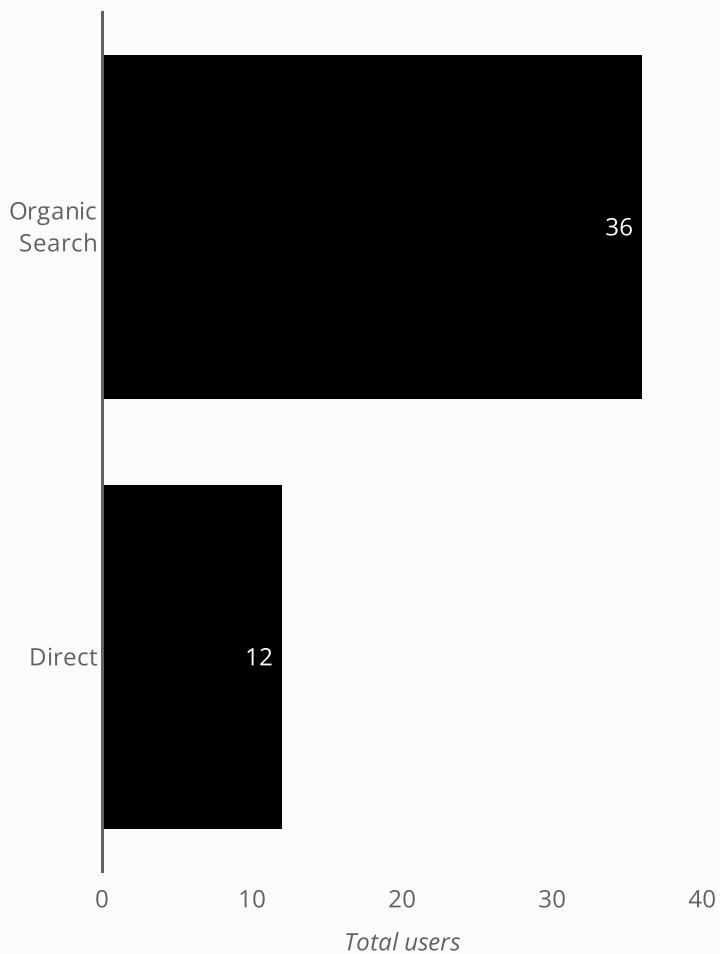
How is site traffic trending?



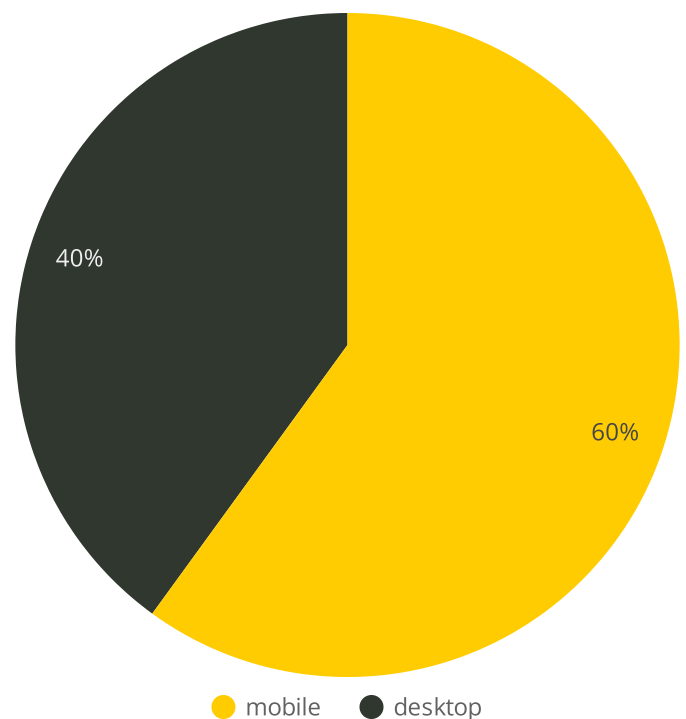
What are the top sources of traffic?

Session source	Total users	New users
google	36	24
(direct)	12	12

Which channels are driving traffic?



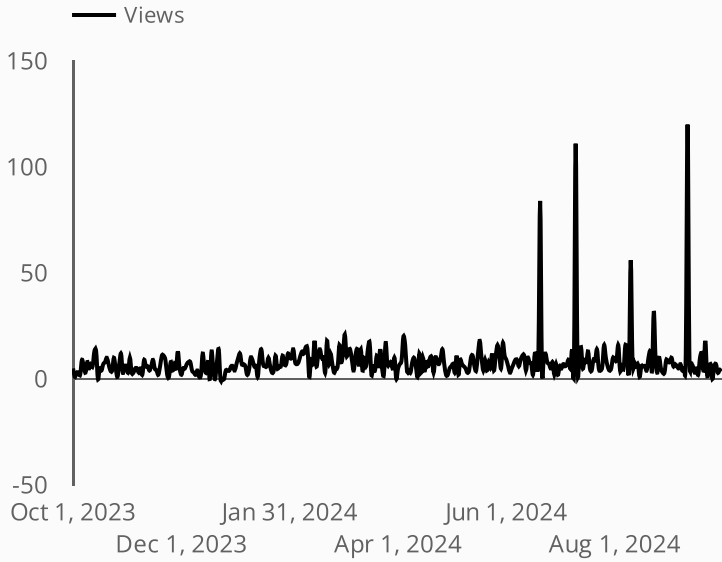
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
3,021	2,508	1,767	1,457	58%
↑ 41.8%	↑ 31.2%	↑ 29.7%	↑ 96.4%	↑ 49.6%

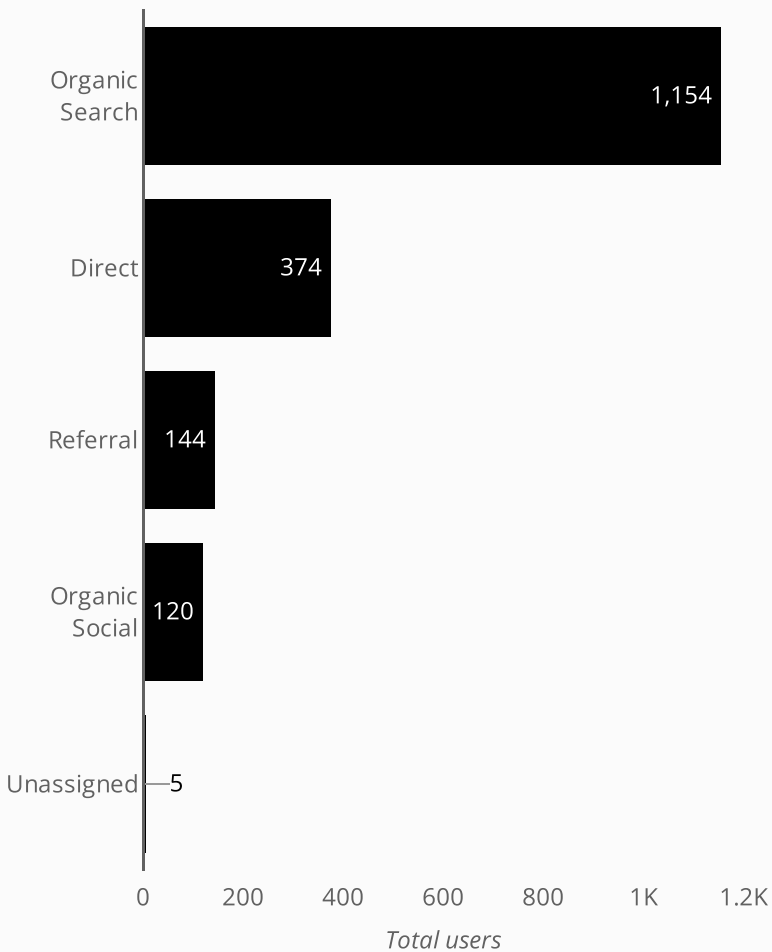
How is site traffic trending?



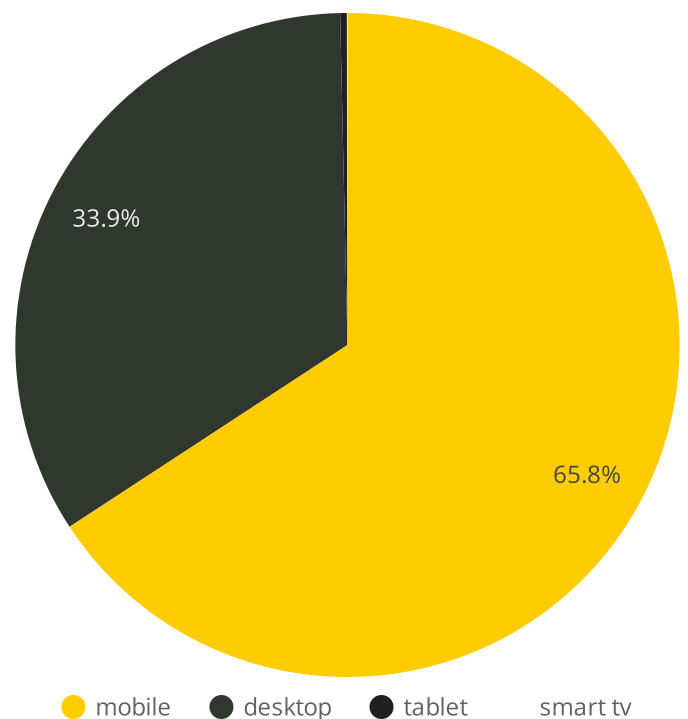
What are the top sources of traffic?

Session source	Total users	New users
google	1,072	652
(direct)	374	290
m.facebook.com	79	57
na.network-auth.com	66	0
bing	54	39
l.facebook.com	29	9
army.dodmwrlibraries.org	17	8
installations.militaryonesour...	15	8
yahoo	14	10
duckduckgo	13	8

Which channels are driving traffic?



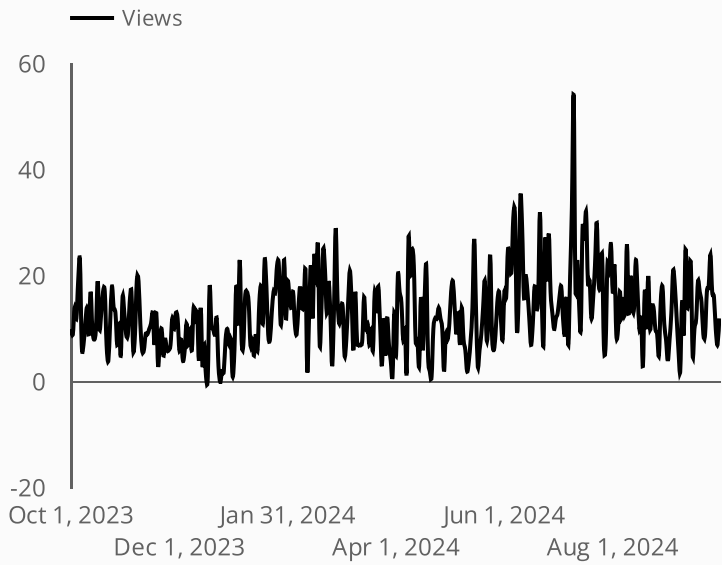
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
4,818	4,088	2,728	2,647	65%
↑ 3.5%	↓ -0.4%	↑ 4.4%	↑ 41.1%	↑ 41.7%

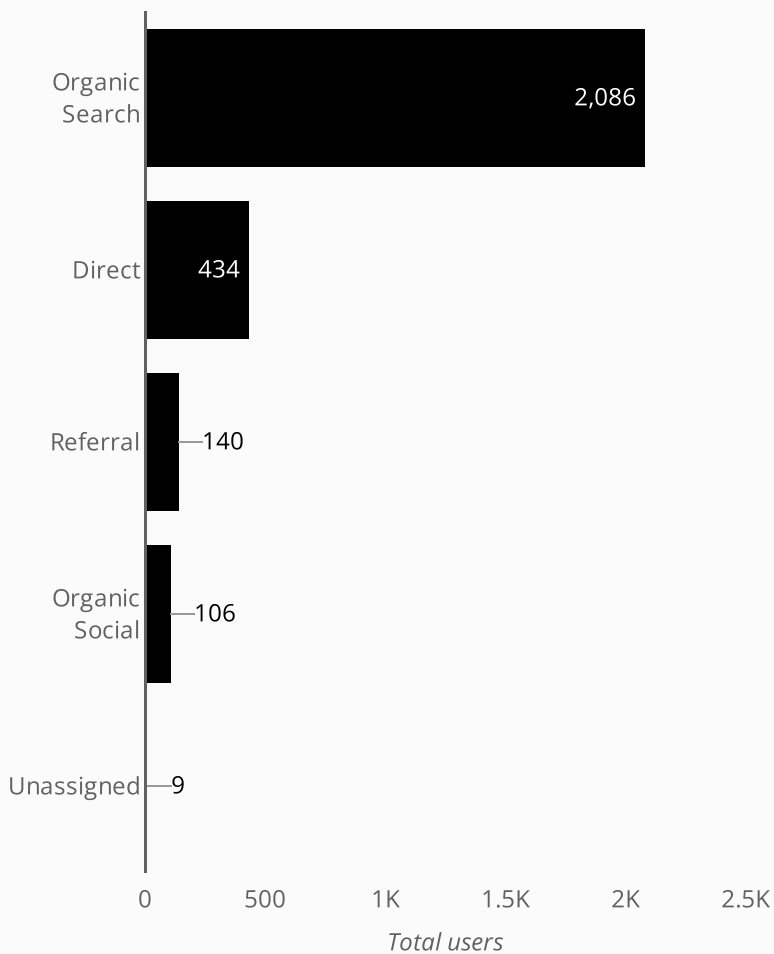
How is site traffic trending?



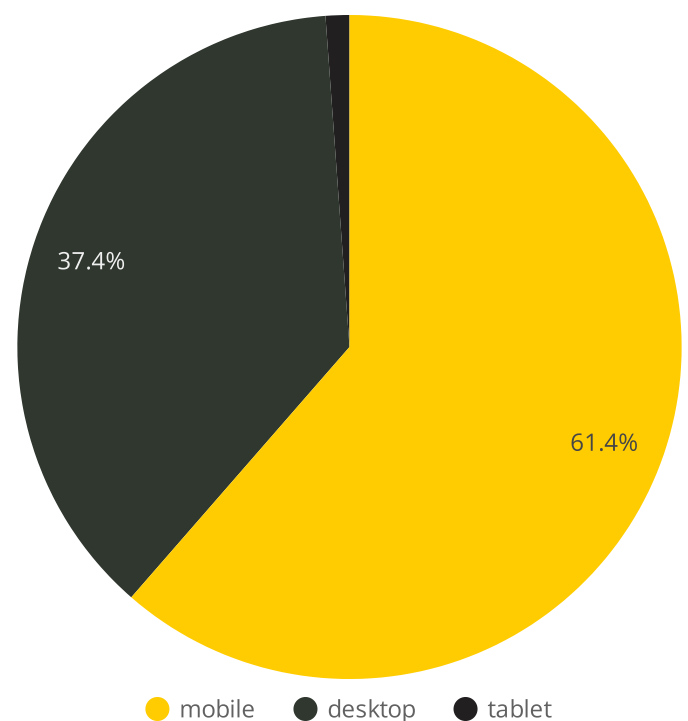
What are the top sources of traffic?

Session source	Total users	New users
google	1,932	1,361
(direct)	434	328
bing	94	61
m.facebook.com	60	54
l.facebook.com	40	26
army.dodmwrlibraries.org	39	31
yahoo	35	24
home.army.mil	33	0
duckduckgo	24	14
installations.militaryonesour...	19	13

Which channels are driving traffic?



What device are people using?



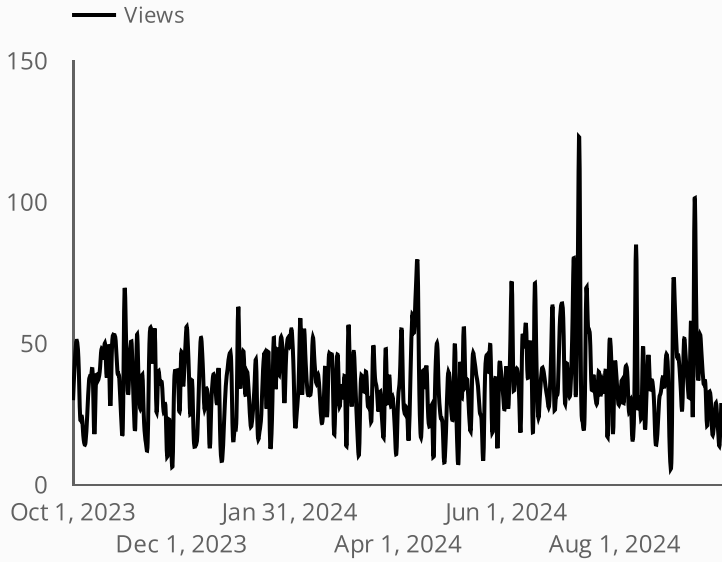


ARMY MWR

Barr Memorial Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
13,191	10,333	6,052	5,515	53%
↓ -4.1%	↓ -6.0%	↑ 4.9%	↑ 23.0%	↑ 31.0%

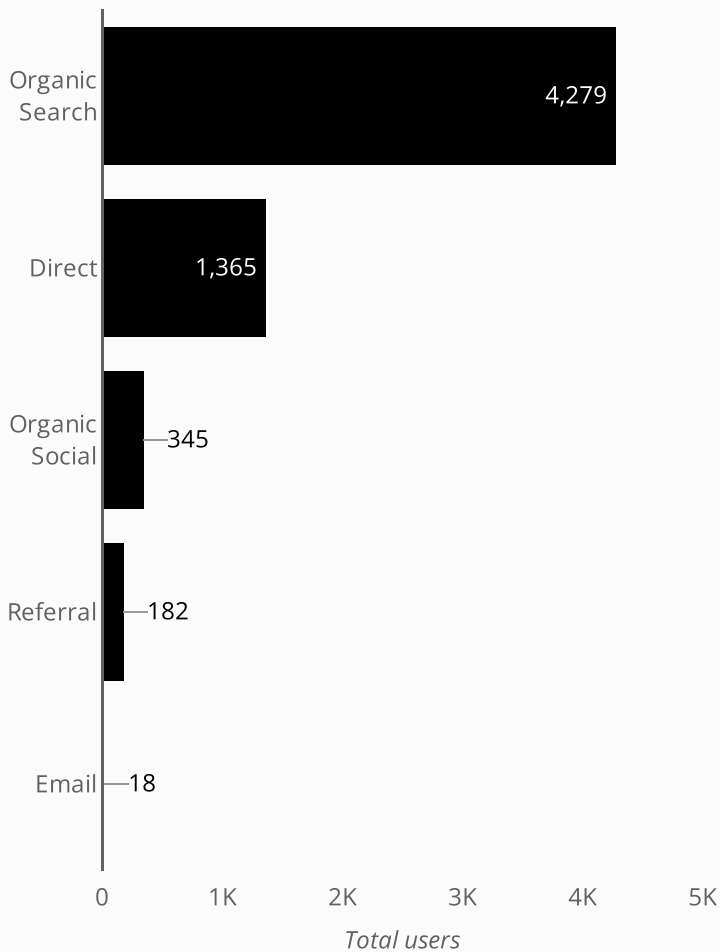
How is site traffic trending?



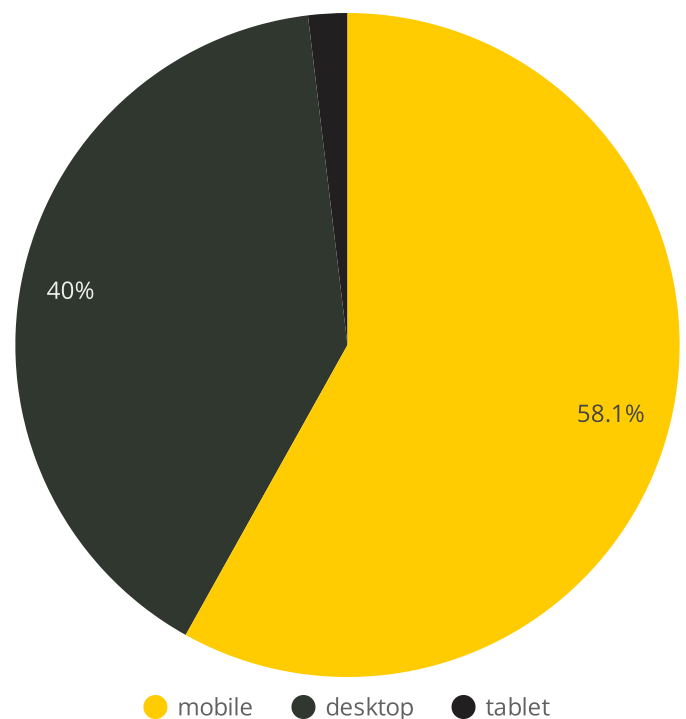
What are the top sources of traffic?

Session source	Total users	New users
google	3,865	2,958
(direct)	1,365	1,162
bing	286	277
m.facebook.com	214	189
yahoo	84	61
army.dodmwrlibraries.org	65	32
lm.facebook.com	61	27
duckduckgo	56	42
l.facebook.com	55	21
mwrlibrary.armybiznet.com	33	15

Which channels are driving traffic?



What device are people using?



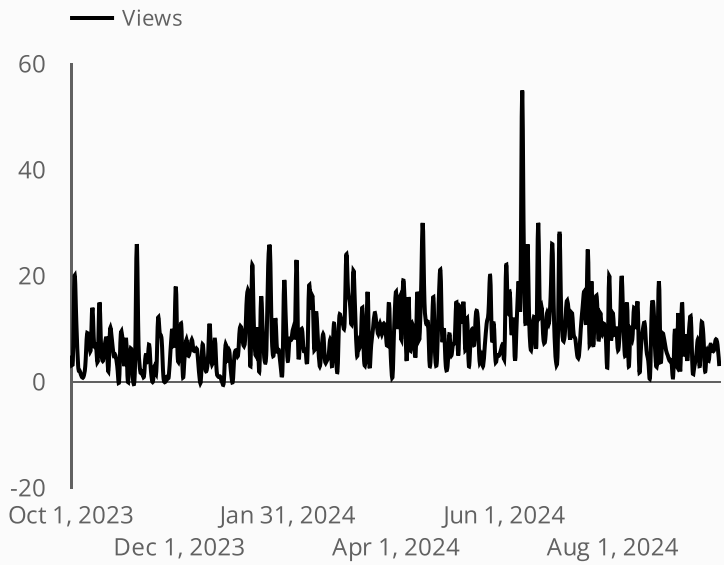


ARMY MWR

Fort Gregg-Adams Community Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
3,245	2,518	1,709	1,616	64%
↑ 39.2%	↑ 46.0%	↑ 32.4%	↑ 100.5%	↑ 37.4%

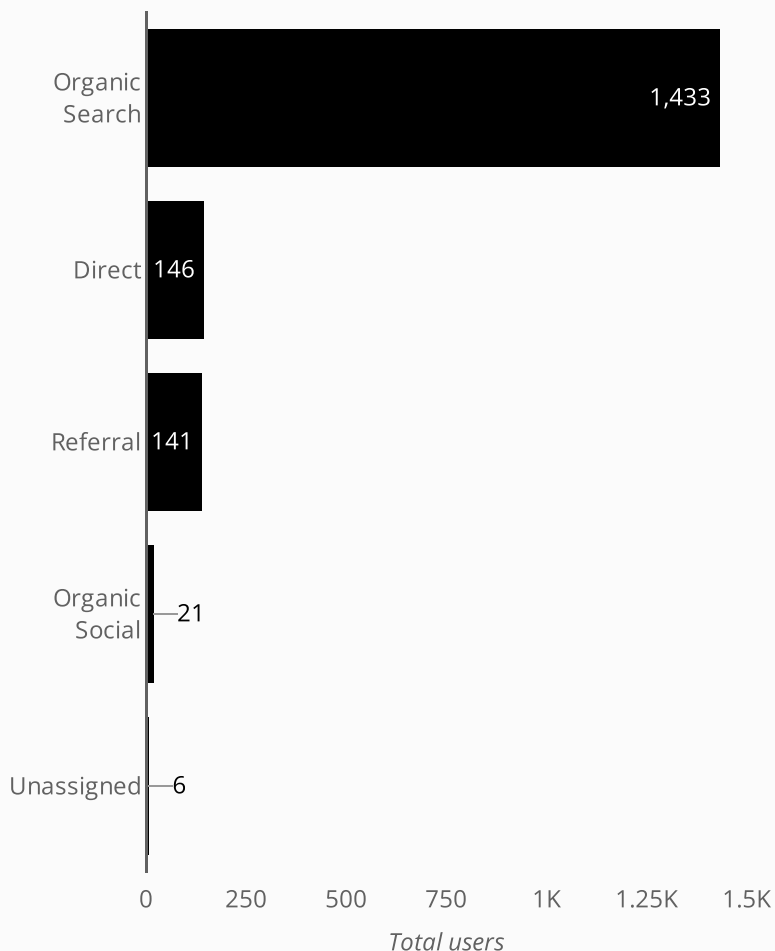
How is site traffic trending?



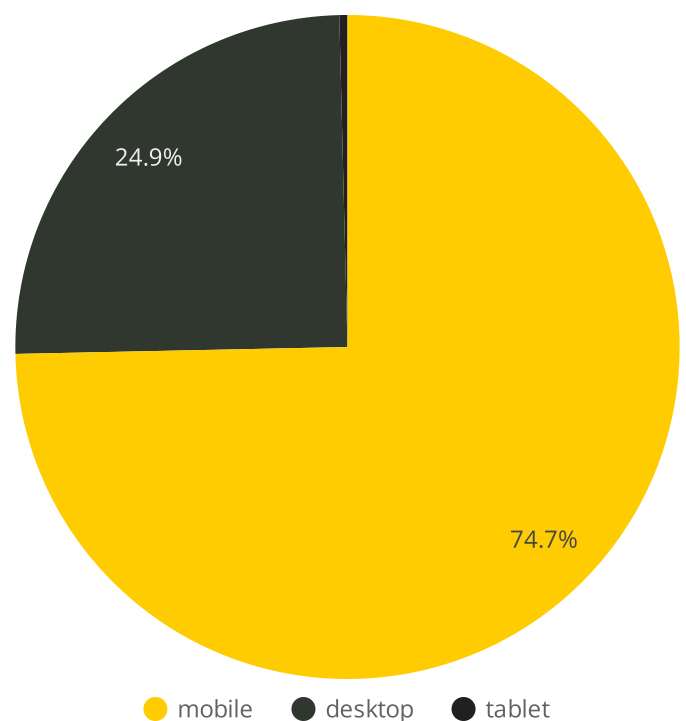
What are the top sources of traffic?

Session source	Total users	New users
google	1,357	972
(direct)	146	93
bing	56	39
army.dodmwrlibraries.org	48	29
home.army.mil	36	0
dodmwrlibraries.org	19	8
installations.militaryonesour...	14	6
duckduckgo	12	11
m.facebook.com	12	5
mwrlibrary.armybiznet.com	11	5

Which channels are driving traffic?



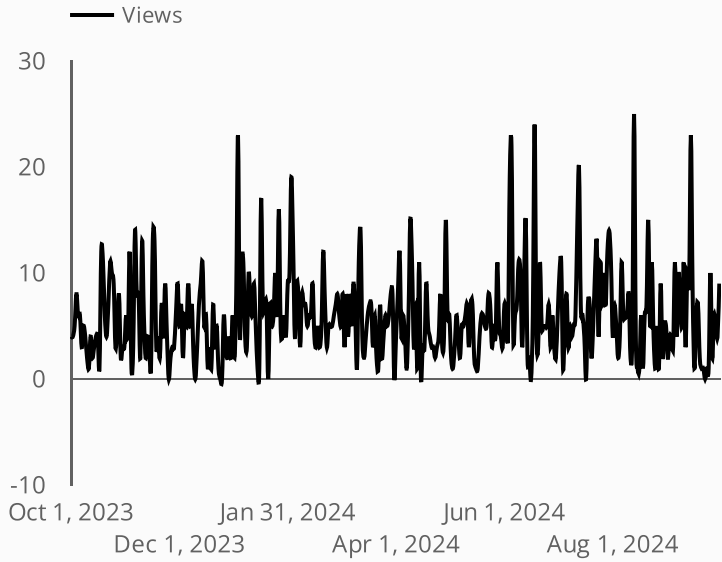
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
2,164	1,716	1,343	1,261	73%
↓ -10.3%	↓ -8.3%	↓ -2.9%	↑ 46.5%	↑ 59.8%

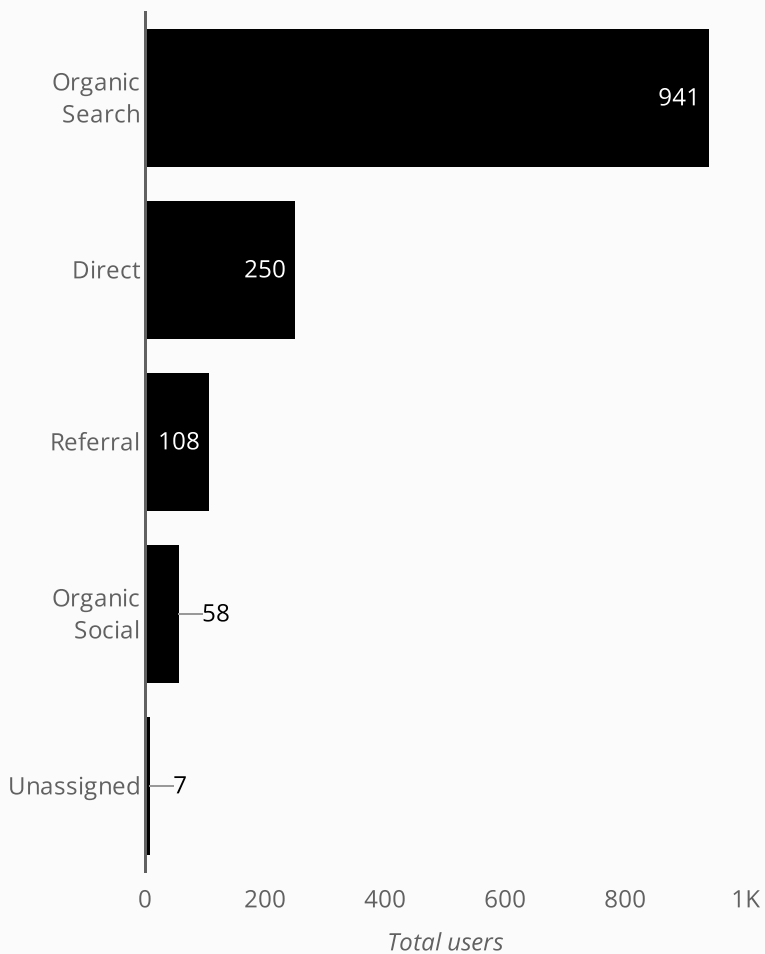
How is site traffic trending?



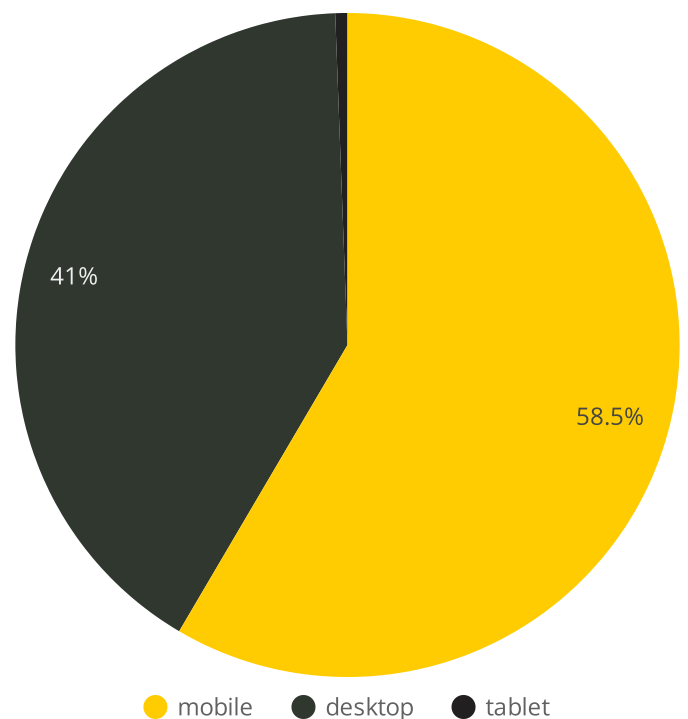
What are the top sources of traffic?

Session source	Total users	New users
google	894	530
(direct)	250	146
army.dodmwrlibraries.org	51	36
m.facebook.com	37	13
bing	28	12
home.army.mil	27	0
dodmwrlibraries.org	17	7
l.facebook.com	12	0
duckduckgo	11	3
yahoo	8	7

Which channels are driving traffic?



What device are people using?



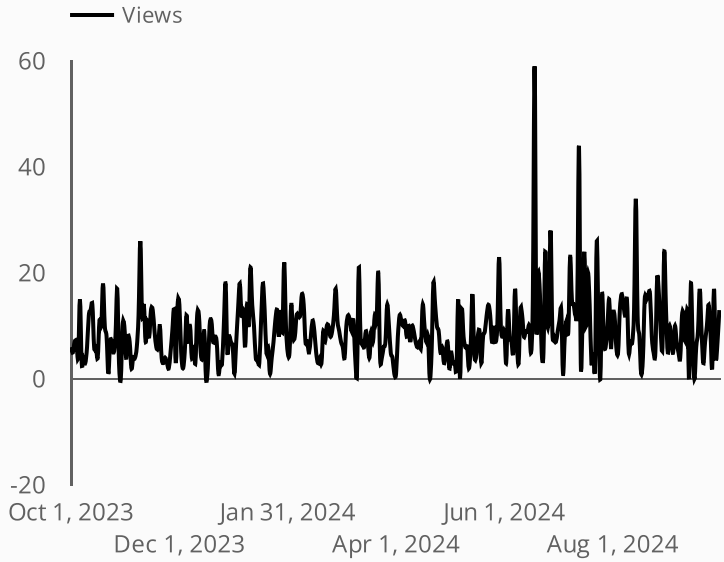


ARMY MWR

The Medal of Honor Memorial Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
3,361	2,794	2,207	1,860	67%
↑ 3.8%	↑ 8.3%	↑ 10.4%	↑ 42.5%	↑ 31.6%

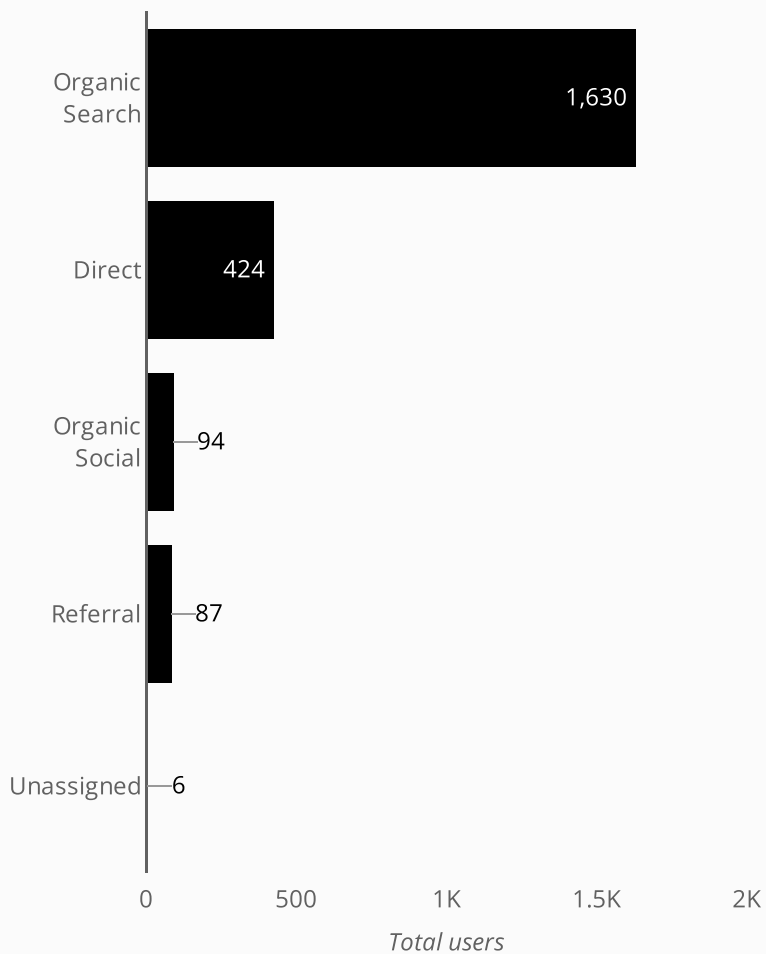
How is site traffic trending?



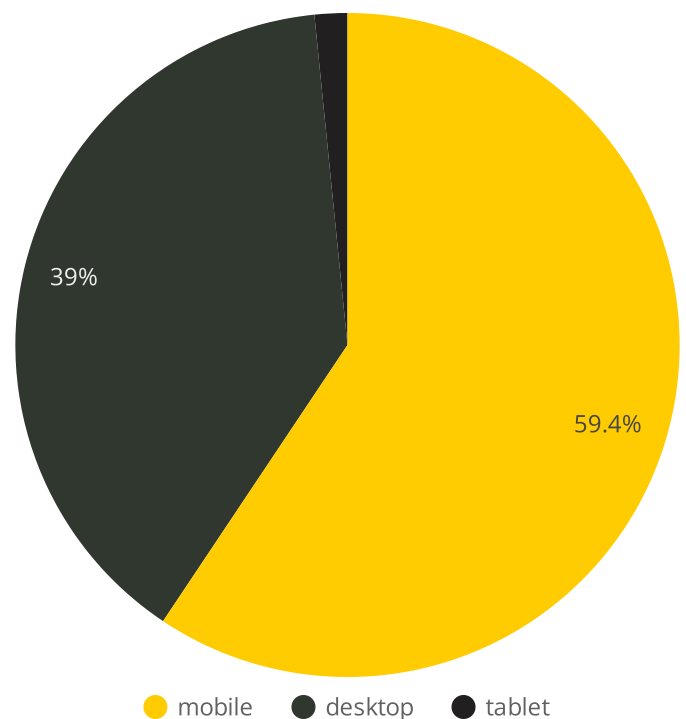
What are the top sources of traffic?

Session source	Total users	New users
google	1,530	1,039
(direct)	424	324
bing	67	42
m.facebook.com	49	46
l.facebook.com	45	35
army.dodmwrlibraries.org	31	17
dodmwrlibraries.org	20	10
yahoo	16	8
duckduckgo	15	11
home.army.mil	11	0

Which channels are driving traffic?



What device are people using?



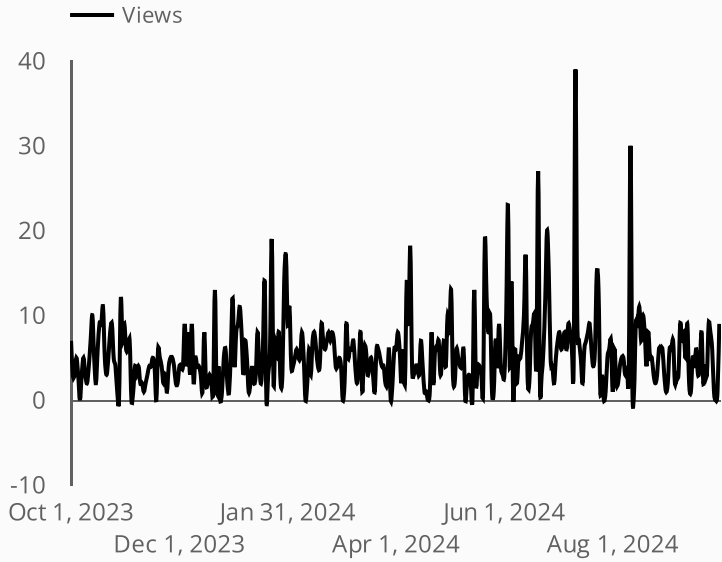


ARMY MWR

Fort Myer Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
2,002	1,697	1,273	1,094	64%
↓ -9.8%	↓ -11.1%	↓ -10.7%	↑ 19.7%	↑ 34.6%

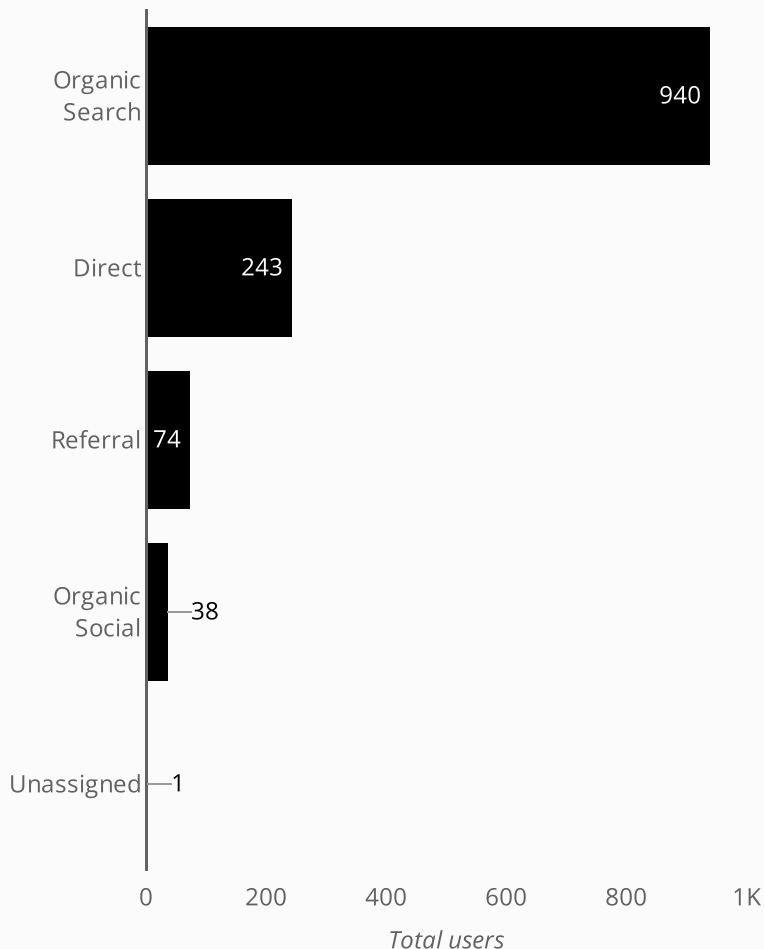
How is site traffic trending?



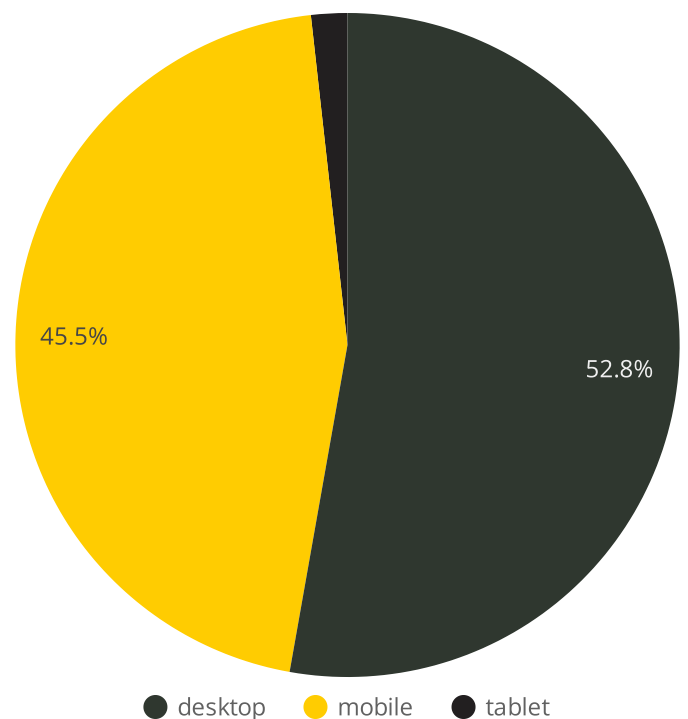
What are the top sources of traffic?

Session source	Total users	New users
google	809	587
(direct)	243	204
bing	97	76
duckduckgo	21	15
army.dodmwrlibraries.org	21	11
m.facebook.com	17	15
yahoo	13	13
home.army.mil	13	0
dodmwrlibraries.org	10	7
mwrlibrary.armybiznet.com	10	5

Which channels are driving traffic?



What device are people using?



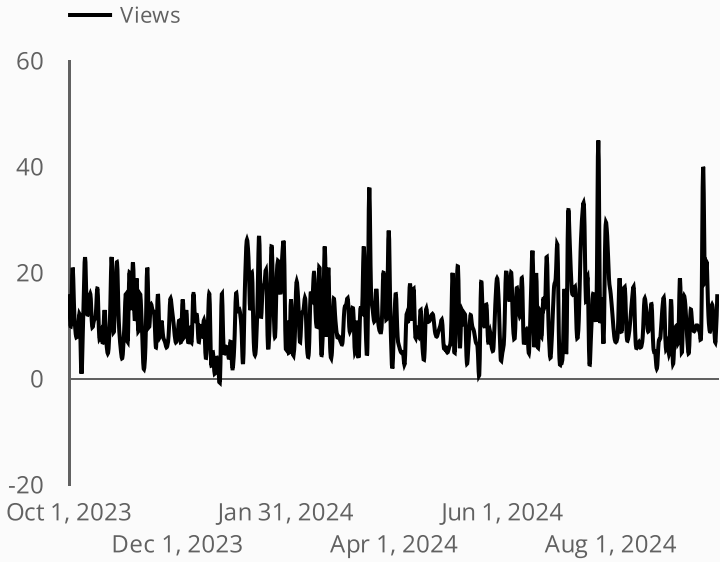


ARMY MWR

Allen Memorial Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
4,336	3,310	2,336	2,104	64%
↓ -7.6%	↓ -6.9%	↓ -4.5%	↑ 30.0%	↑ 39.7%

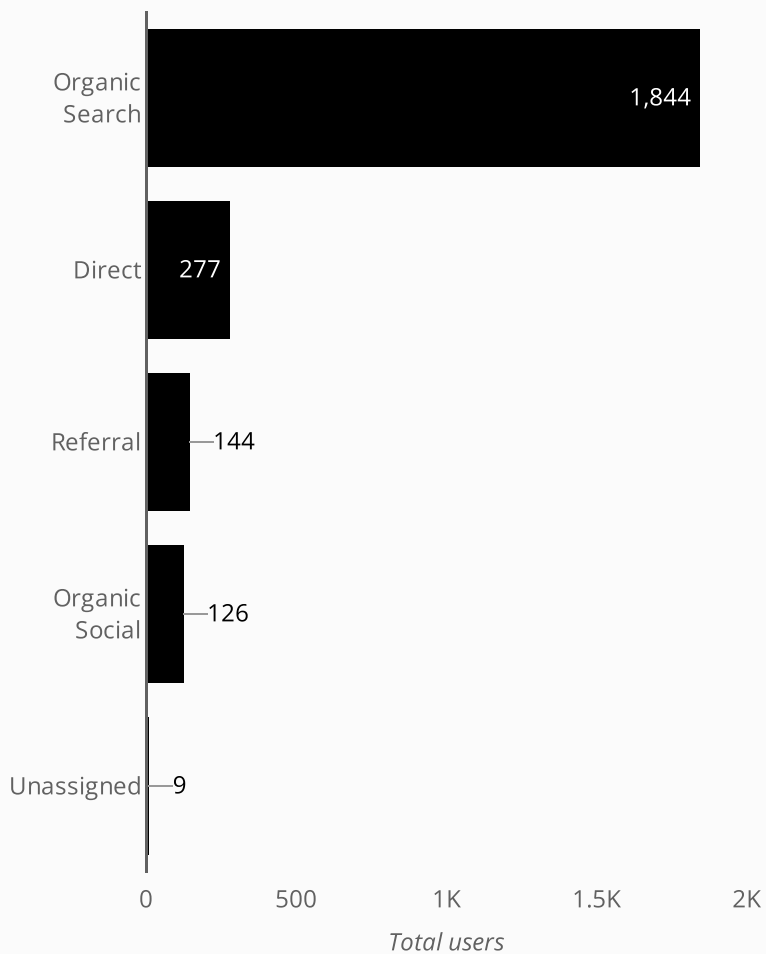
How is site traffic trending?



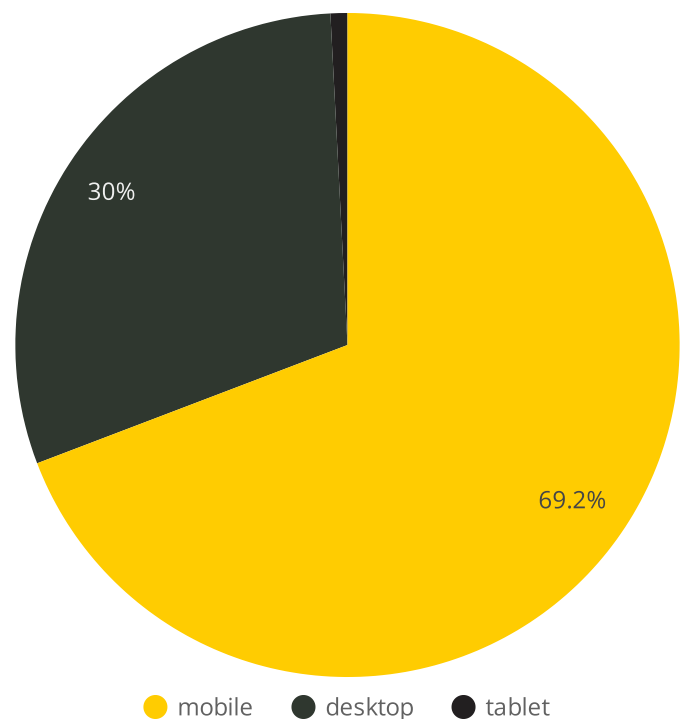
What are the top sources of traffic?

Session source	Total users	New users
google	1,717	1,092
(direct)	277	177
bing	90	52
m.facebook.com	86	45
army.dodmwrlibraries.org	45	31
dodmwrlibraries.org	35	20
l.facebook.com	26	5
duckduckgo	20	14
yahoo	18	11
mwrlibrary.armybiznet.com	18	6

Which channels are driving traffic?



What device are people using?



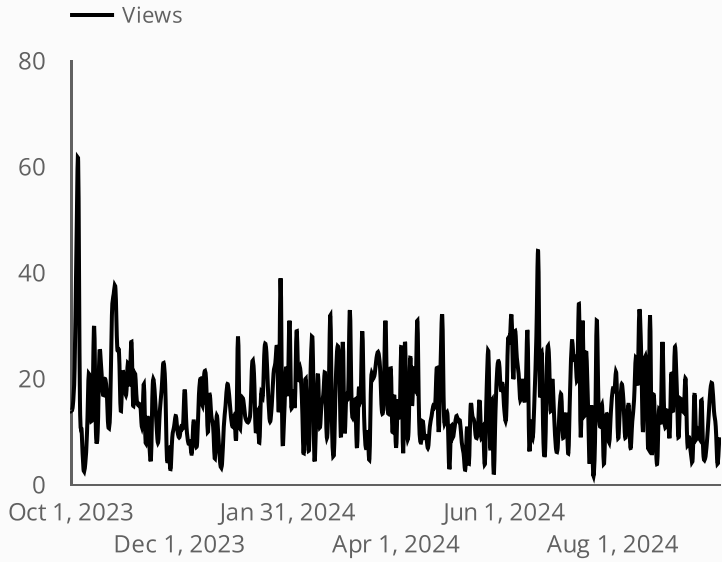


ARMY MWR

Fort Riley Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
5,751	4,622	3,113	3,261	71%
↓ -9.0%	↓ -3.3%	↓ -4.5%	↑ 21.8%	↑ 26.0%

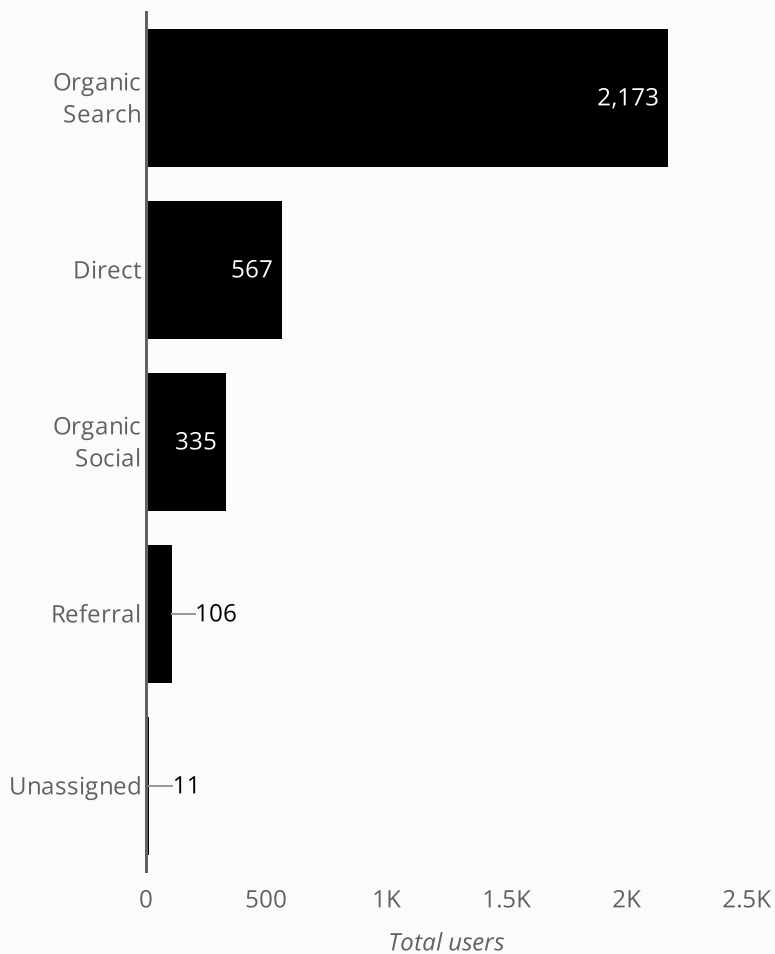
How is site traffic trending?



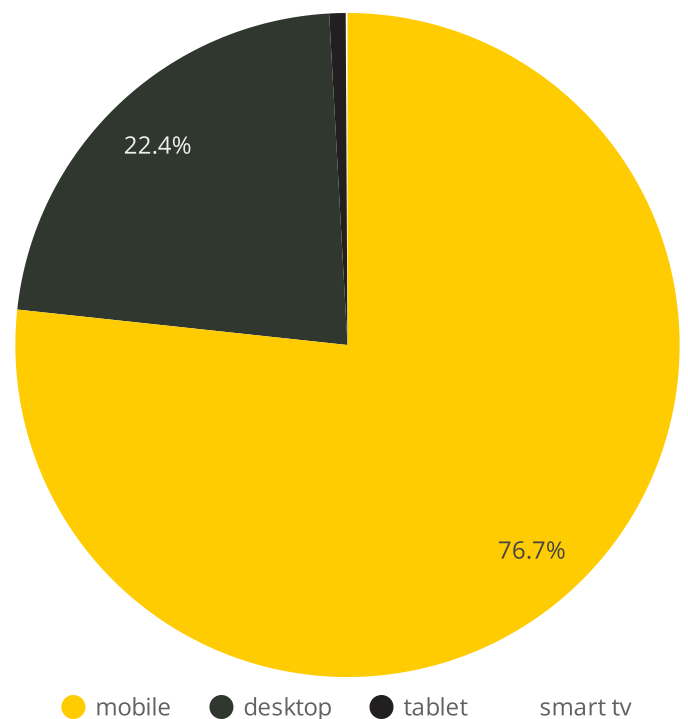
What are the top sources of traffic?

Session source	Total users	New users
google	2,040	1,426
(direct)	567	444
m.facebook.com	234	206
l.facebook.com	80	41
bing	75	51
army.dodmwrlibraries.org	42	24
duckduckgo	35	28
yahoo	24	12
home.army.mil	24	8
lm.facebook.com	22	14

Which channels are driving traffic?



What device are people using?



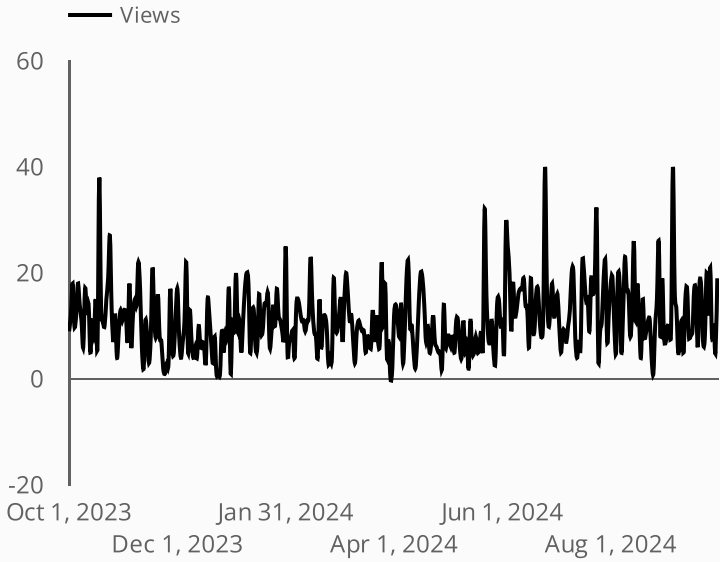


ARMY MWR

Center Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
4,106	3,446	2,398	2,237	65%
↑ 4.3%	↑ 8.8%	↑ 2.6%	↑ 46.8%	↑ 34.9%

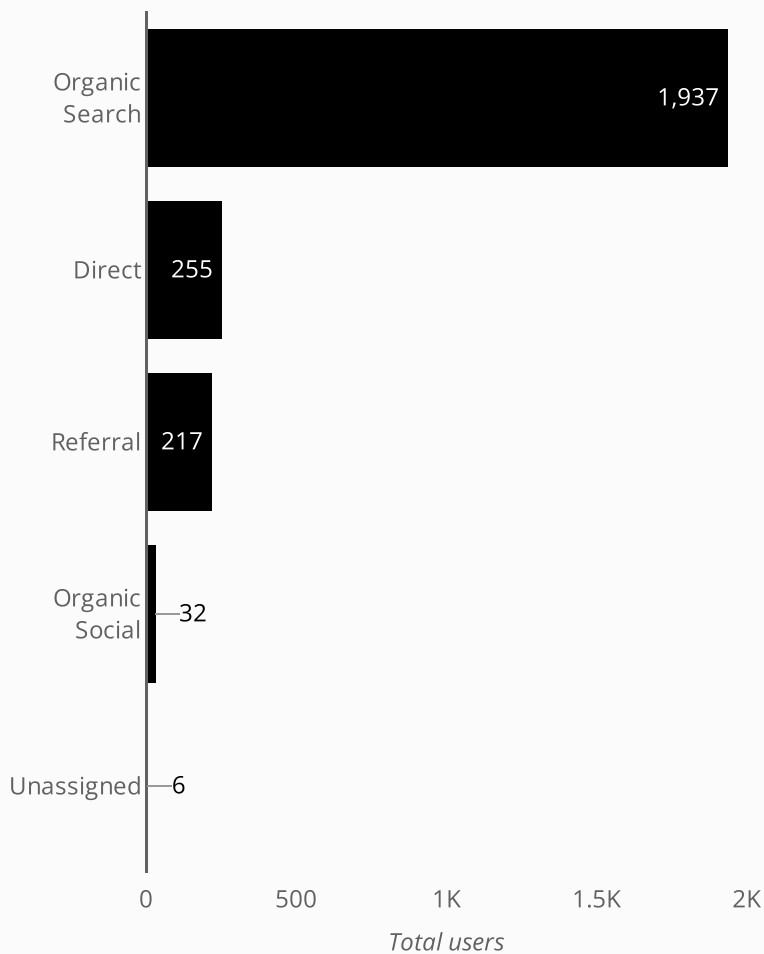
How is site traffic trending?



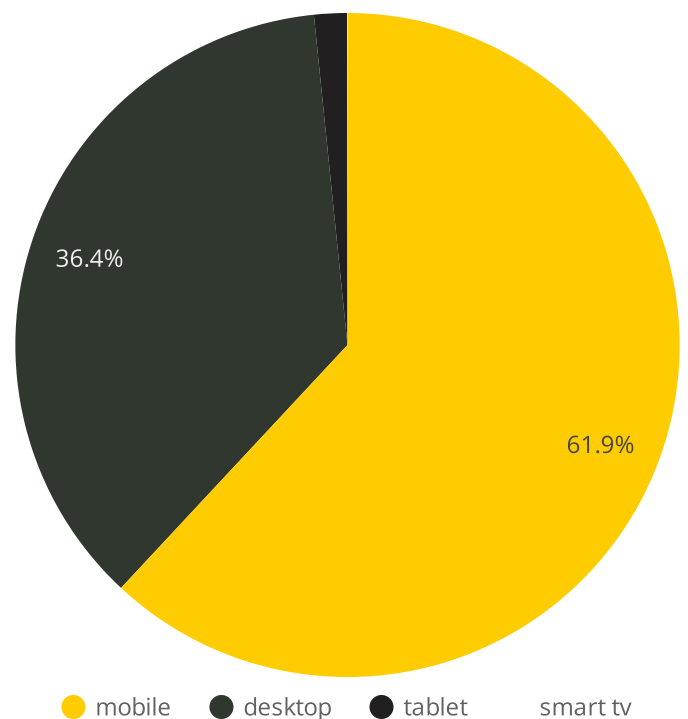
What are the top sources of traffic?

Session source	Total users	New users
google	1,756	1,169
(direct)	255	160
mwrlibrary.armybiznet.com	104	66
bing	88	50
duckduckgo	51	33
yahoo	42	33
army.dodmwrlibraries.org	41	27
home.army.mil	22	0
installations.militaryonesour...	15	11
l.facebook.com	15	6

Which channels are driving traffic?



What device are people using?



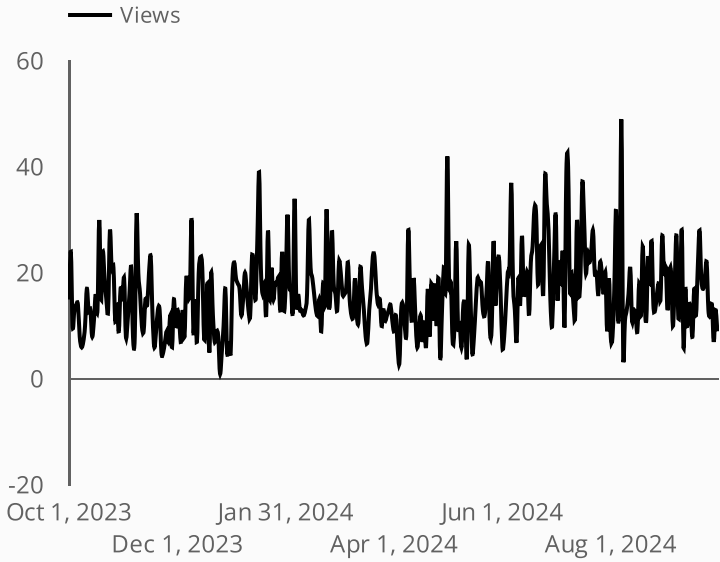


ARMY MWR

Nye Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
5,909	4,772	2,883	2,975	62%
↓ -15.0%	↓ -17.7%	↓ -7.5%	↑ 11.0%	↑ 34.9%

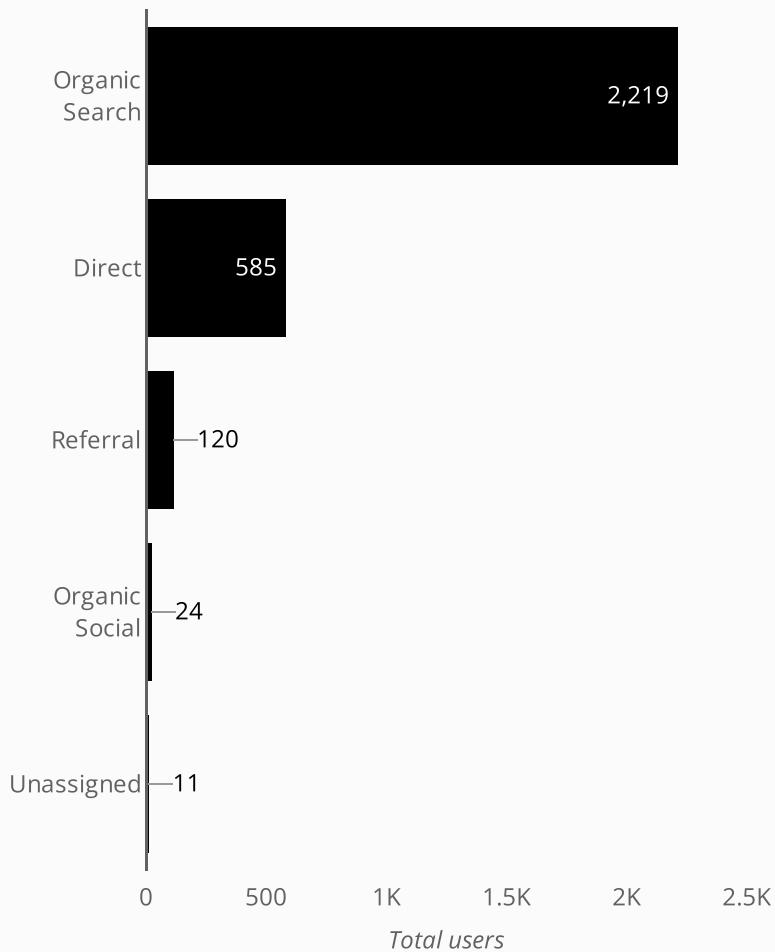
How is site traffic trending?



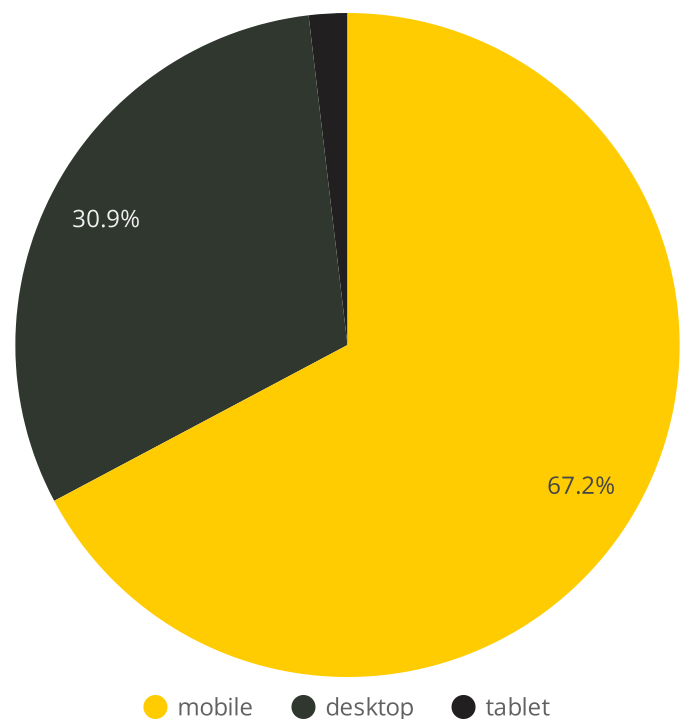
What are the top sources of traffic?

Session source	Total users	New users
google	2,056	1,473
(direct)	585	465
bing	99	50
army.dodmwrlibraries.org	44	25
yahoo	34	20
duckduckgo	28	24
sill-www.army.mil	21	0
dodmwrlibraries.org	16	3
mwrlibrary.armybiznet.com	13	8
m.facebook.com	11	1

Which channels are driving traffic?



What device are people using?



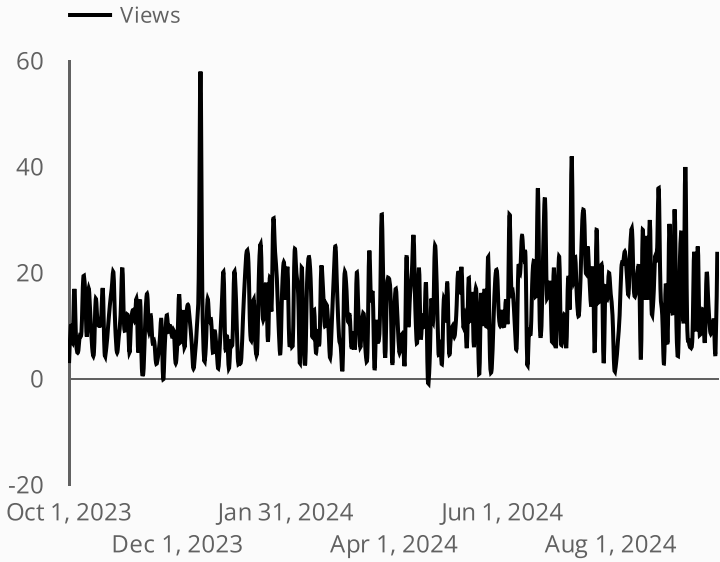


ARMY MWR

Fort Stewart Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
4,927	3,740	2,767	2,577	69%
↓ -10.5%	↓ -10.8%	↓ -13.0%	↑ 33.6%	↑ 49.7%

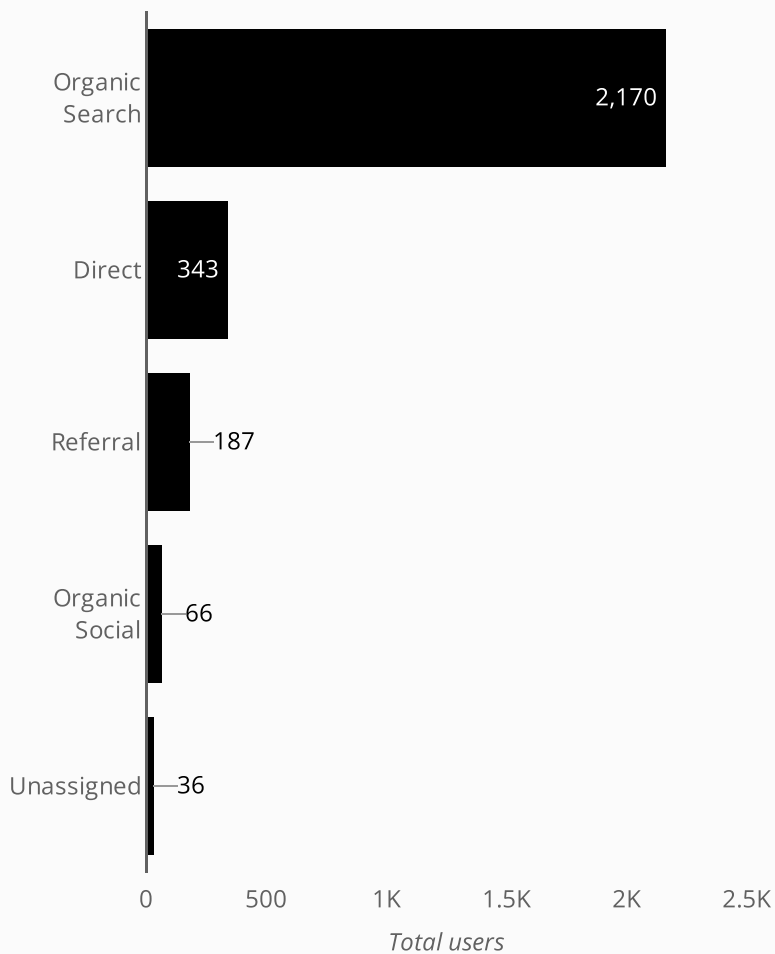
How is site traffic trending?



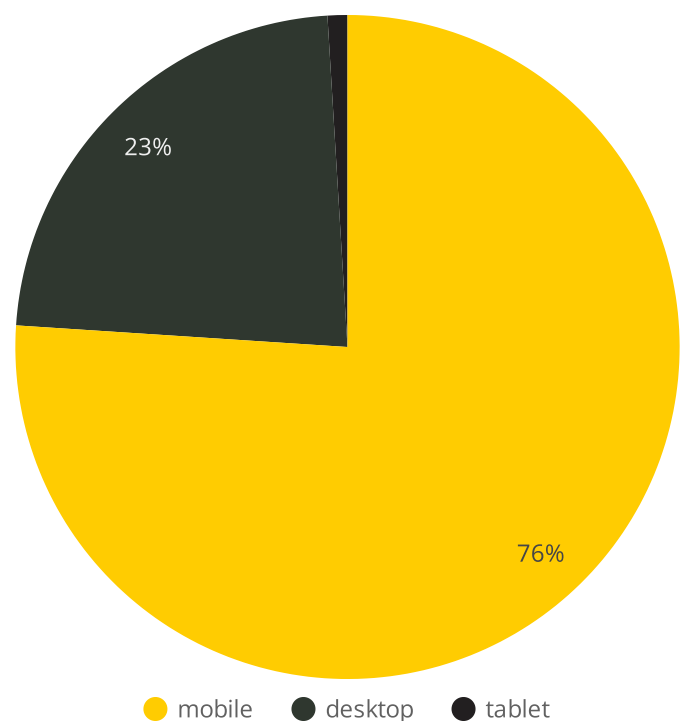
What are the top sources of traffic?

Session source	Total users	New users
google	2,088	1,336
(direct)	343	223
bing	51	20
army.dodmwrlibraries.org	48	26
m.facebook.com	41	14
home.army.mil	40	5
(not set)	35	0
mylibraryus.armybiznet.com	27	14
yahoo	20	16
l.facebook.com	18	0

Which channels are driving traffic?



What device are people using?



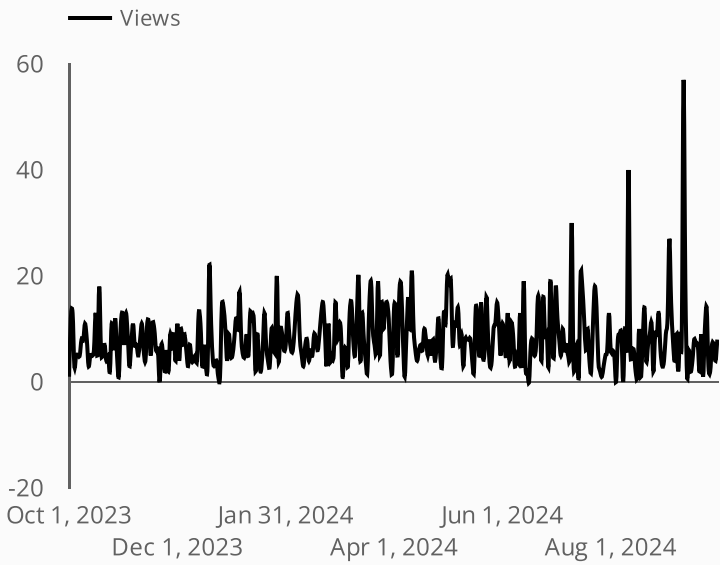


ARMY MWR

Fort Wainwright Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
3,025	2,483	1,638	1,681	68%
↑ 10.4%	↑ 9.8%	↑ 6.7%	↑ 68.1%	↑ 53.1%

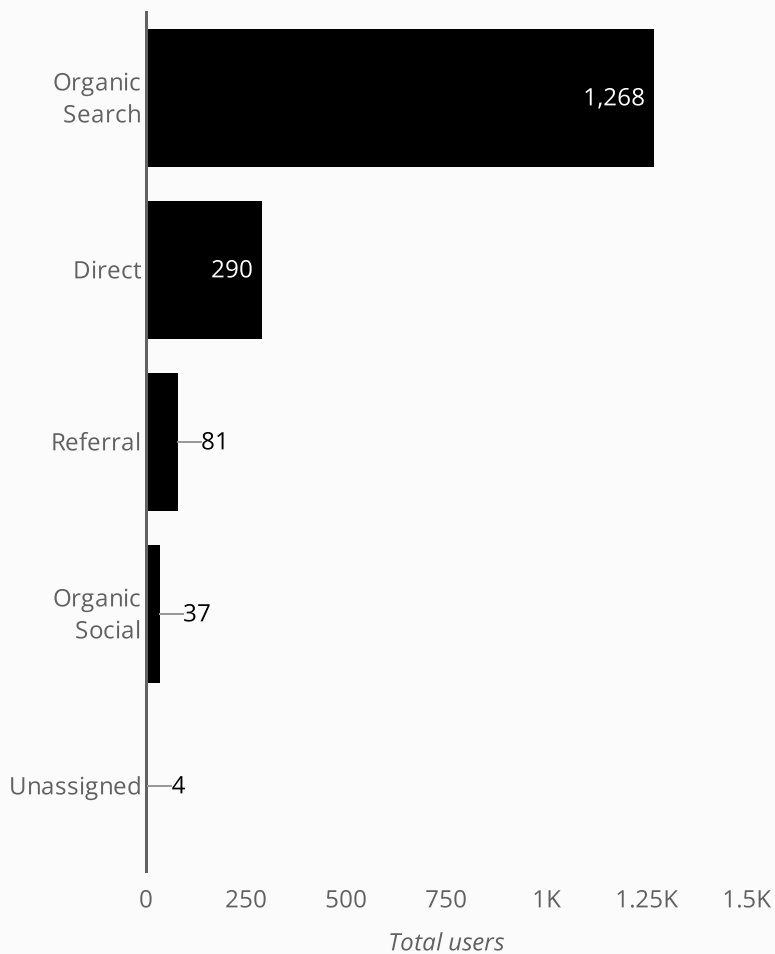
How is site traffic trending?



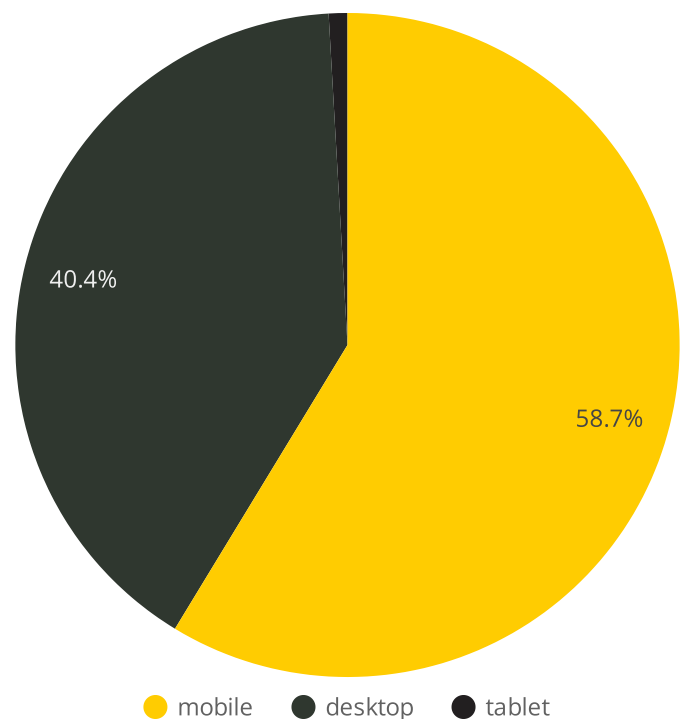
What are the top sources of traffic?

Session source	Total users	New users
google	1,133	684
(direct)	290	180
bing	99	49
duckduckgo	27	26
army.dodmwrlibraries.org	20	7
uaf.edu	16	14
l.facebook.com	16	0
m.facebook.com	15	2
home.army.mil	11	2
mwrlibrary.armybiznet.com	10	6

Which channels are driving traffic?



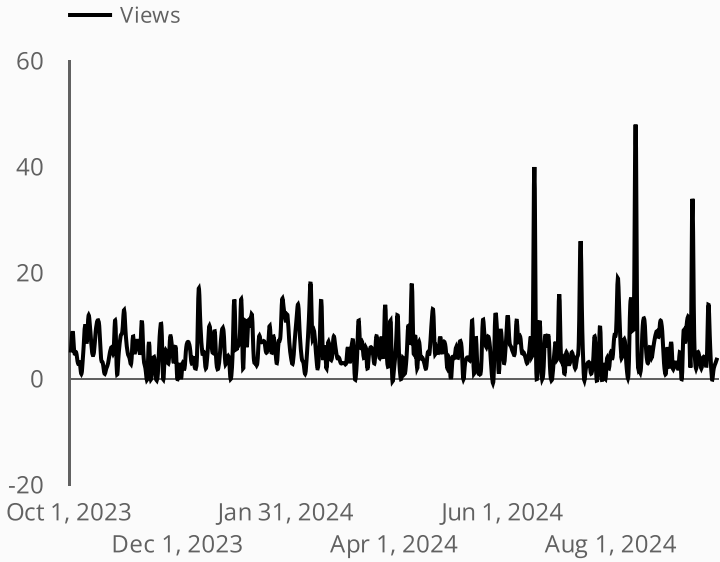
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
2,184	1,788	984	1,156	65%
↑ 1.5%	↑ 3.6%	↓ -4.1%	↑ 25.4%	↑ 21.0%

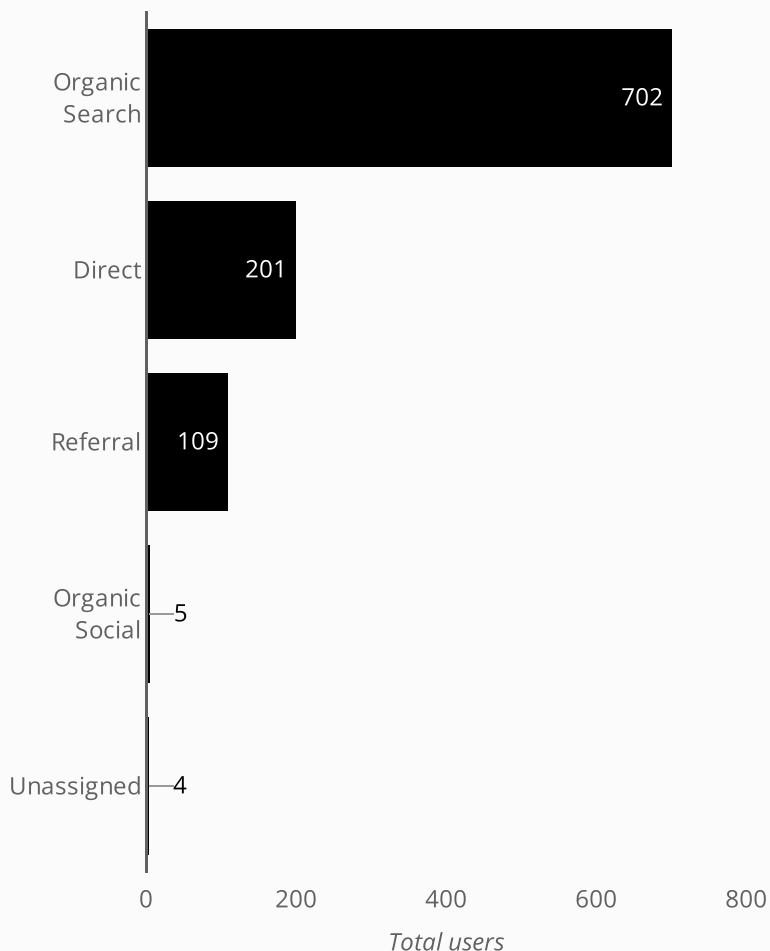
How is site traffic trending?



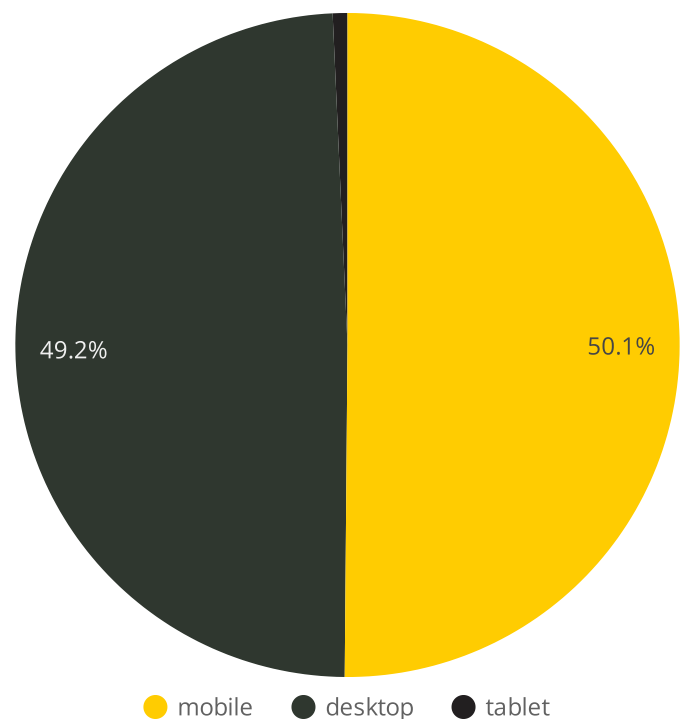
What are the top sources of traffic?

Session source	Total users	New users
google	645	461
(direct)	201	147
mwrlibrary.armybiznet.com	75	27
bing	46	25
army.dodmwrlibraries.org	13	6
dodmwrlibraries.org	9	4
duckduckgo	8	4
home.army.mil	6	0
(not set)	4	0
m.facebook.com	3	3

Which channels are driving traffic?



What device are people using?



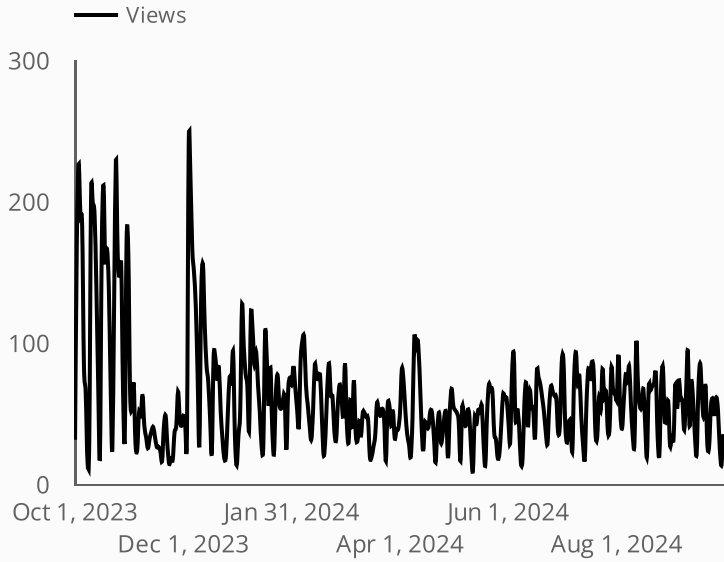


ARMY MWR

JBLM Grandstaff

Views	Sessions	Total users	Engaged sessions	Engagement rate
22,781	19,789	8,808	10,940	55%
↓ -4.4%	↓ -6.4%	↓ -15.4%	↑ 30.2%	↑ 39.0%

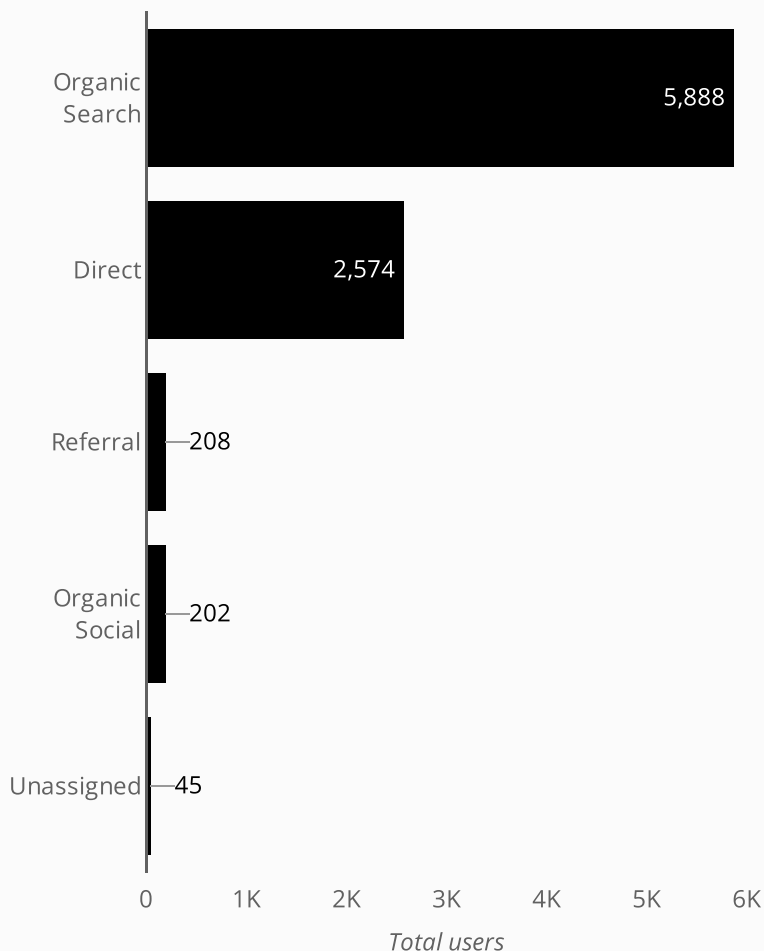
How is site traffic trending?



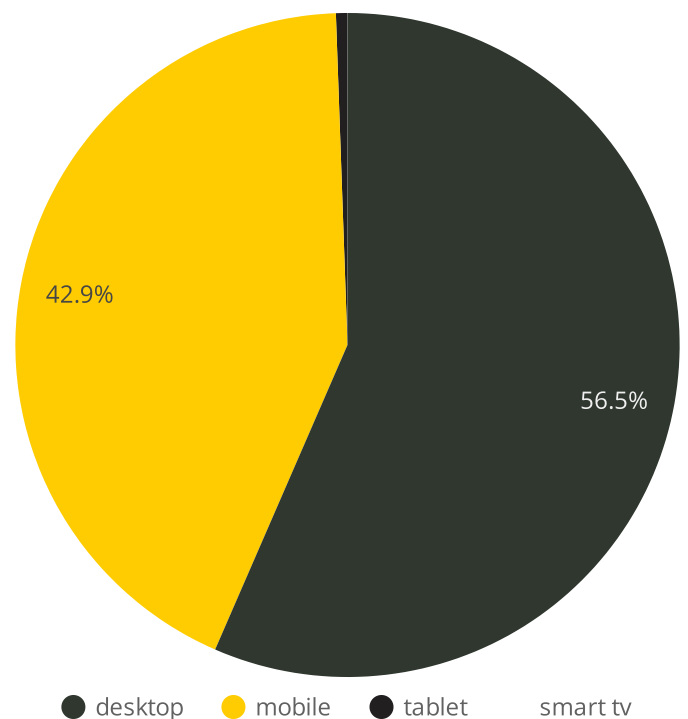
What are the top sources of traffic?

Session source	Total users	New users
google	5,403	3,415
(direct)	2,574	1,950
bing	310	159
m.facebook.com	121	70
duckduckgo	95	51
army.dodmwrlibraries.org	80	44
yahoo	80	37
home.army.mil	55	155
l.facebook.com	48	4
(not set)	44	0

Which channels are driving traffic?



What device are people using?



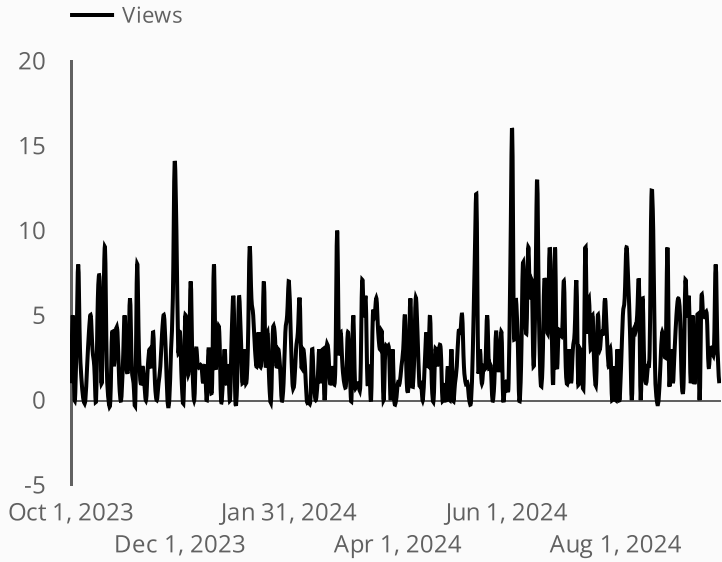


ARMY MWR

Book Patch Children's Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
1,124	996	734	775	78%
↓ -14.2%	↓ -12.6%	↓ -8.7%	↑ 130.7%	↑ 164.0%

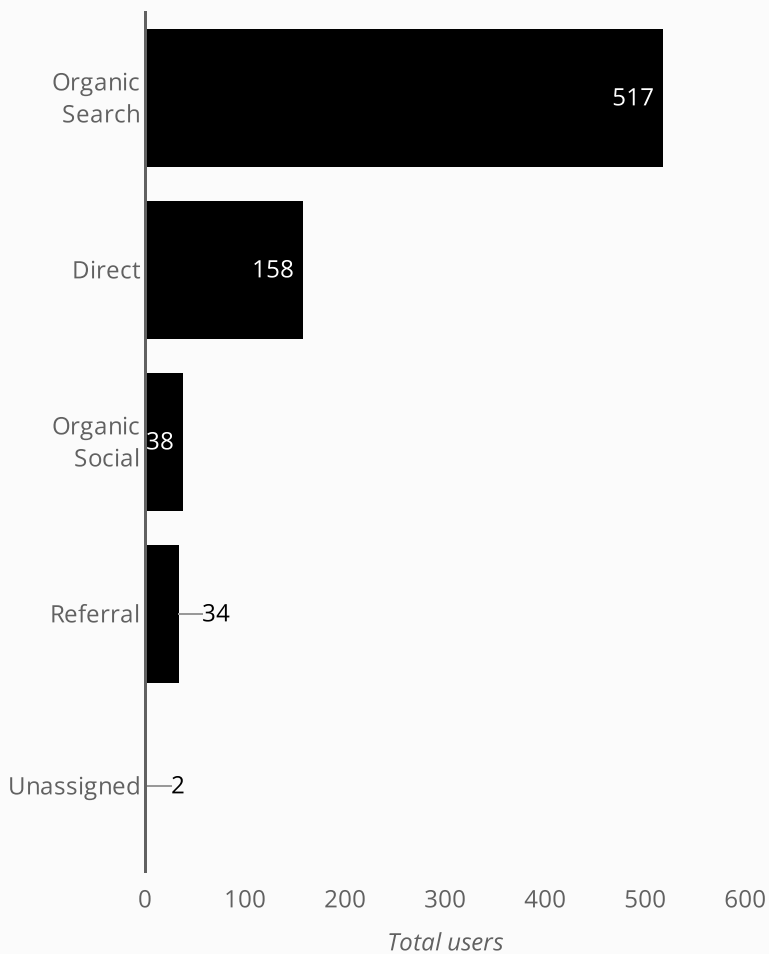
How is site traffic trending?



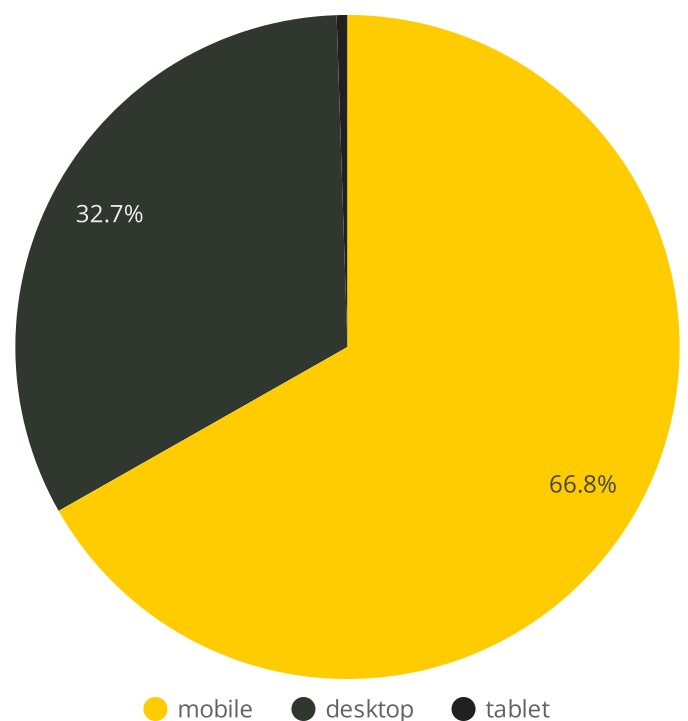
What are the top sources of traffic?

Session source	Total users	New users
google	485	131
(direct)	158	56
home.army.mil	27	0
m.facebook.com	24	0
bing	20	6
l.facebook.com	11	0
yahoo	7	1
duckduckgo	2	2
lens.google.com	2	2
ecosia.org	2	1

Which channels are driving traffic?



What device are people using?



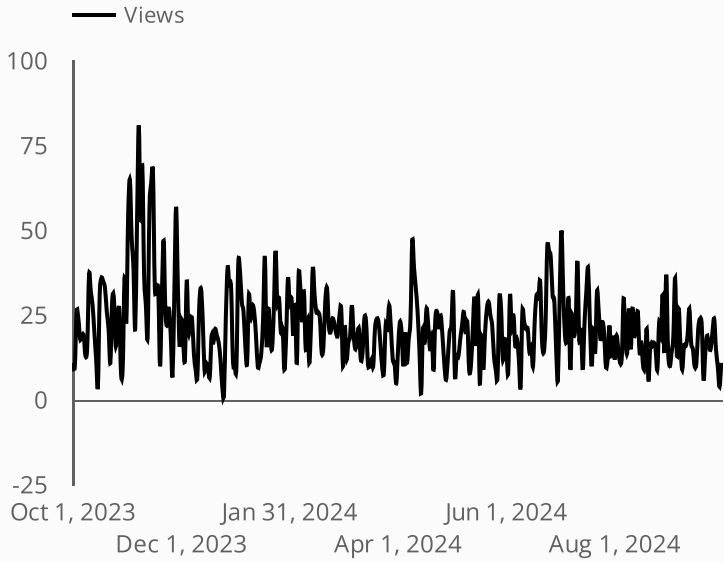


ARMY MWR

McChord Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
7,997	7,134	4,389	4,887	69%
↑ 4.7%	↑ 3.6%	↑ 38.6%	↑ 132.4%	↑ 124.2%

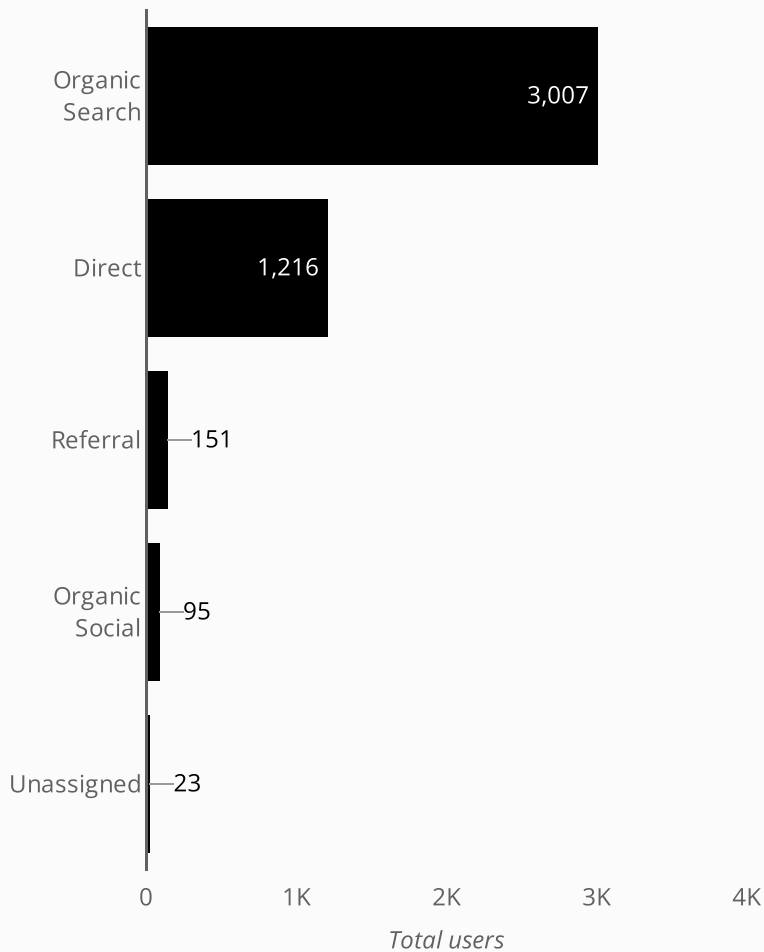
How is site traffic trending?



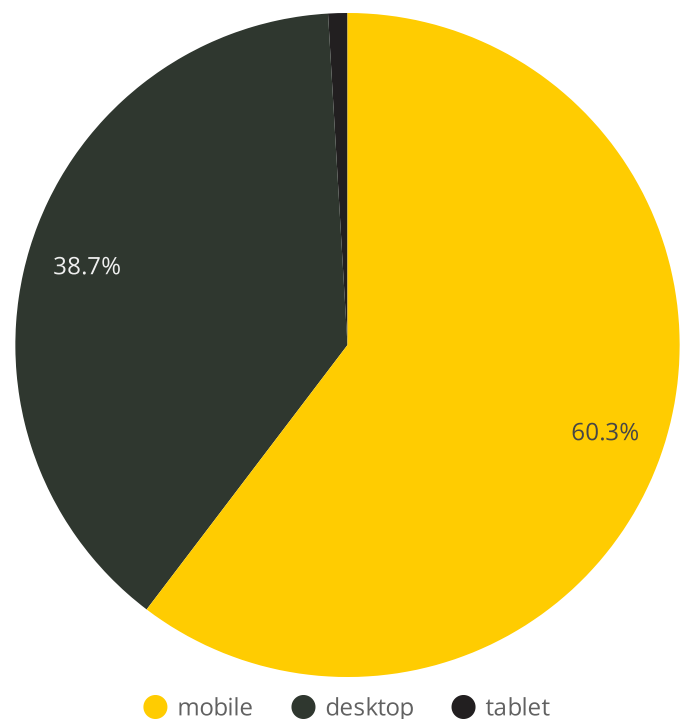
What are the top sources of traffic?

Session source	Total users	New users
google	2,704	1,422
(direct)	1,216	637
bing	236	103
m.facebook.com	55	1
army.dodmwrlibraries.org	46	30
duckduckgo	43	18
home.army.mil	42	0
yahoo	29	6
l.facebook.com	28	0
(not set)	22	0

Which channels are driving traffic?



What device are people using?



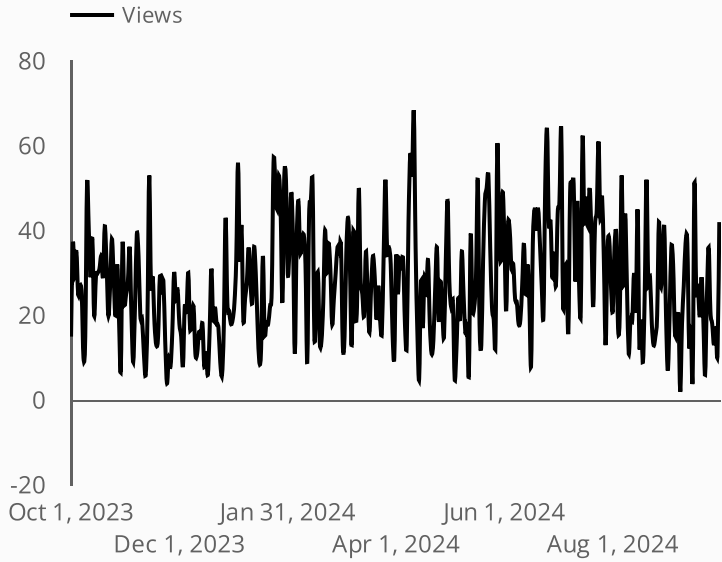


ARMY MWR

Redstone Arsenal Post Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
10,277	8,198	4,959	5,473	67%
↓ -7.8%	↓ -6.2%	↑ 9.5%	↑ 45.4%	↑ 55.1%

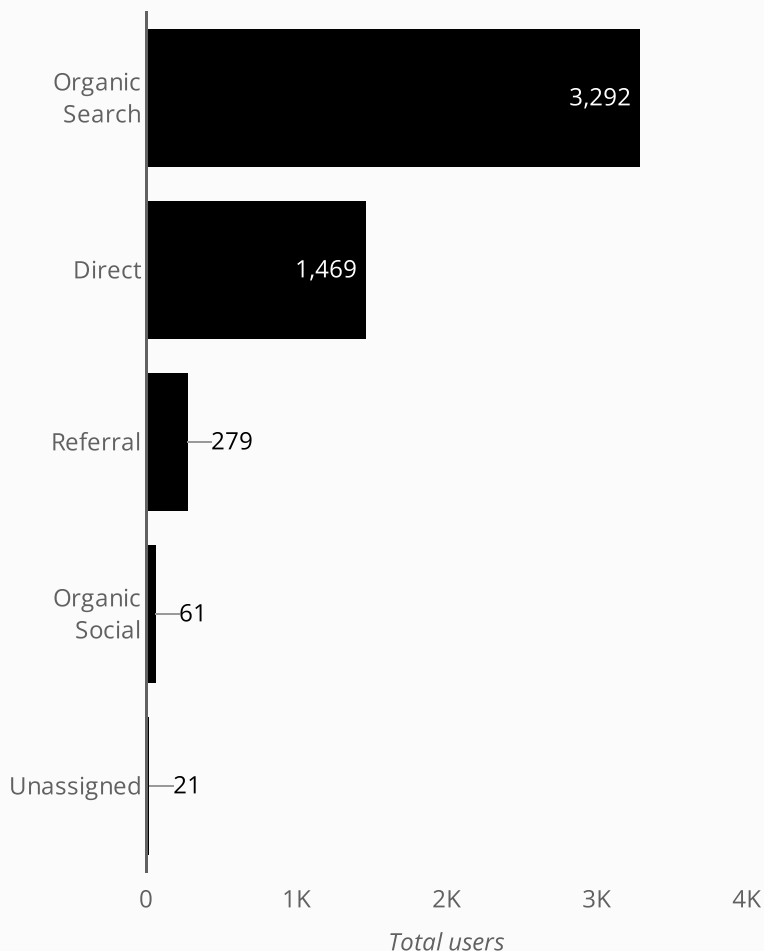
How is site traffic trending?



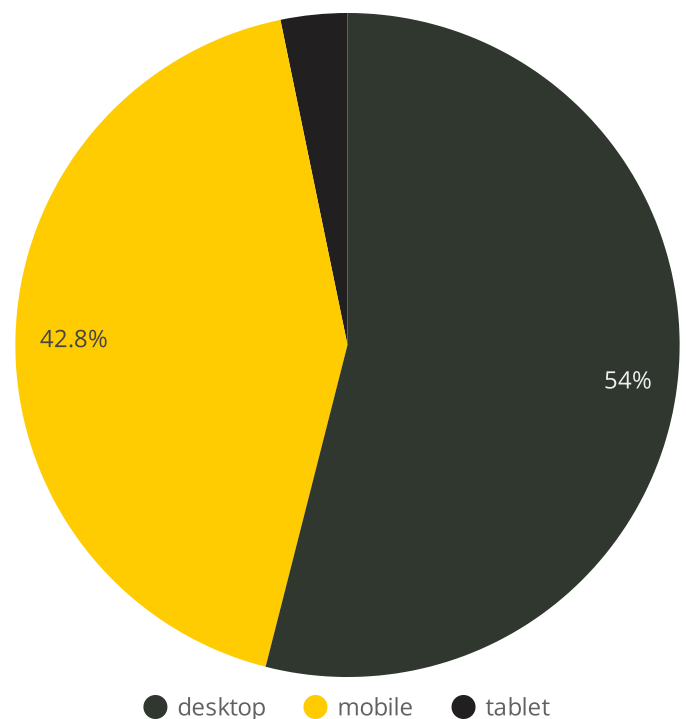
What are the top sources of traffic?

Session source	Total users	New users
google	2,861	1,871
(direct)	1,469	1,080
bing	291	150
duckduckgo	95	66
army.dodmwrlibraries.org	82	41
yahoo	50	32
mwrlibrary.armybiznet.com	47	24
m.facebook.com	30	16
installations.militaryonesour...	27	19
dodmwrlibraries.org	23	15

Which channels are driving traffic?



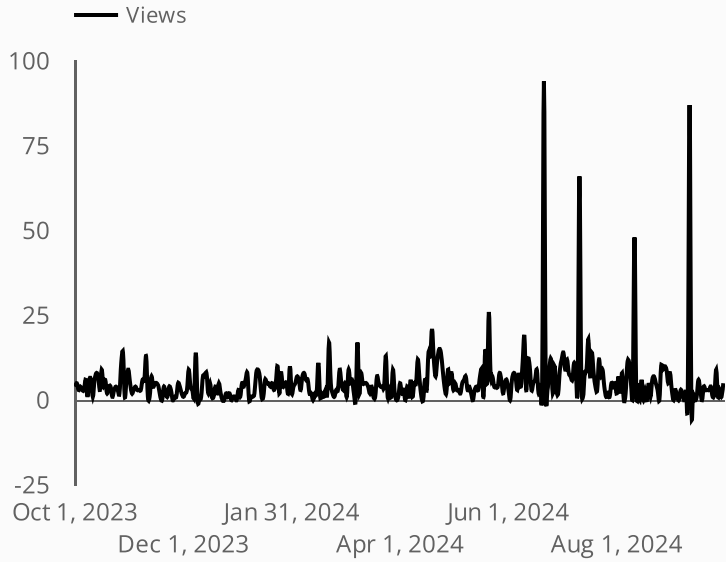
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
2,031	1,428	944	1,032	72%
↓ -2.7%	↓ -1.1%	↓ -3.0%	↑ 23.0%	↑ 24.4%

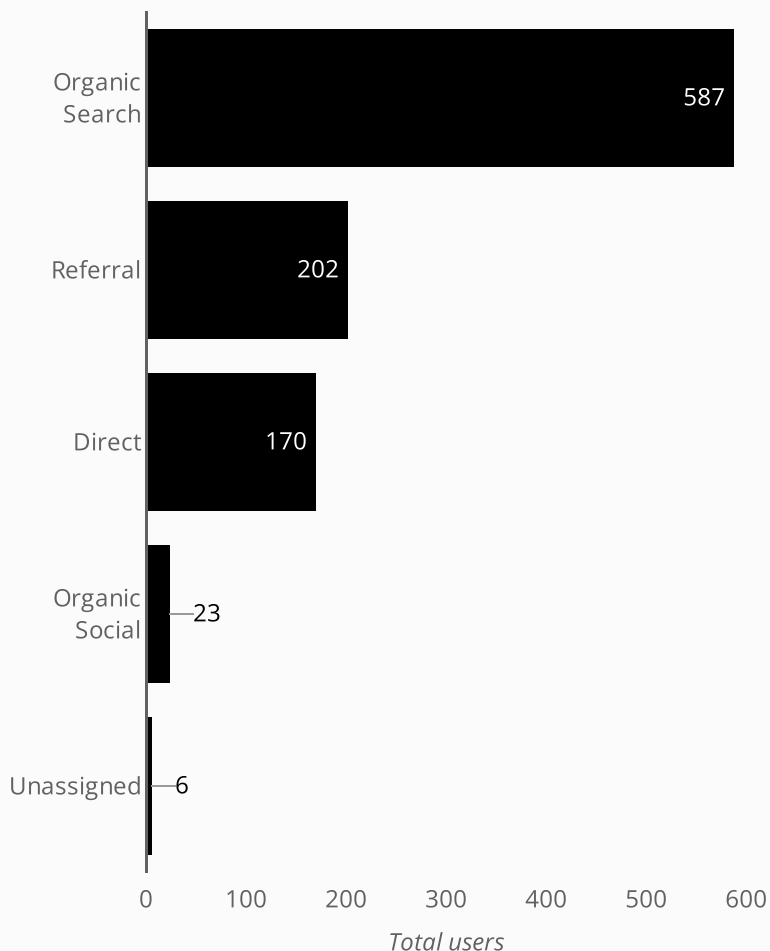
How is site traffic trending?



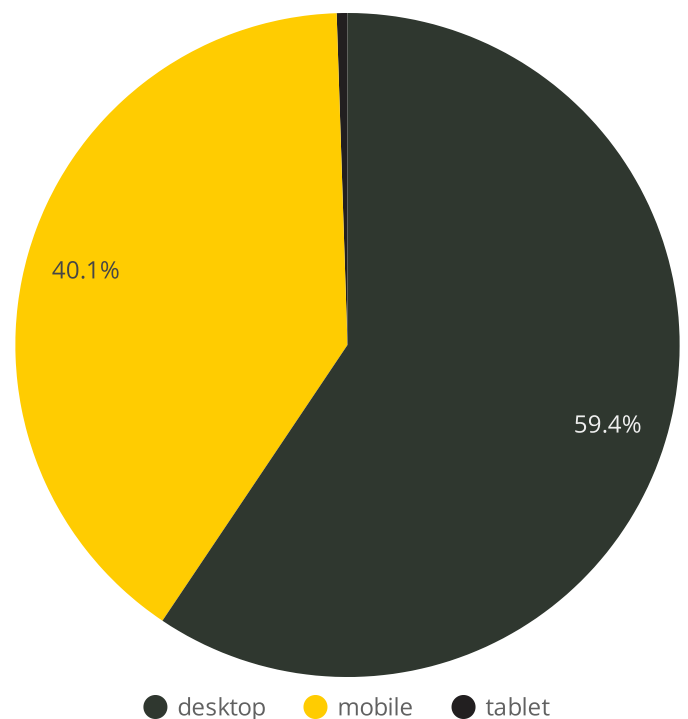
What are the top sources of traffic?

Session source	Total users	New users
google	548	369
(direct)	170	125
mwrlibrary.armybiznet.com	130	77
bing	31	17
army.dodmwrlibraries.org	22	15
dodmwrlibraries.org	18	8
home.army.mil	15	0
l.facebook.com	9	0
jfcbrunssum.com	8	0
lm.facebook.com	7	1

Which channels are driving traffic?



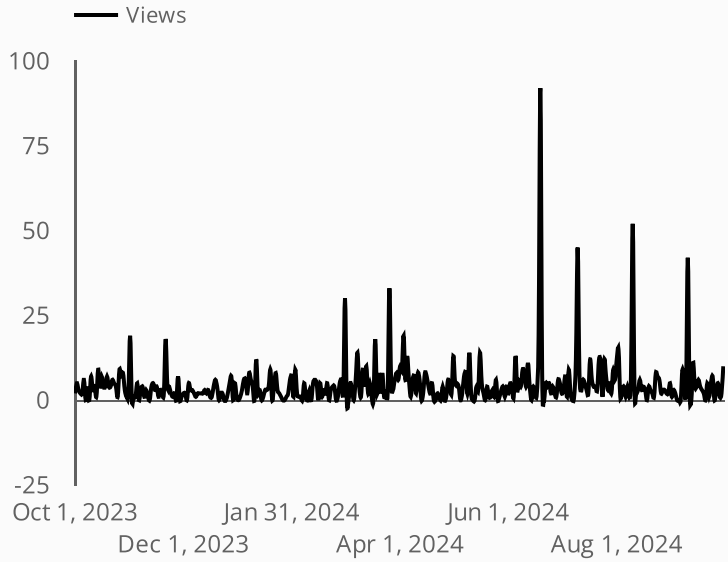
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
1,701	1,243	871	829	67%
↑ 33.5%	↑ 27.1%	↑ 20.1%	↑ 81.4%	↑ 42.7%

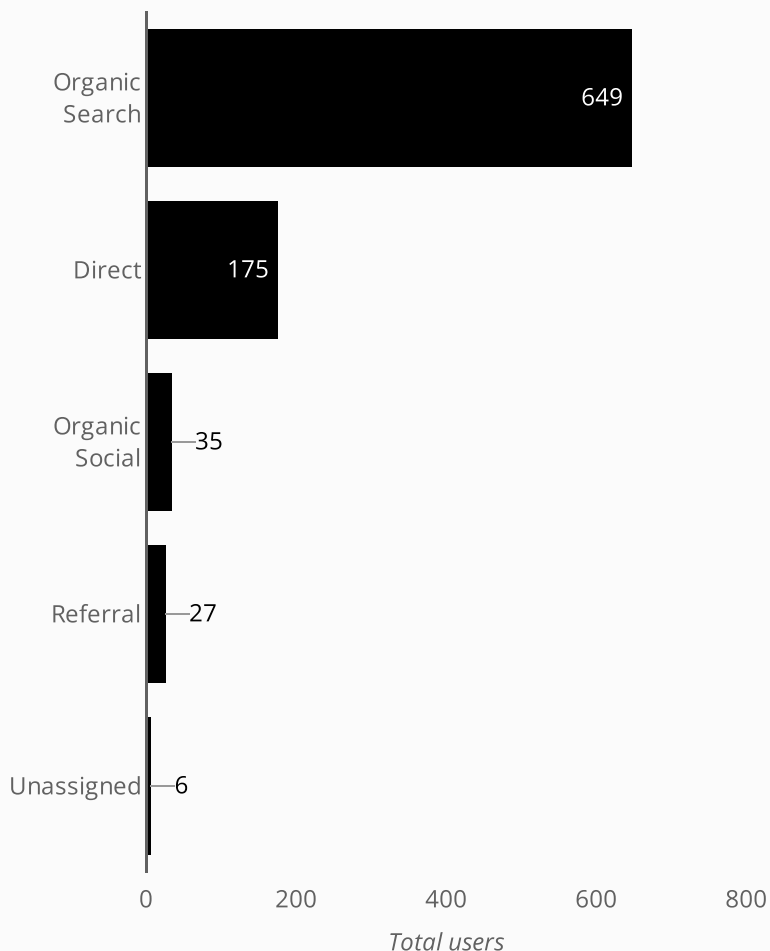
How is site traffic trending?



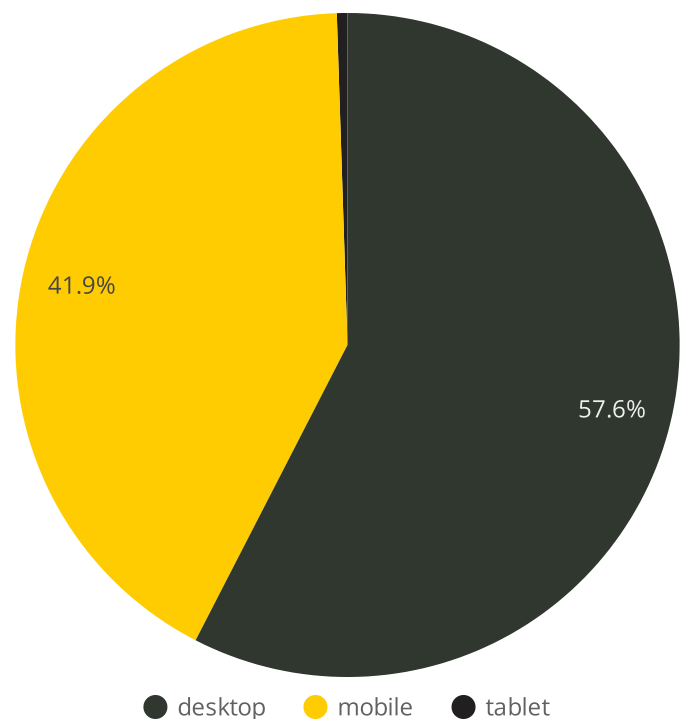
What are the top sources of traffic?

Session source	Total users	New users
google	552	368
(direct)	175	98
bing	73	47
yahoo	18	16
m.facebook.com	18	12
l.facebook.com	10	5
duckduckgo	6	4
mwrlibrary.armybiznet.com	6	4
(not set)	6	0
lm.facebook.com	5	4

Which channels are driving traffic?



What device are people using?



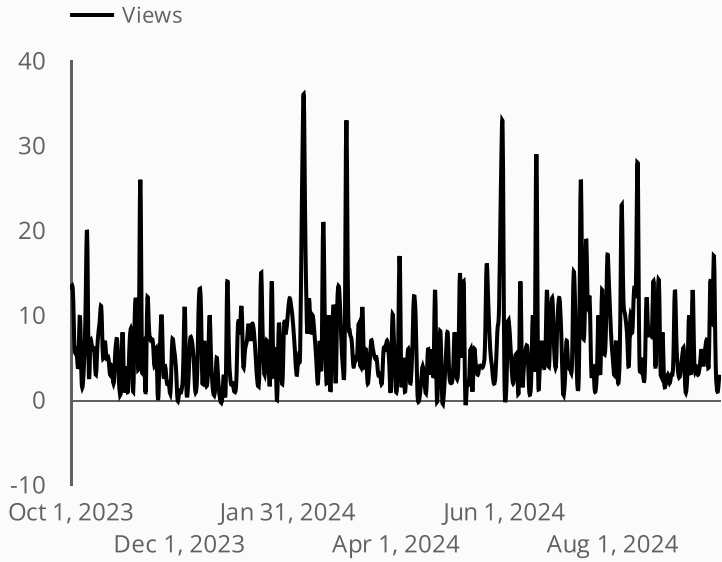


ARMY MWR

Camp Zama Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
2,405	1,916	1,190	1,318	69%
↑ 13.6%	↑ 11.7%	↑ 14.0%	↑ 52.0%	↑ 36.1%

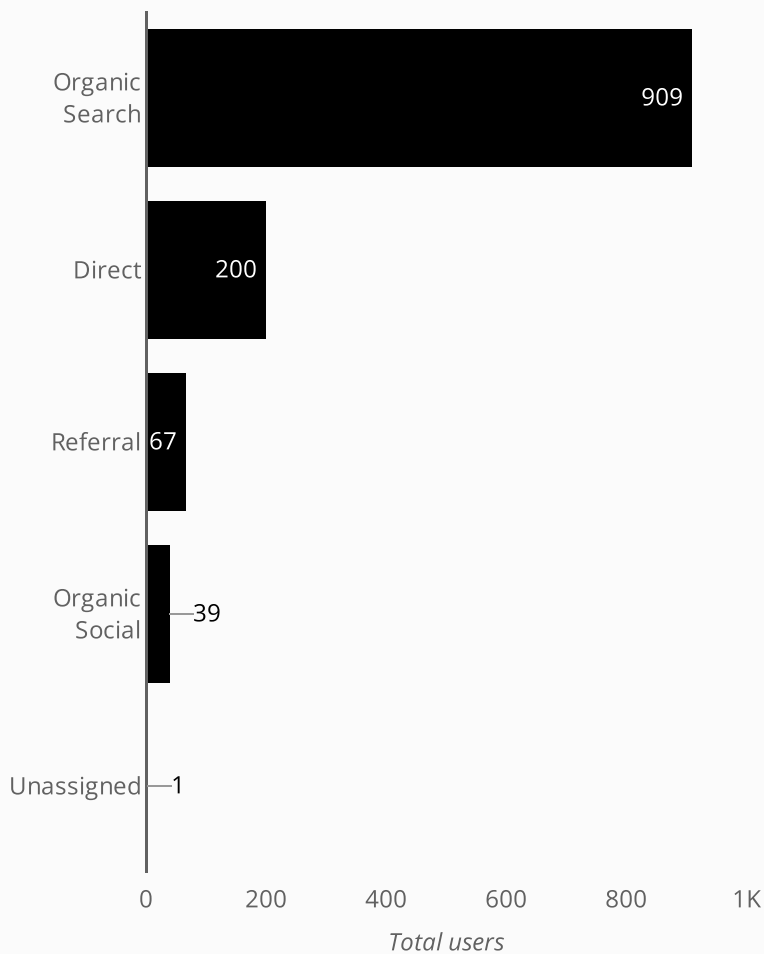
How is site traffic trending?



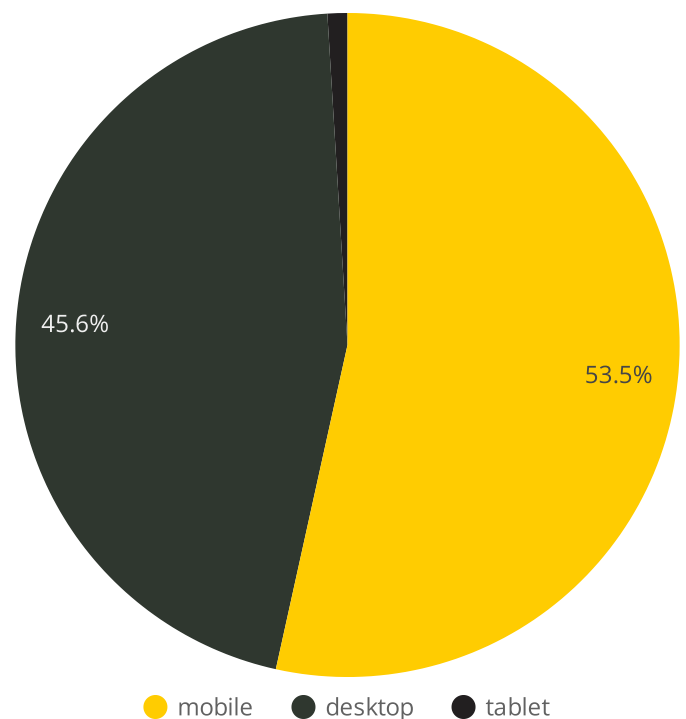
What are the top sources of traffic?

Session source	Total users	New users
google	789	437
(direct)	200	146
bing	80	32
yahoo	30	22
army.dodmwrlibraries.org	21	8
m.facebook.com	18	13
l.facebook.com	12	2
home.army.mil	12	0
mwrlibrary.armybiznet.com	11	0
duckduckgo	10	8

Which channels are driving traffic?



What device are people using?





ARMY MWR

Sagamihara

Views

620

↓ -37.8%

Sessions

528

↓ -43.8%

Total users

348

↓ -38.9%

Engaged sessions

353

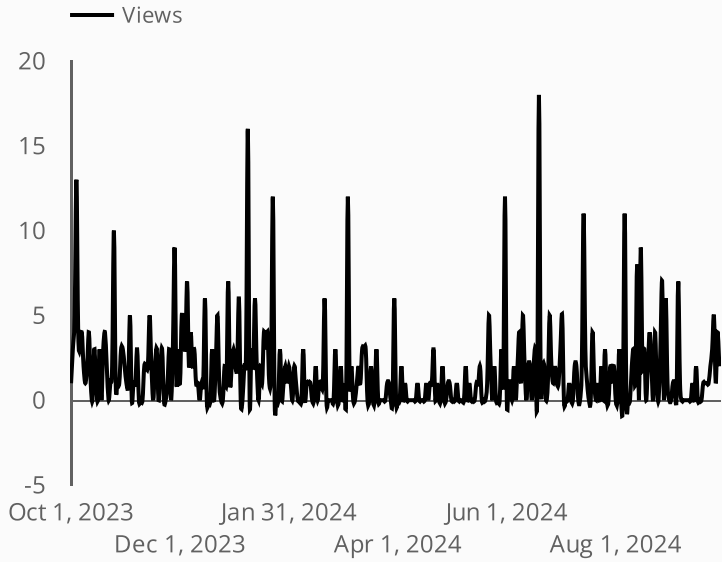
↑ 11.7%

Engagement rate

67%

↑ 98.7%

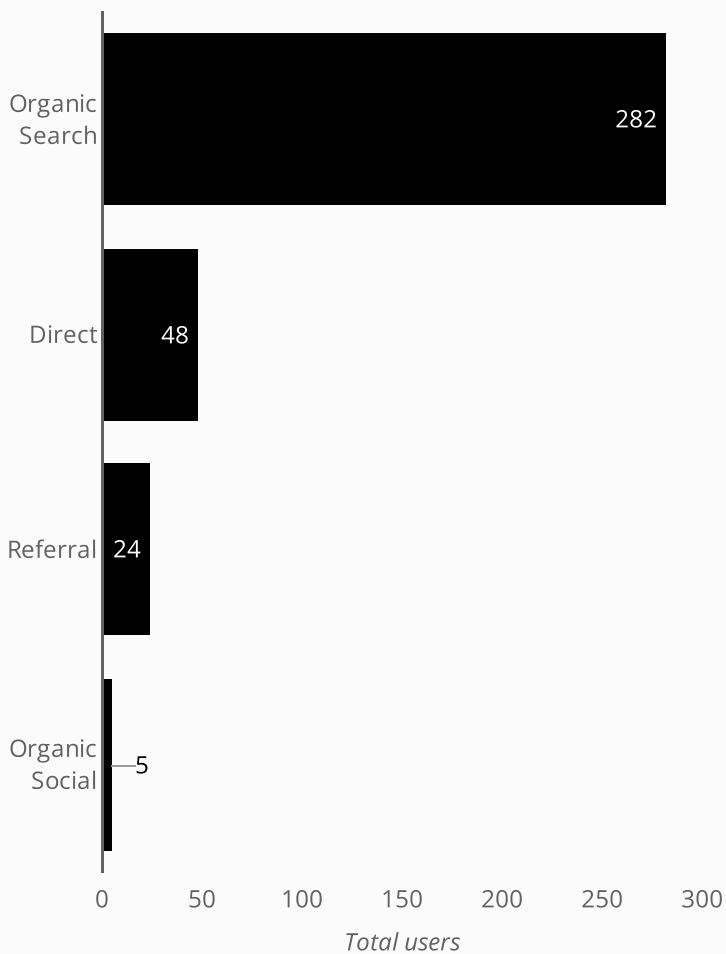
How is site traffic trending?



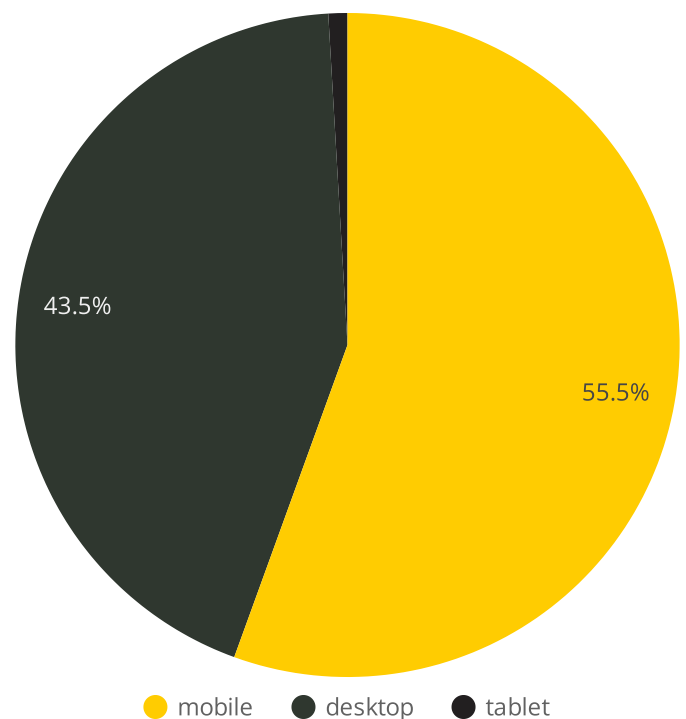
What are the top sources of traffic?

Session source	Total users	New users
google	248	95
(direct)	48	24
bing	22	5
home.army.mil	7	0
duckduckgo	6	5
yahoo	6	1
dodmwrlibraries.org	5	0
army.dodmwrlibraries.org	4	2
l.facebook.com	4	0
mwrlibrary.armybiznet.com	3	0

Which channels are driving traffic?



What device are people using?



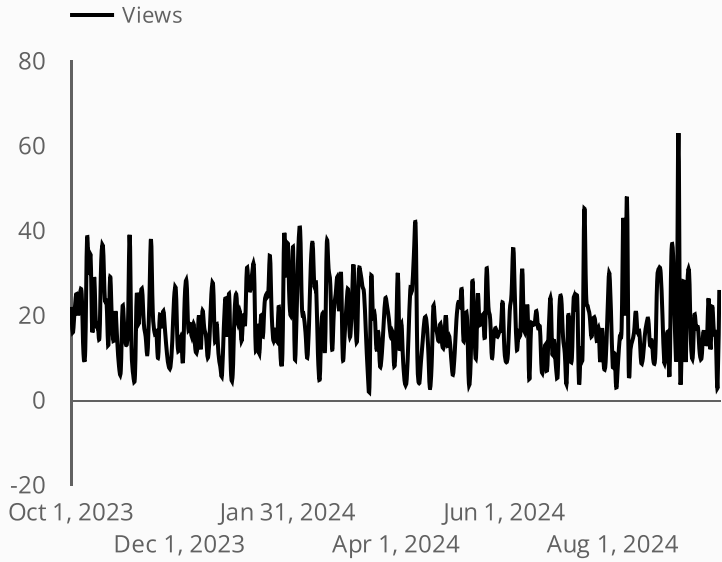


ARMY MWR

Rose Barracks & Tower Barracks

Views	Sessions	Total users	Engaged sessions	Engagement rate
6,720	5,396	3,882	3,881	72%

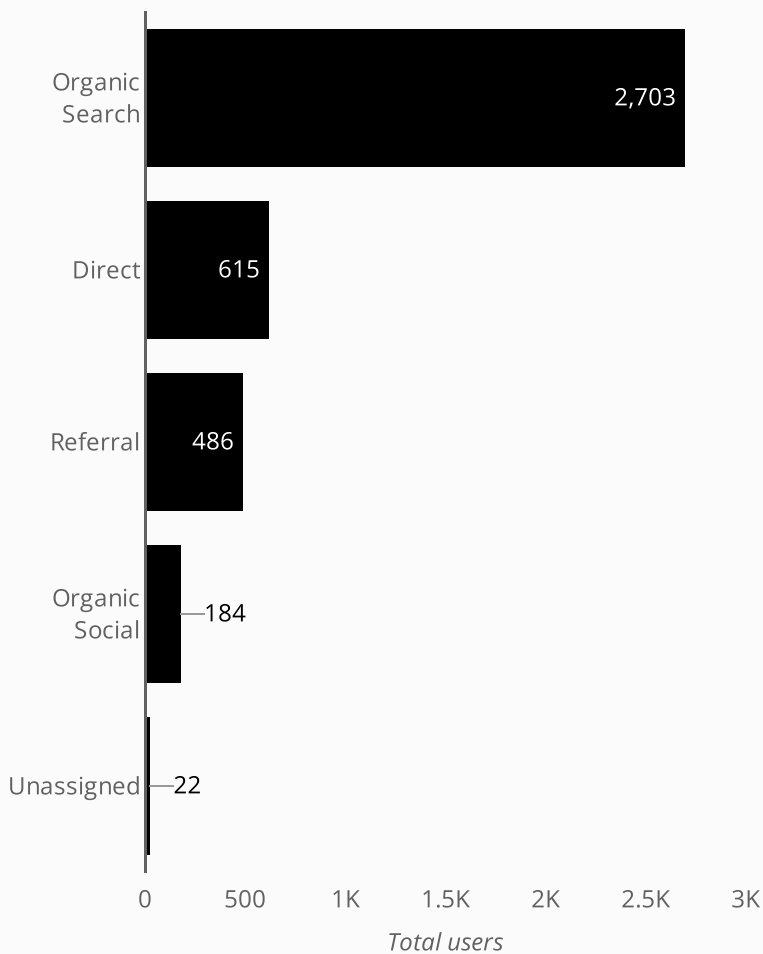
How is site traffic trending?



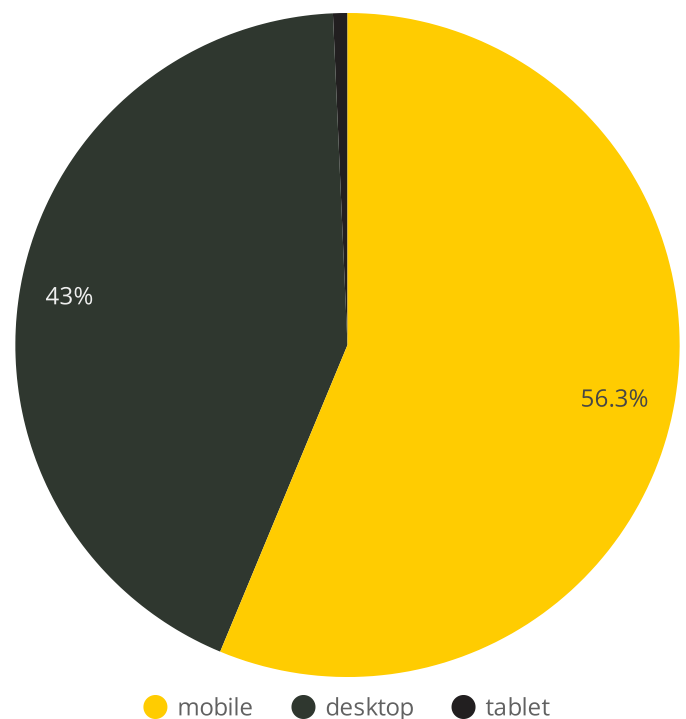
What are the top sources of traffic?

Session source	Total users	New users
google	2,519	1,319
(direct)	615	318
mwrlibrary.armybiznet.com	279	170
bing	126	56
m.facebook.com	117	77
home.army.mil	81	1
army.dodmwrlibraries.org	75	29
l.facebook.com	34	11
yahoo	30	14
lm.facebook.com	28	15

Which channels are driving traffic?



What device are people using?





ARMY MWR

Chievres

Views

741

↓ -4.8%

Sessions

654

↑ 0.8%

Total users

460

↓ -1.9%

Engaged sessions

415

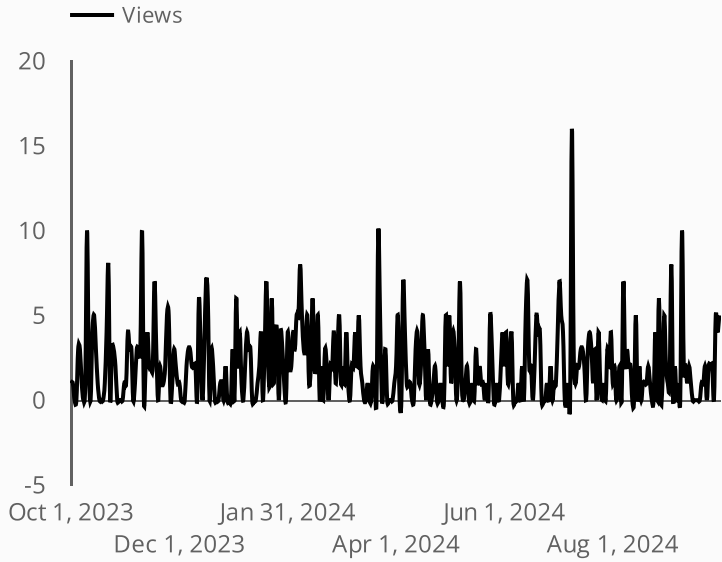
↑ 52.6%

Engagement rate

63%

↑ 51.4%

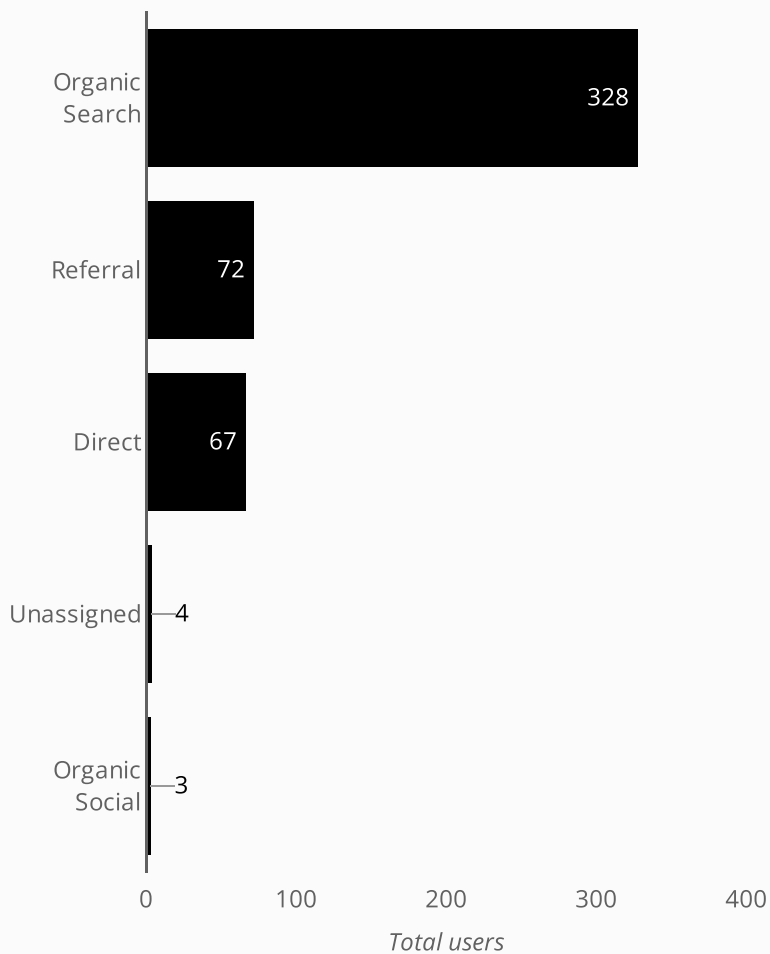
How is site traffic trending?



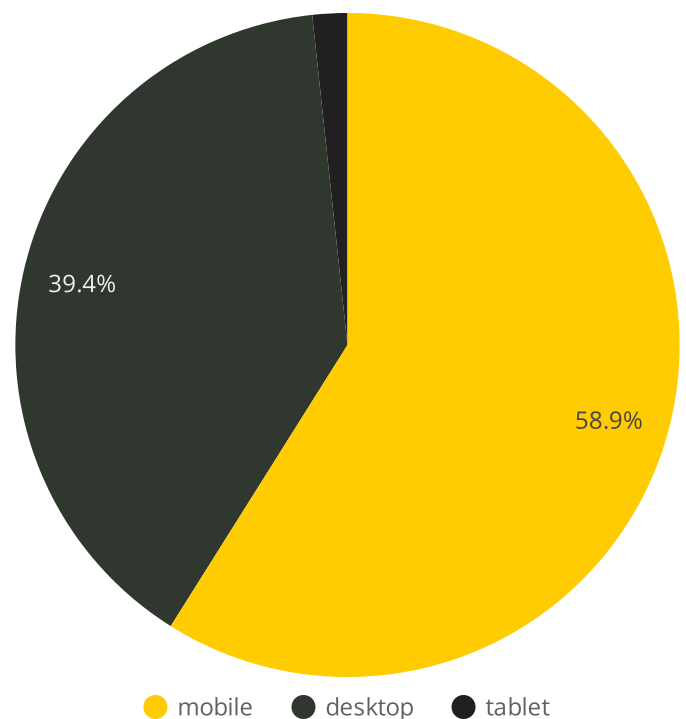
What are the top sources of traffic?

Session source	Total users	New users
google	308	173
(direct)	67	33
mwrlibrary.armybiznet.com	51	20
bing	11	8
army.dodmwrlibraries.org	9	6
duckduckgo	6	6
dodmwrlibraries.org	5	1
(not set)	4	0
home.army.mil	3	0
yahoo	2	1

Which channels are driving traffic?



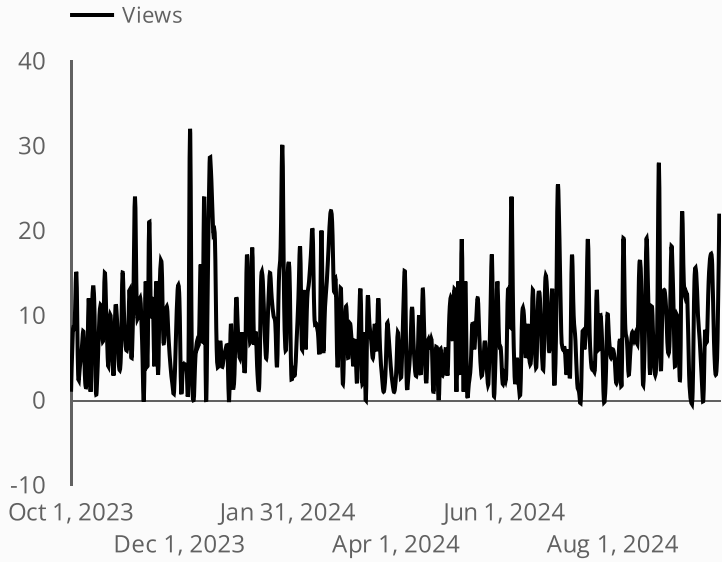
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
3,052	2,103	1,545	1,537	73%
↓ -20.0%	↓ -10.1%	↓ -5.3%	↑ 8.7%	↑ 20.8%

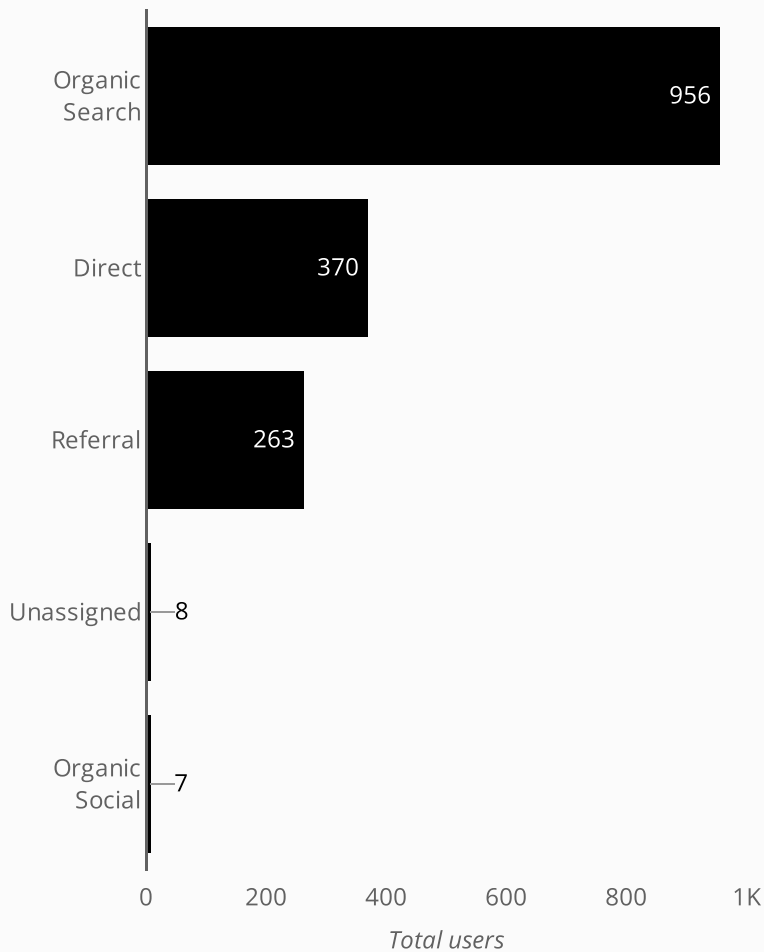
How is site traffic trending?



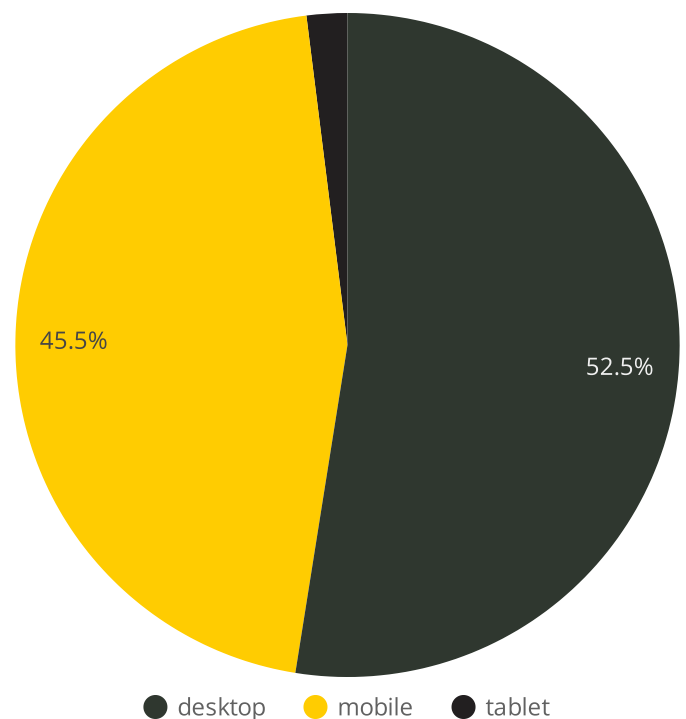
What are the top sources of traffic?

Session source	Total users	New users
google	863	659
(direct)	370	304
mwrlibrary.armybiznet.com	194	123
bing	69	45
army.dodmwrlibraries.org	23	14
dodmwrlibraries.org	15	5
duckduckgo	13	11
intranet.nr.ncia	11	11
shape2day.com	11	0
(not set)	8	0

Which channels are driving traffic?



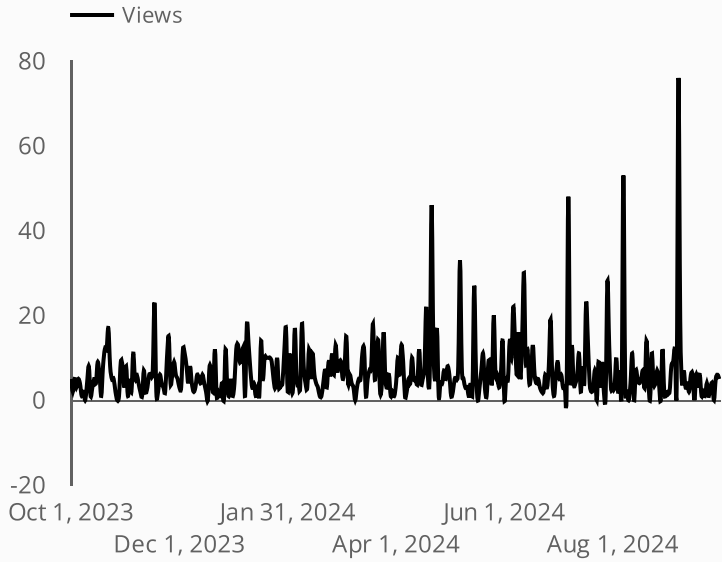
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
2,495	1,884	1,127	1,253	67%
↑ 38.5%	↑ 38.8%	↑ 31.4%	↑ 74.5%	↑ 25.7%

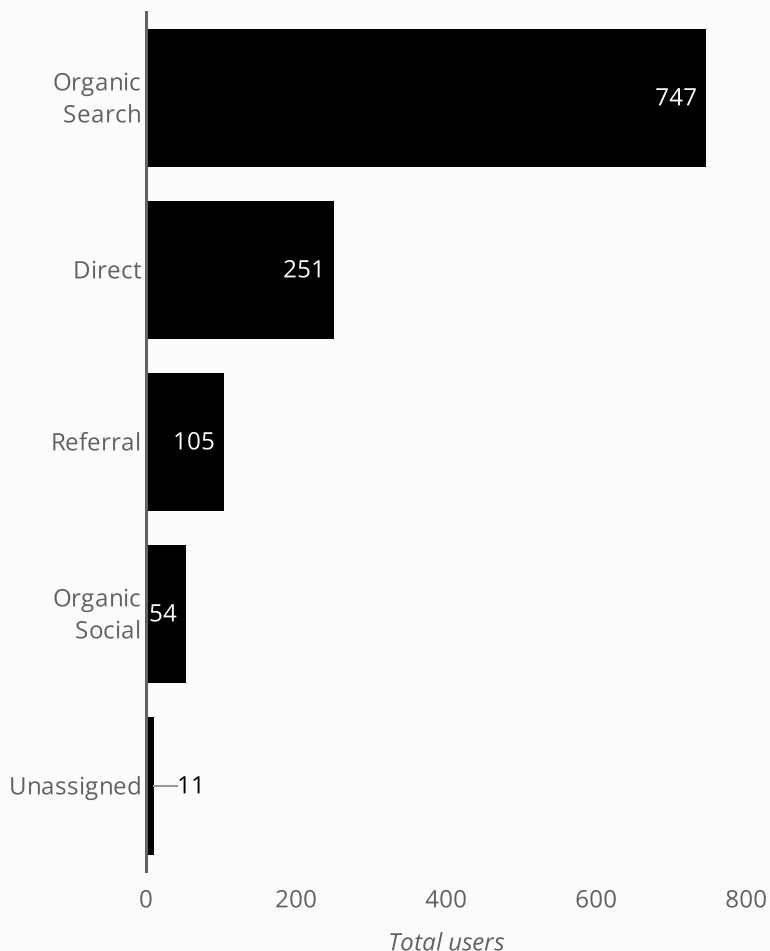
How is site traffic trending?



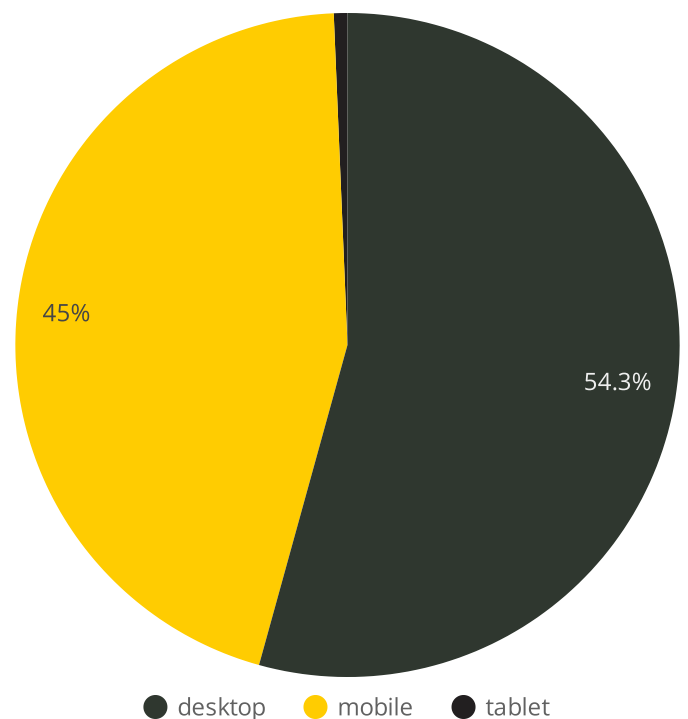
What are the top sources of traffic?

Session source	Total users	New users
google	721	582
(direct)	251	181
mwrlibrary.armybiznet.com	73	41
m.facebook.com	28	23
bing	25	11
l.facebook.com	11	6
(not set)	11	0
lm.facebook.com	8	4
army.dodmwrlibraries.org	8	3
facebook.com	7	7

Which channels are driving traffic?



What device are people using?



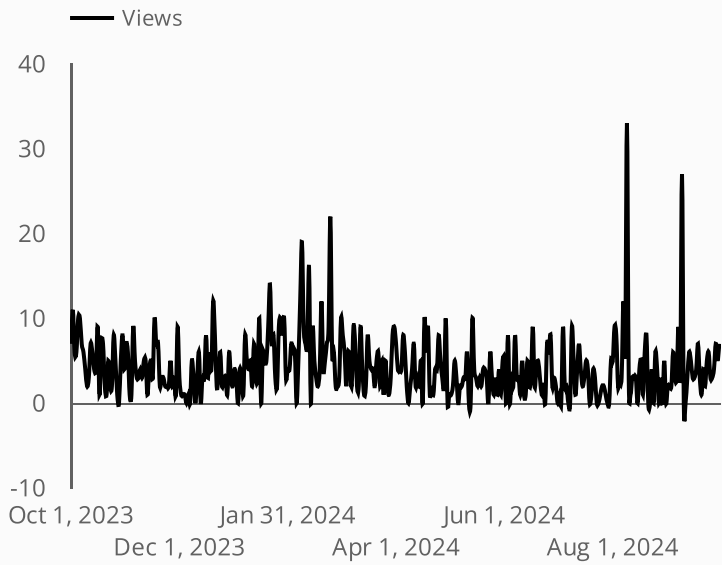


ARMY MWR

Camp Casey

Views	Sessions	Total users	Engaged sessions	Engagement rate
1,565	1,378	974	835	61%
↓ -3.2%	↓ -5.6%	↓ -7.7%	↑ 60.0%	↑ 69.4%

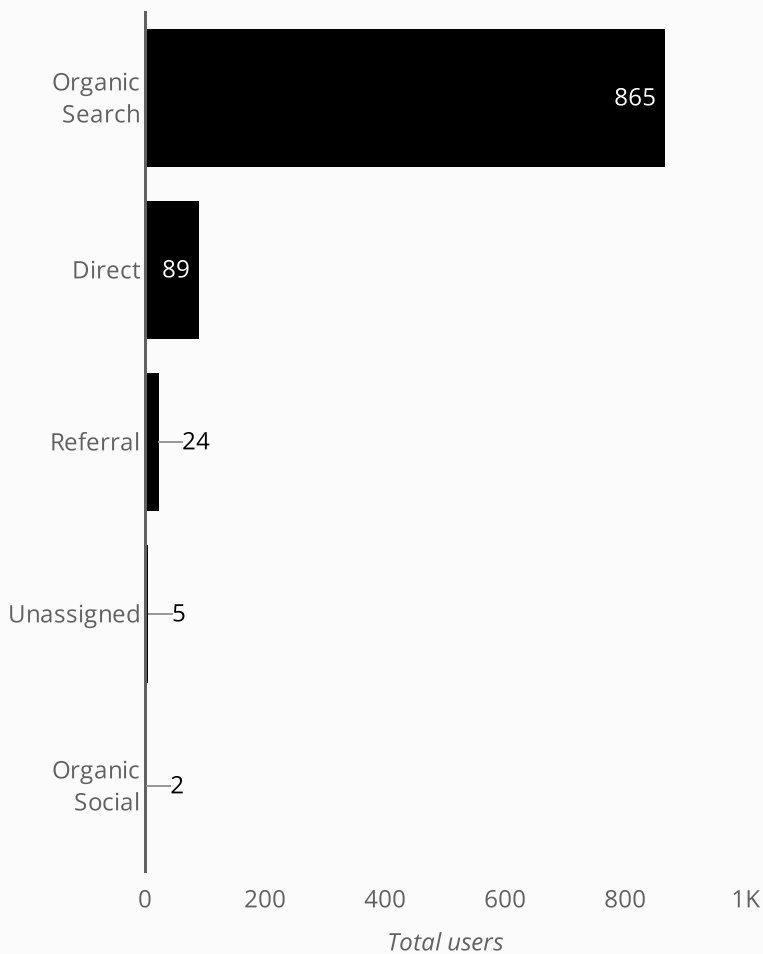
How is site traffic trending?



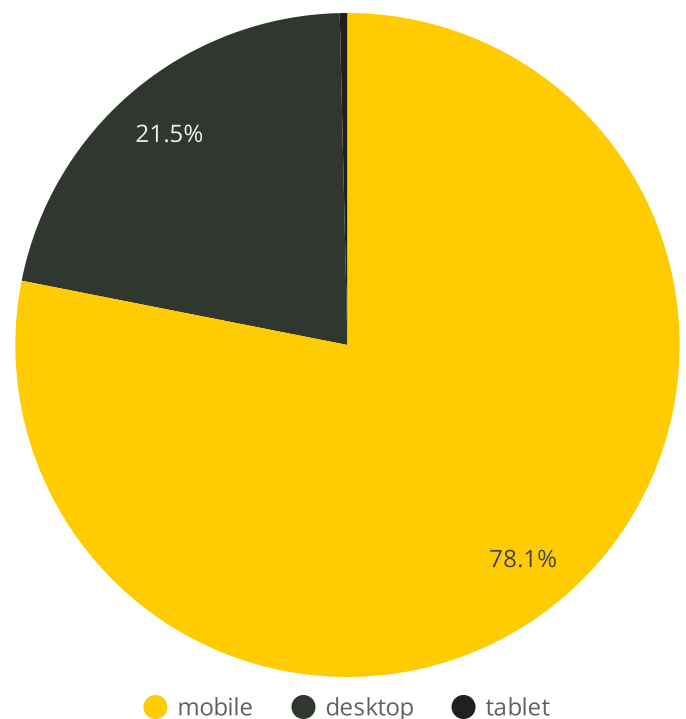
What are the top sources of traffic?

Session source	Total users	New users
google	827	406
(direct)	89	45
bing	30	13
dodmwrlibraries.org	7	3
army.dodmwrlibraries.org	6	2
duckduckgo	5	2
(not set)	5	0
yahoo	3	2
home.army.mil	2	0
linktr.ee	2	0

Which channels are driving traffic?



What device are people using?





ARMY MWR

Camp Hovey

Views

912

↓ -37.6%

Sessions

874

↓ -37.2%

Total users

556

↓ -38.4%

Engaged sessions

389

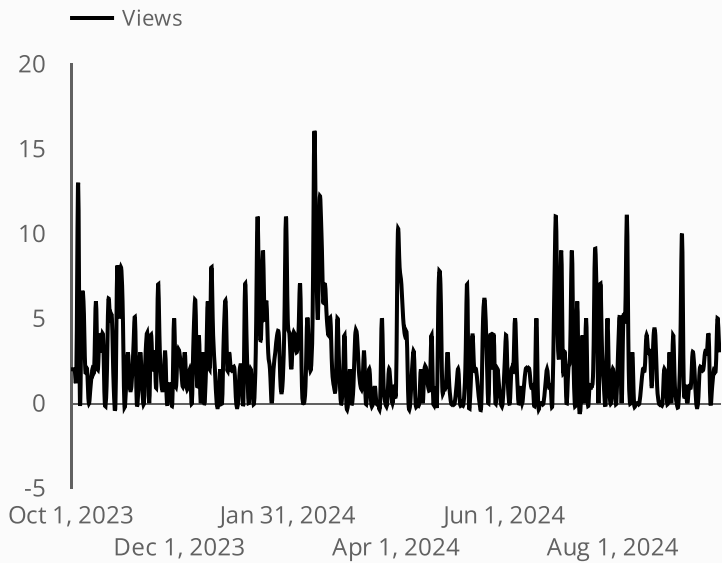
↓ -17.2%

Engagement rate

45%

↑ 31.8%

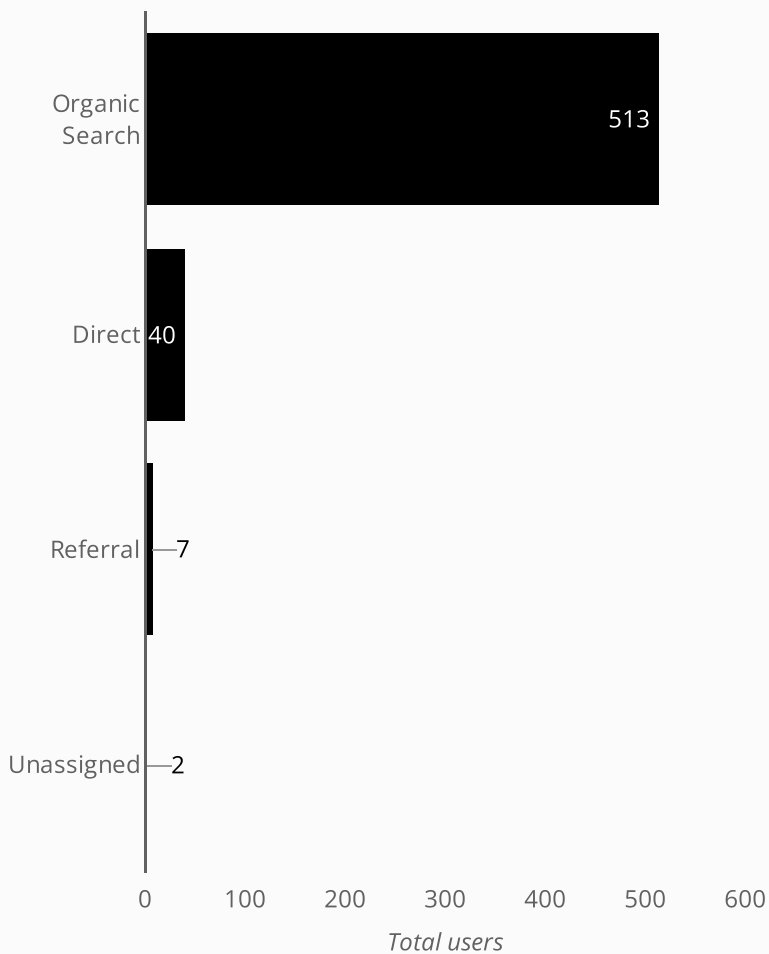
How is site traffic trending?



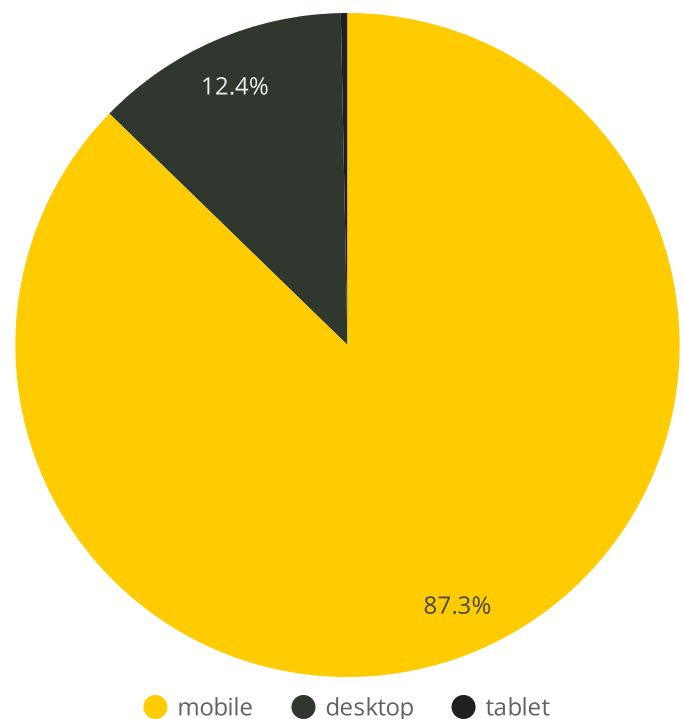
What are the top sources of traffic?

Session source	Total users	New users
google	496	262
(direct)	40	28
bing	14	4
duckduckgo	2	2
(not set)	2	0
installations.militaryonesour...	1	1
army.dodmwrlibraries.org	1	0
auth.mwremployeeportal.com	1	0
crg.health.mil	1	0
earth.google.com	1	0

Which channels are driving traffic?



What device are people using?



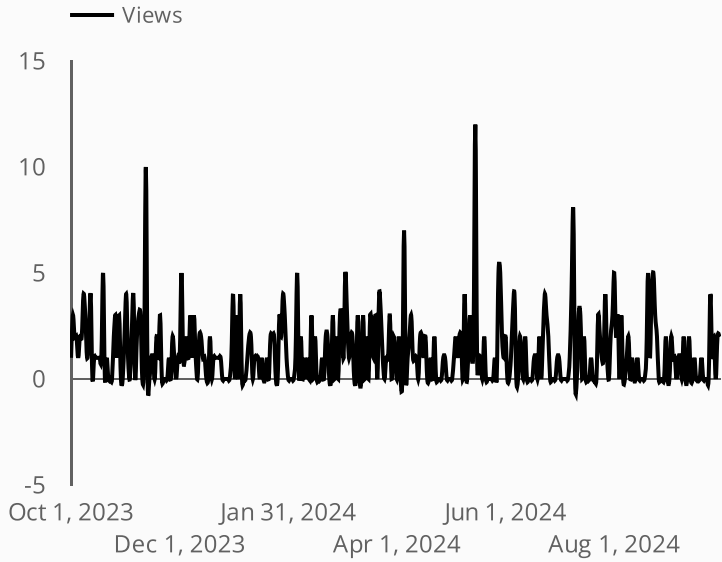


ARMY MWR

Camp Carroll Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
458	471	303	251	53%
↓ -39.8%	↓ -33.4%	↓ -33.8%	↓ -9.7%	↑ 35.5%

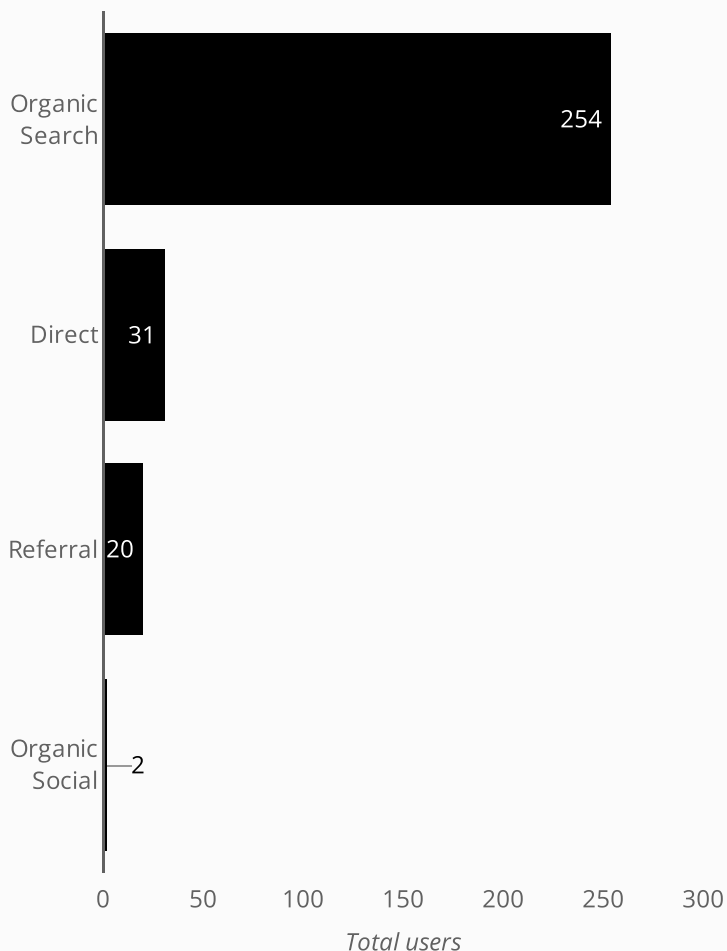
How is site traffic trending?



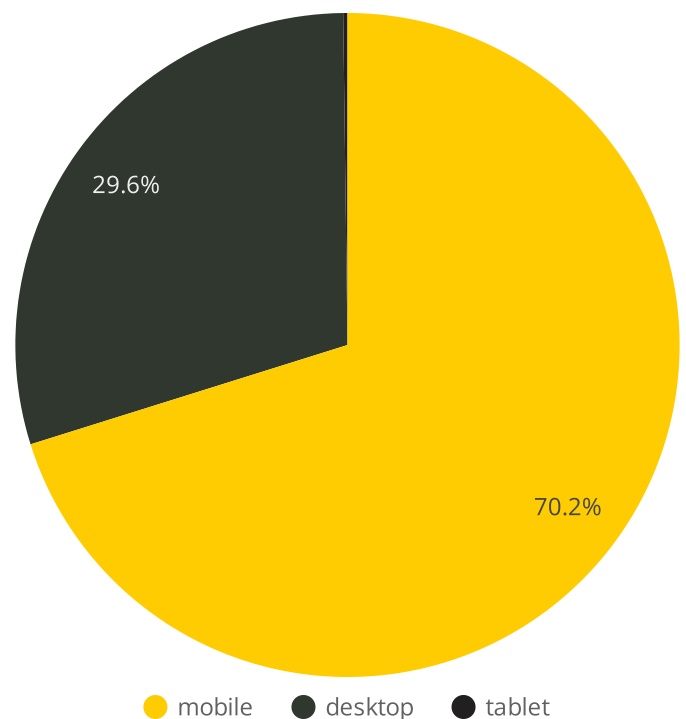
What are the top sources of traffic?

Session source	Total users	New users
google	247	158
(direct)	31	20
dodmwrlibraries.org	6	0
home.army.mil	5	2
bing	4	1
yahoo	3	1
army.dodmwrlibraries.org	3	0
mwrlibrary.armybiznet.com	2	1
mylibraryus.armybiznet.com	2	1
armyeitaas.sharepoint-mil.us	2	0

Which channels are driving traffic?



What device are people using?



● mobile ● desktop ● tablet



ARMY MWR

Camp Walker

Views

766

↓ -24.3%

Sessions

705

↓ -14.5%

Total users

486

↓ -11.5%

Engaged sessions

460

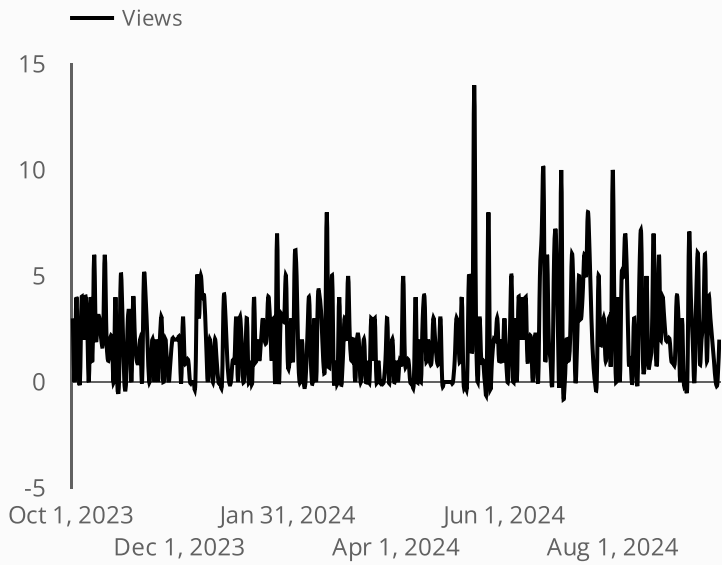
↑ 28.1%

Engagement rate

65%

↑ 49.9%

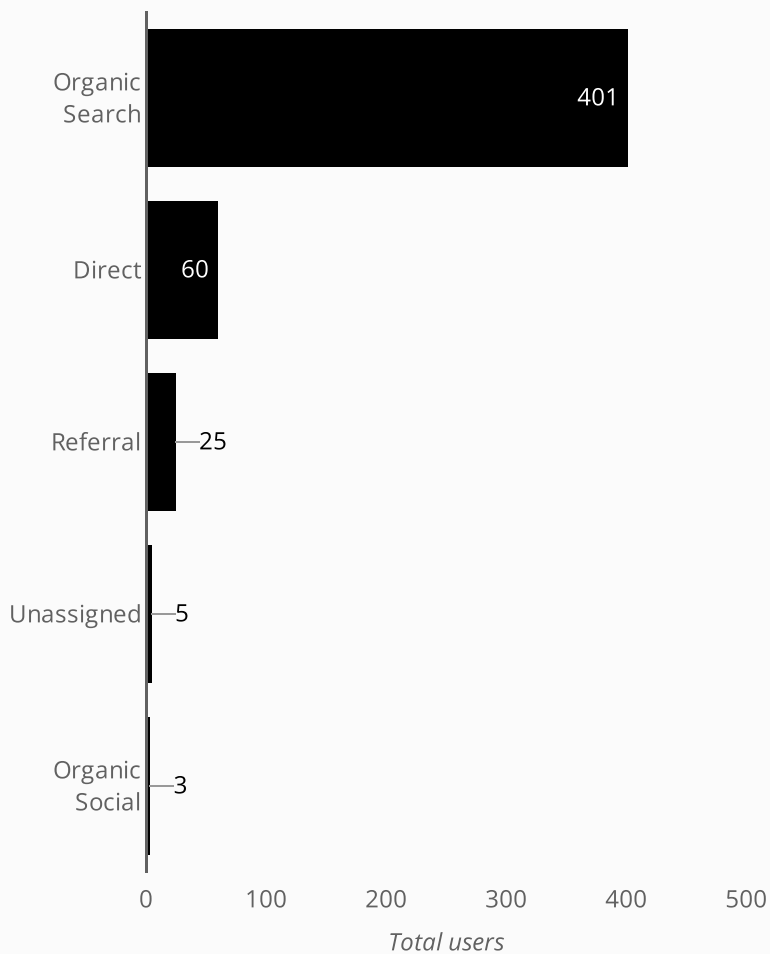
How is site traffic trending?



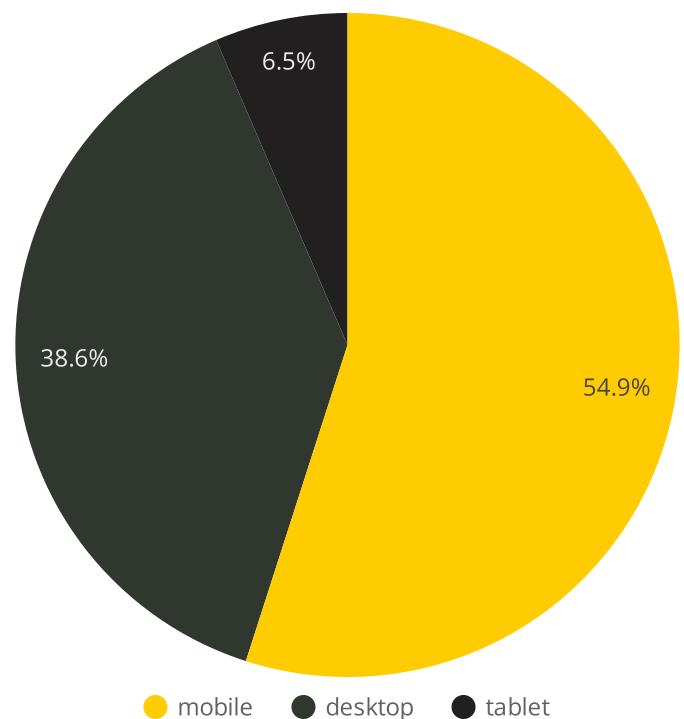
What are the top sources of traffic?

Session source	Total users	New users
google	369	219
(direct)	60	49
bing	20	16
army.dodmwrlibraries.org	14	8
yahoo	7	2
dodmwrlibraries.org	5	2
(not set)	5	0
duckduckgo	4	3
home.army.mil	3	0
mwrlibrary.armybiznet.com	3	0

Which channels are driving traffic?



What device are people using?



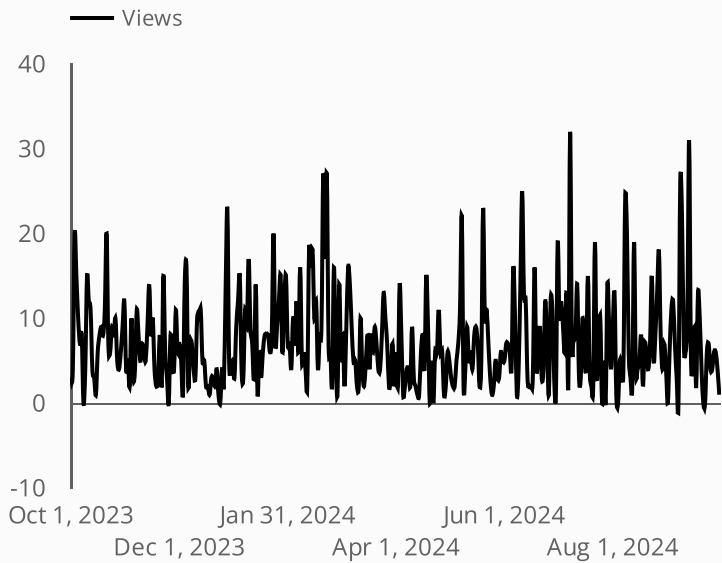


ARMY MWR

Hohenfels Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
2,691	2,039	1,334	1,342	66%
↑ 3.6%	↑ 5.1%	↑ 2.1%	↑ 49.8%	↑ 42.5%

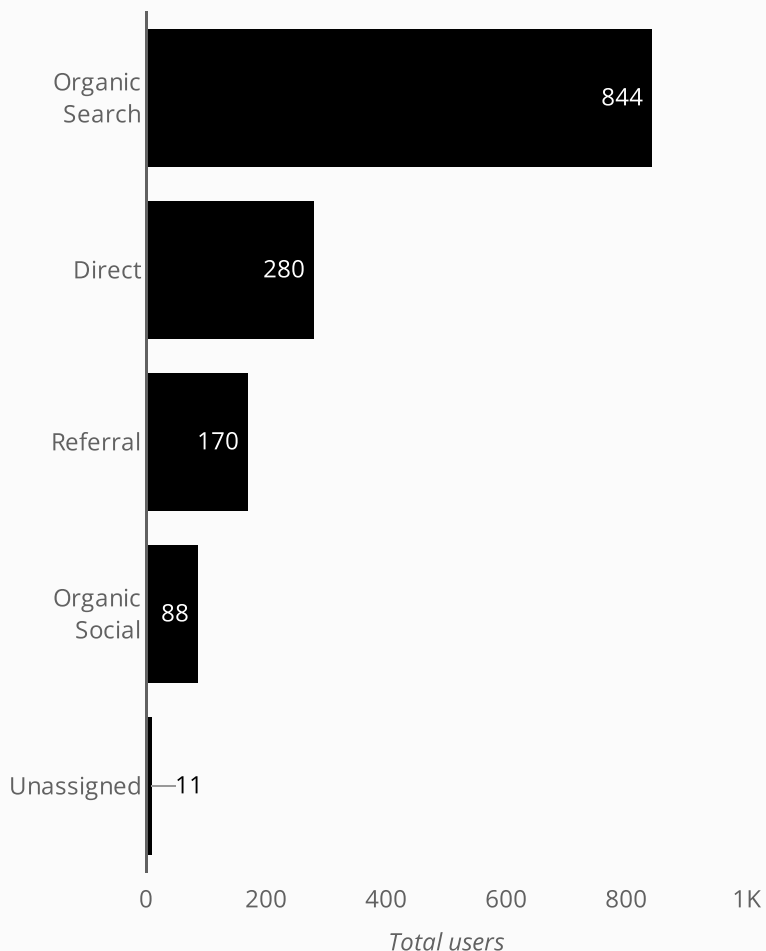
How is site traffic trending?



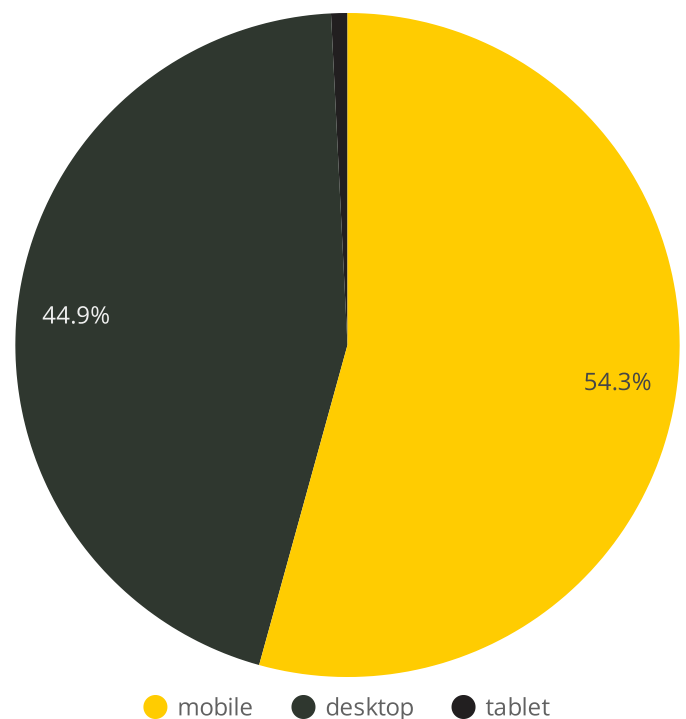
What are the top sources of traffic?

Session source	Total users	New users
google	790	479
(direct)	280	188
mwrlibrary.armybiznet.com	115	67
m.facebook.com	41	36
bing	39	16
army.dodmwrlibraries.org	24	12
facebook.com	21	21
l.facebook.com	17	7
(not set)	11	0
lm.facebook.com	10	3

Which channels are driving traffic?



What device are people using?





ARMY MWR

Del Din Library

Views

807

↓ -1.5%

Sessions

766

↓ -2.0%

Total users

474

↓ -14.4%

Engaged sessions

323

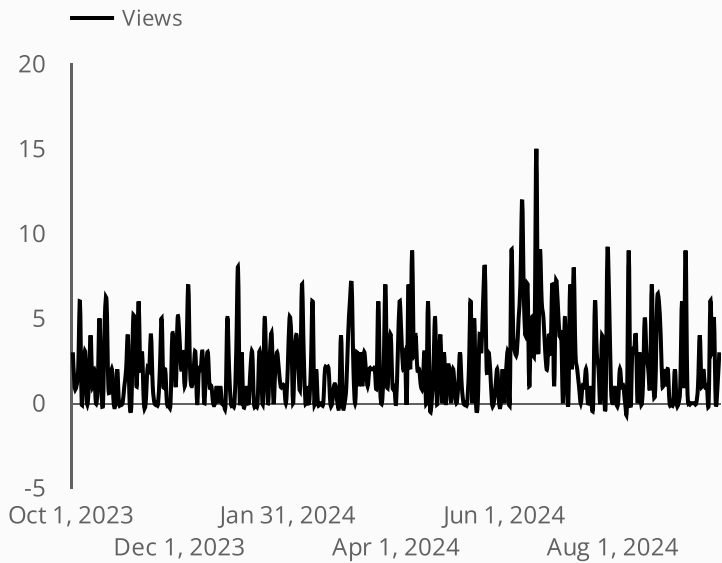
↑ 28.7%

Engagement rate

42%

↑ 31.4%

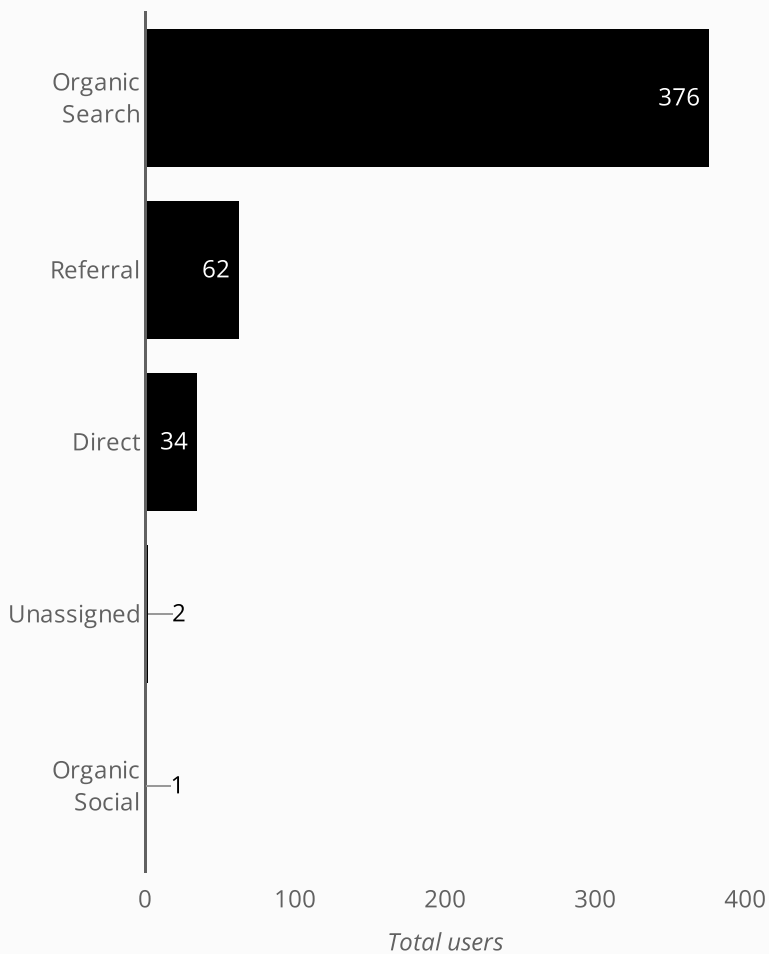
How is site traffic trending?



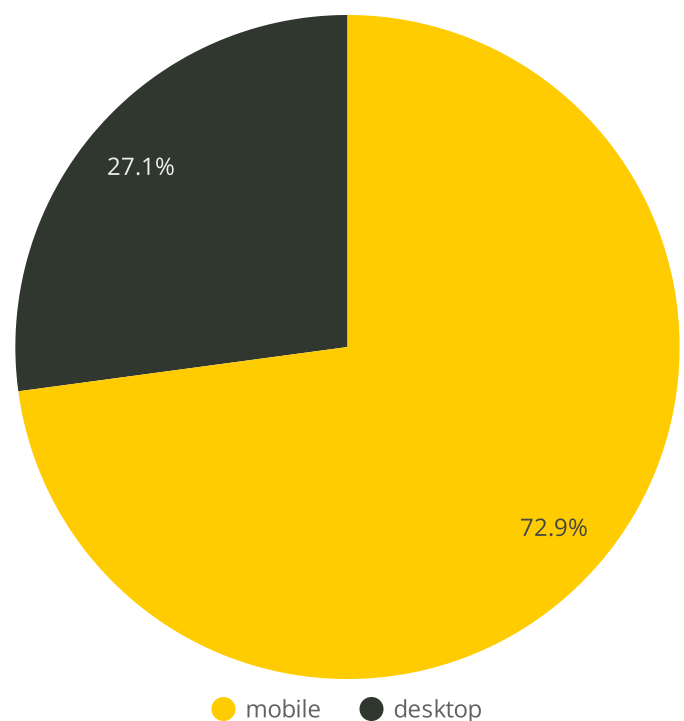
What are the top sources of traffic?

Session source	Total users	New users
google	374	264
mwrlibrary.armybiznet.com	37	15
(direct)	34	21
army.dodmwrlibraries.org	7	5
dodmwrlibraries.org	5	2
home.army.mil	4	0
mylibraryus.armybiznet.com	2	1
(not set)	2	0
bing	2	0
military.com	2	0

Which channels are driving traffic?



What device are people using?





ARMY MWR

Camp Darby Library

Views

413

↑ 25.9%

Sessions

345

↑ 39.1%

Total users

282

↑ 54.9%

Engaged sessions

220

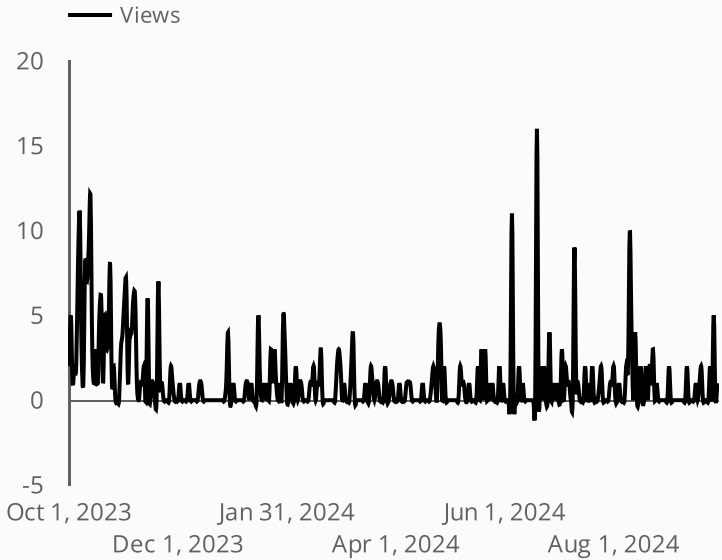
↑ 117.8%

Engagement rate

64%

↑ 56.6%

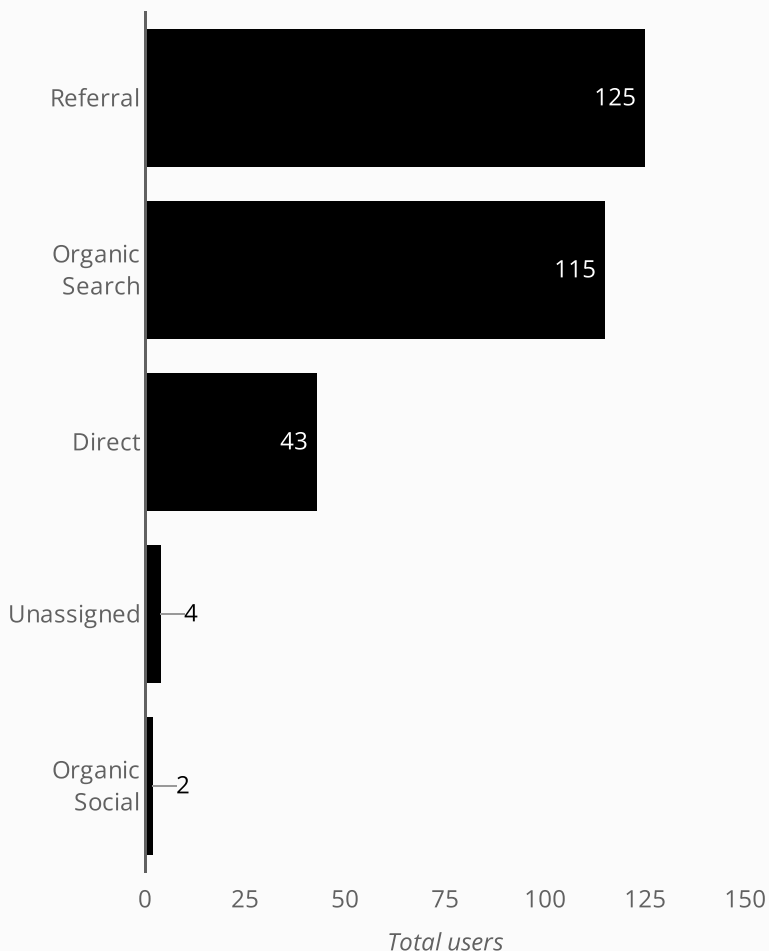
How is site traffic trending?



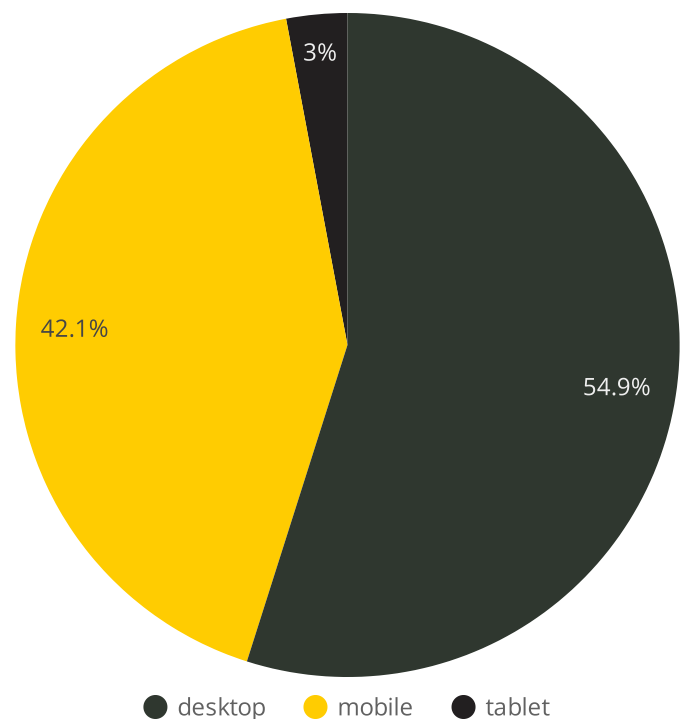
What are the top sources of traffic?

Session source	Total users	New users
google	99	68
army.dodmwrlibraries.org	80	59
(direct)	43	28
mwrlibrary.armybiznet.com	32	12
bing	7	4
dodmwrlibraries.org	5	0
duckduckgo	4	2
yahoo	4	1
(not set)	4	0
home.army.mil	4	0

Which channels are driving traffic?



What device are people using?



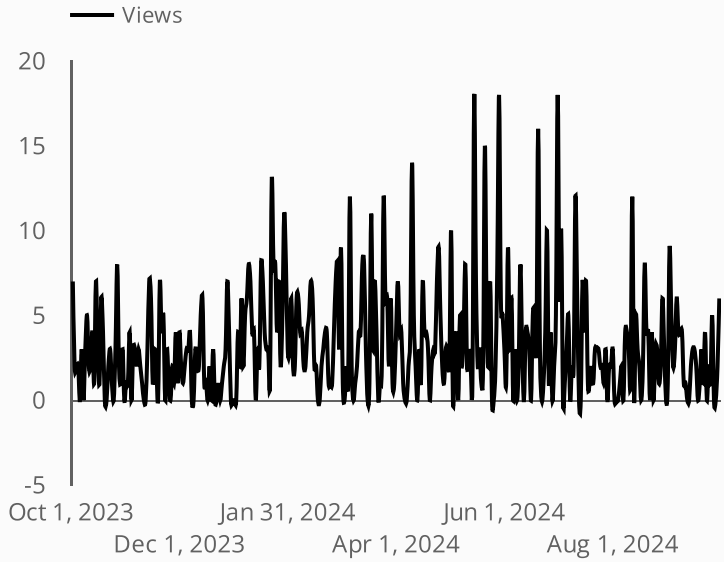


ARMY MWR

USAG RP Branch Library Kleber

Views	Sessions	Total users	Engaged sessions	Engagement rate
1,203	1,062	766	693	65%
↑ 18.5%	↑ 23.2%	↑ 22.8%	↑ 83.8%	↑ 49.2%

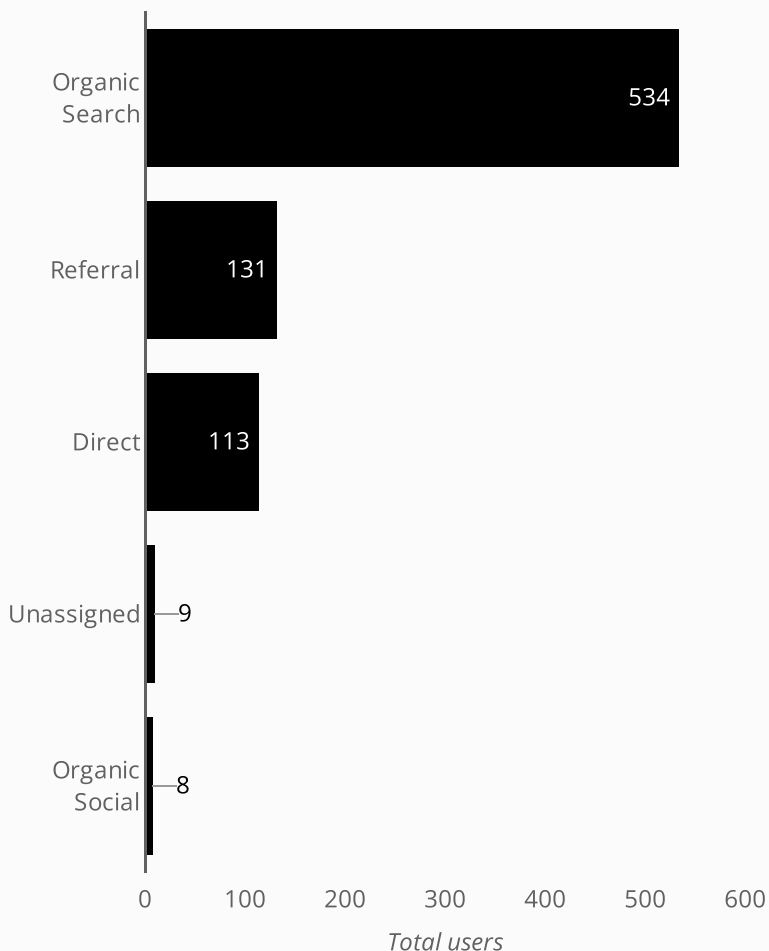
How is site traffic trending?



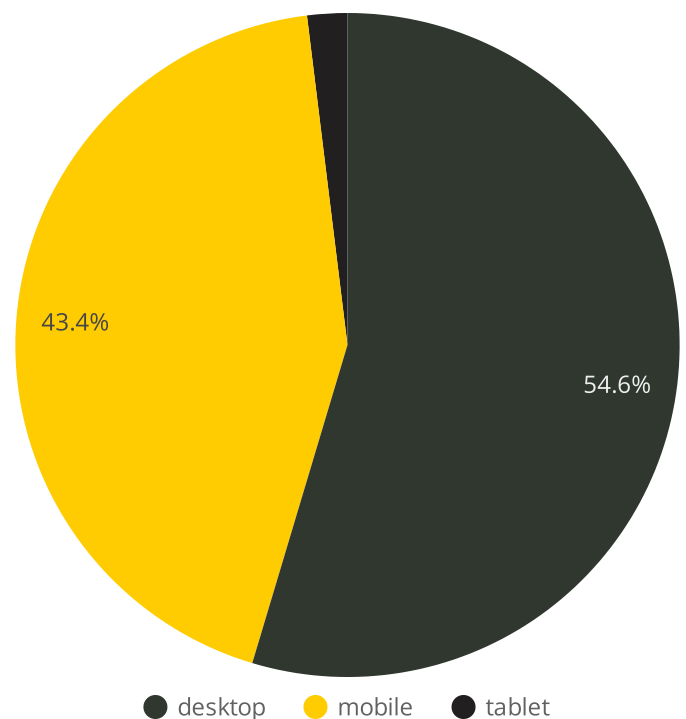
What are the top sources of traffic?

Session source	Total users	New users
google	498	279
(direct)	113	67
mwrlibrary.armybiznet.com	89	41
bing	25	11
army.dodmwrlibraries.org	19	14
dodmwrlibraries.org	13	3
(not set)	9	0
yahoo	7	1
duckduckgo	5	2
home.army.mil	5	0

Which channels are driving traffic?



What device are people using?



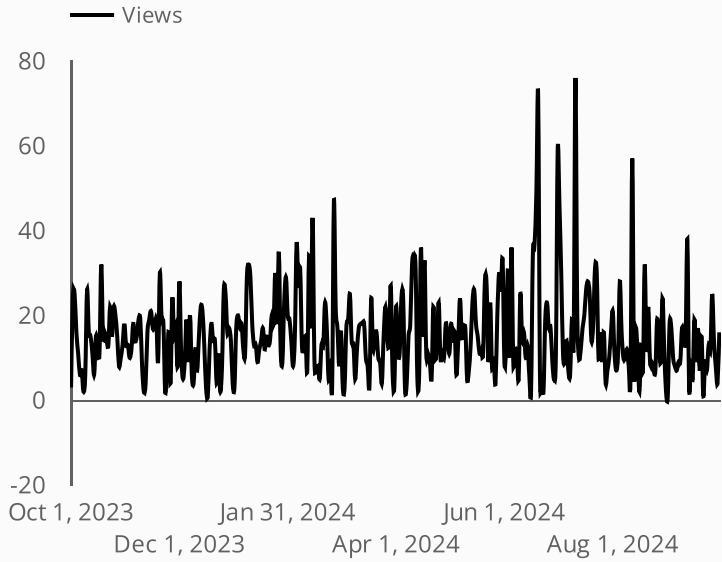


ARMY MWR

USAG RP Library Landstuhl

Views	Sessions	Total users	Engaged sessions	Engagement rate
5,673	4,288	2,957	2,898	68%
↑ 2.1%	↓ -0.8%	↑ 1.7%	↑ 45.7%	↑ 46.8%

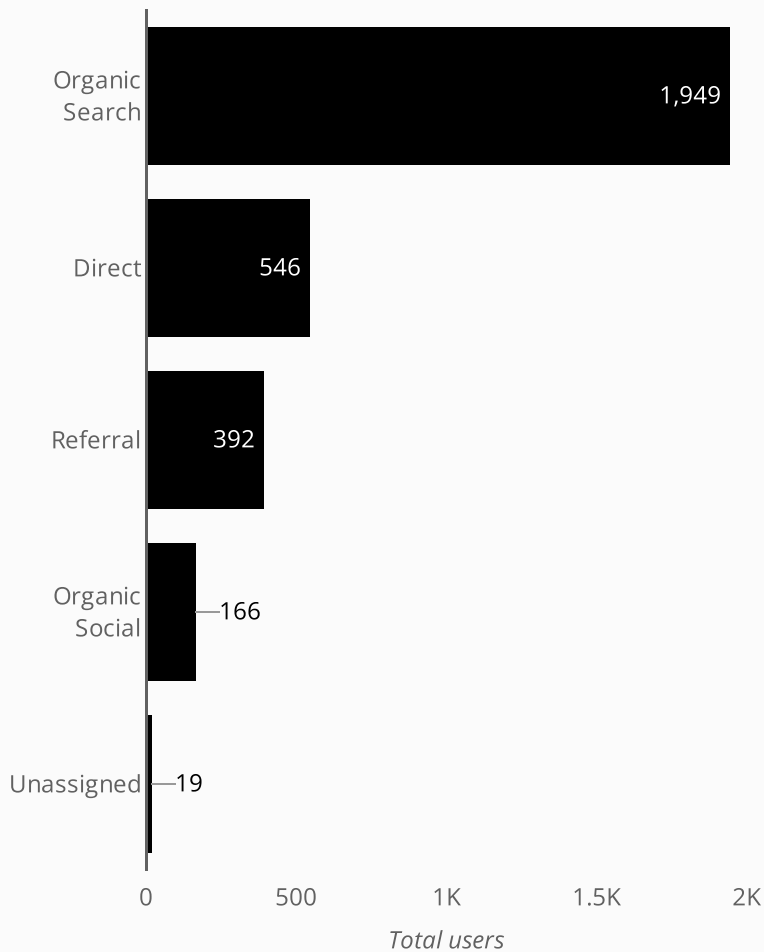
How is site traffic trending?



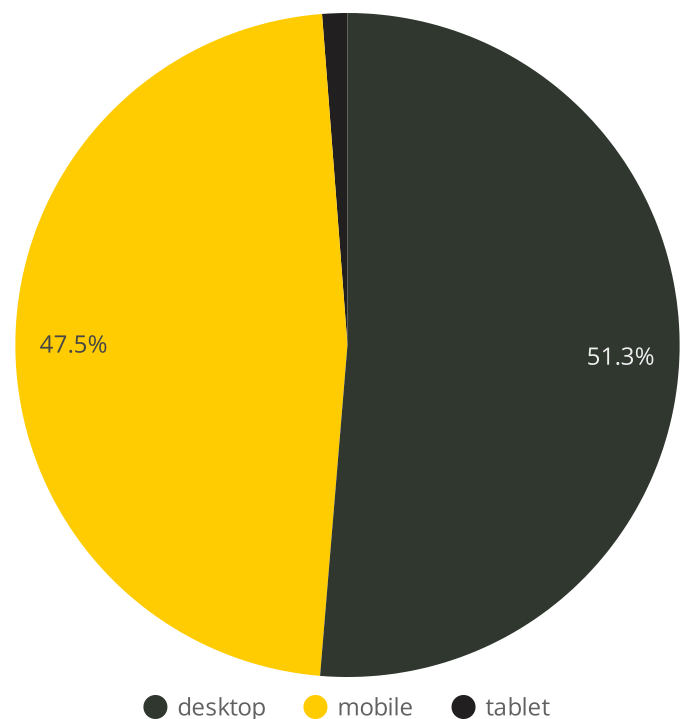
What are the top sources of traffic?

Session source	Total users	New users
google	1,808	1,139
(direct)	546	348
mwrlibrary.armybiznet.com	246	143
m.facebook.com	102	69
bing	82	42
army.dodmwrlibraries.org	60	36
l.facebook.com	35	10
yahoo	33	18
dodmwrlibraries.org	31	13
duckduckgo	25	18

Which channels are driving traffic?



What device are people using?



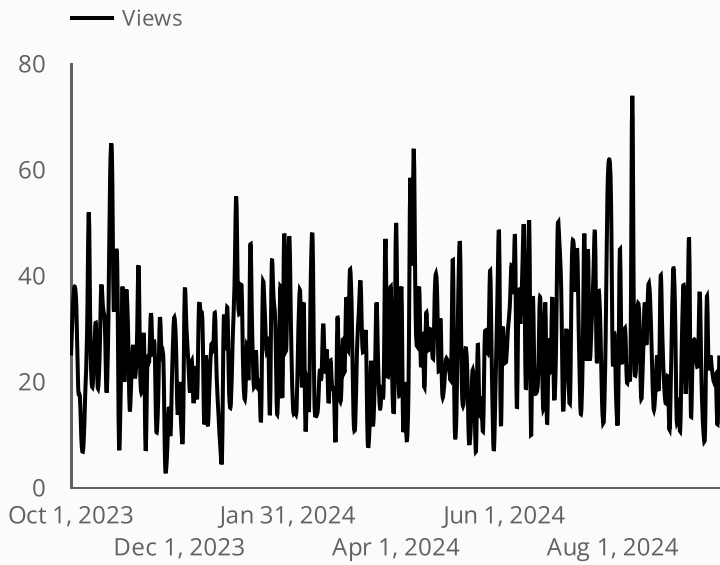


ARMY MWR

Patch Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
9,689	6,866	4,488	4,758	69%
↓ -13.1%	↓ -13.1%	↓ -9.6%	↑ 20.8%	↑ 39.0%

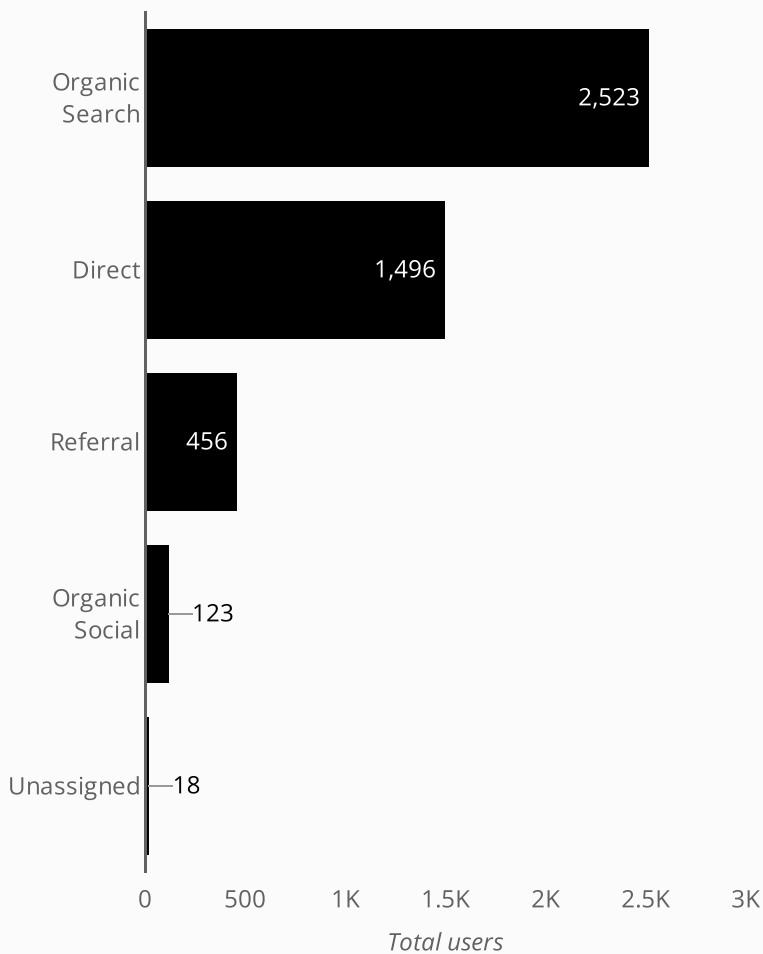
How is site traffic trending?



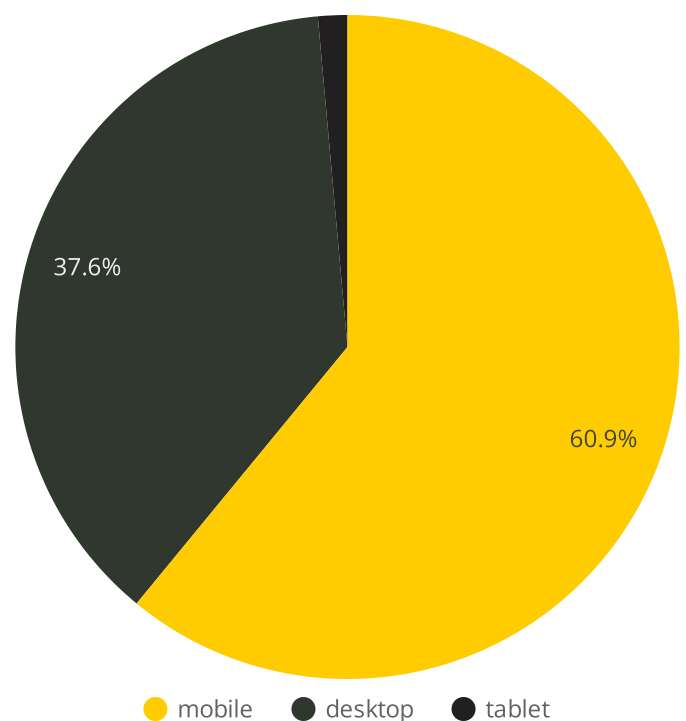
What are the top sources of traffic?

Session source	Total users	New users
google	2,325	1,490
(direct)	1,496	631
mwrlibrary.armybiznet.com	190	108
bing	122	59
army.dodmwrlibraries.org	109	67
home.army.mil	71	0
m.facebook.com	57	38
duckduckgo	42	30
l.facebook.com	40	17
dodmwrlibraries.org	32	20

Which channels are driving traffic?



What device are people using?



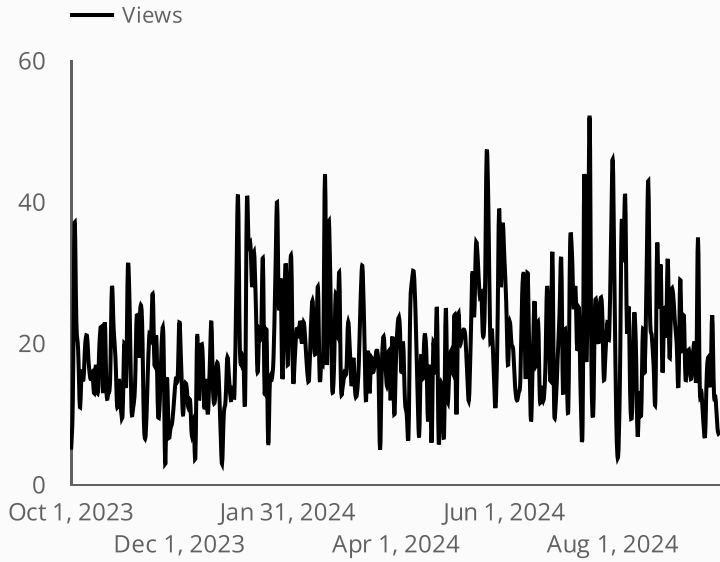


ARMY MWR

Sgt Yano Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
7,112	5,977	3,977	3,740	63%
↑ 10.2%	↑ 12.1%	↑ 9.0%	↑ 38.6%	↑ 23.7%

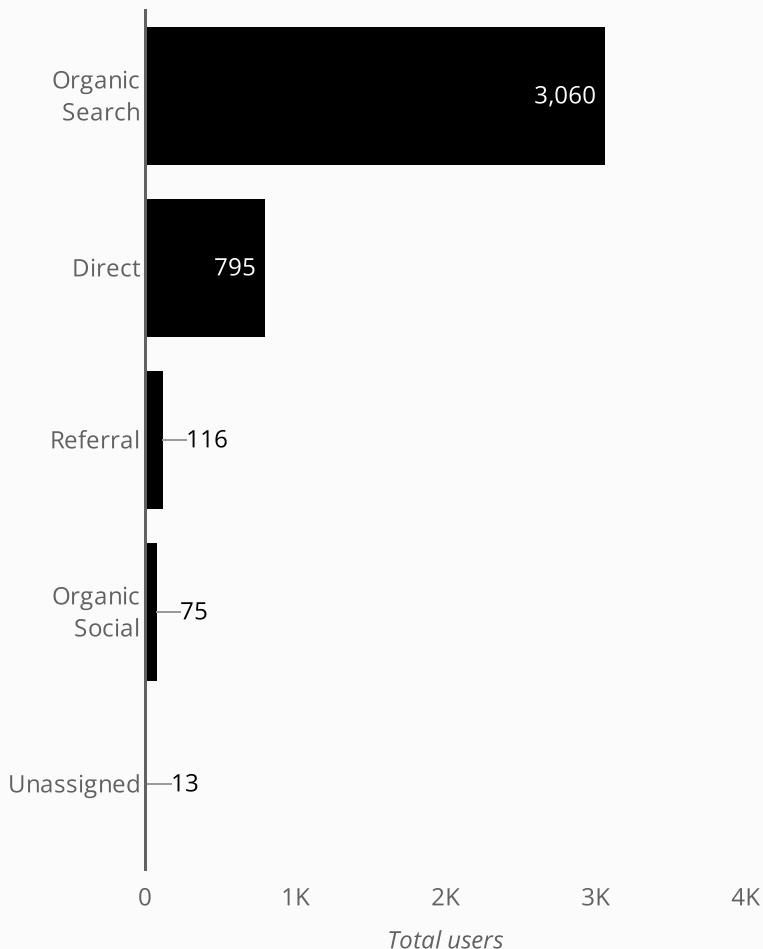
How is site traffic trending?



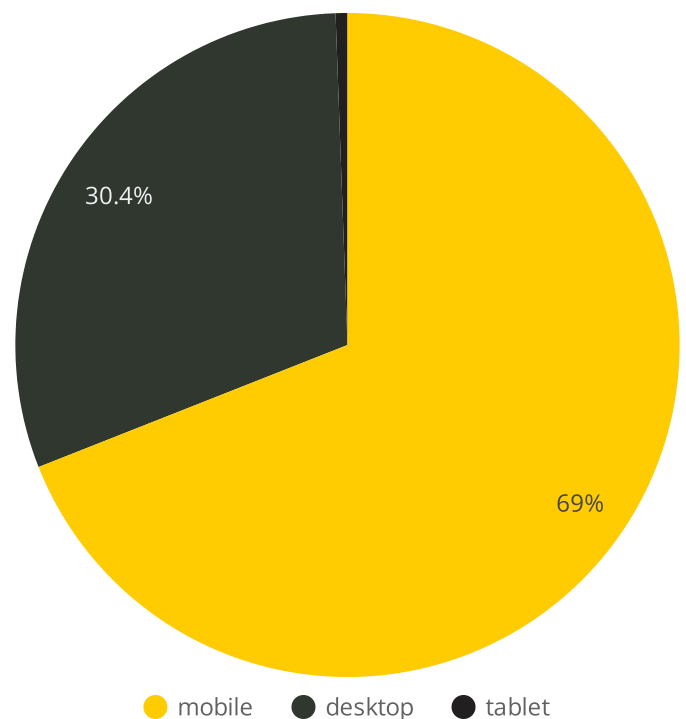
What are the top sources of traffic?

Session source	Total users	New users
google	2,809	2,053
(direct)	795	624
bing	207	126
army.dodmwrlibraries.org	55	27
l.facebook.com	34	0
duckduckgo	27	21
m.facebook.com	27	6
yahoo	20	12
mwrlibrary.armybiznet.com	16	1
(not set)	13	0

Which channels are driving traffic?



What device are people using?



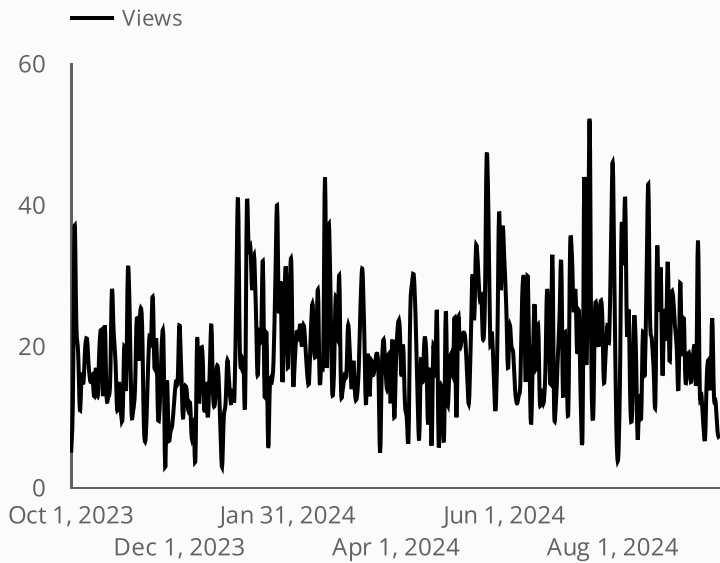


ARMY MWR

Fort Shafter Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
7,112	5,977	3,977	3,740	63%
↑ 10.2%	↑ 12.1%	↑ 9.0%	↑ 38.6%	↑ 23.7%

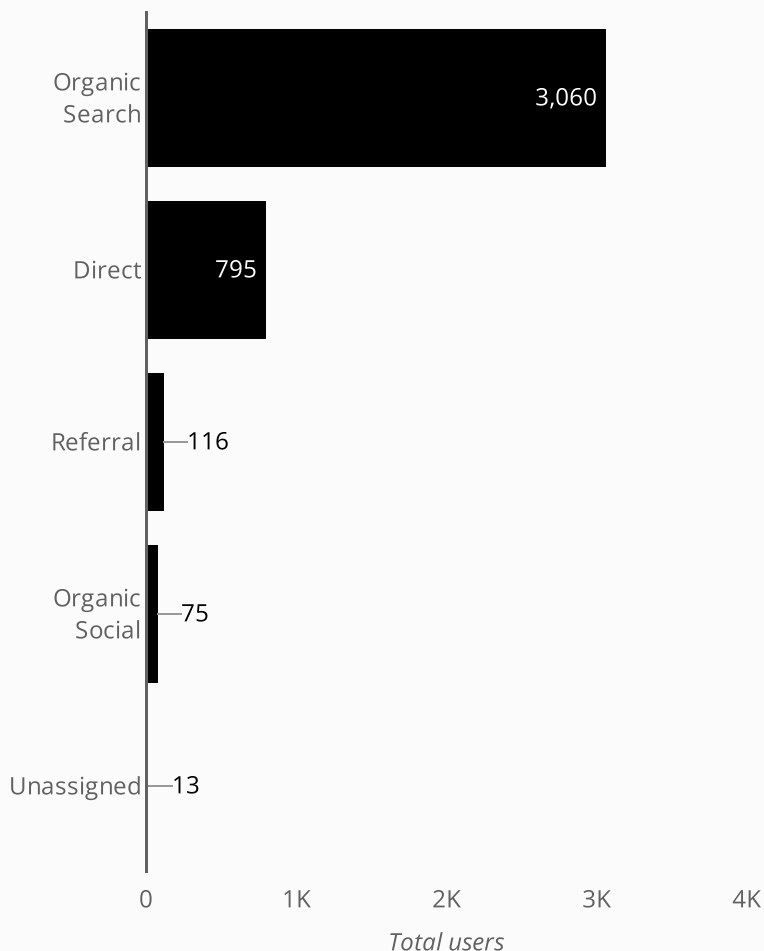
How is site traffic trending?



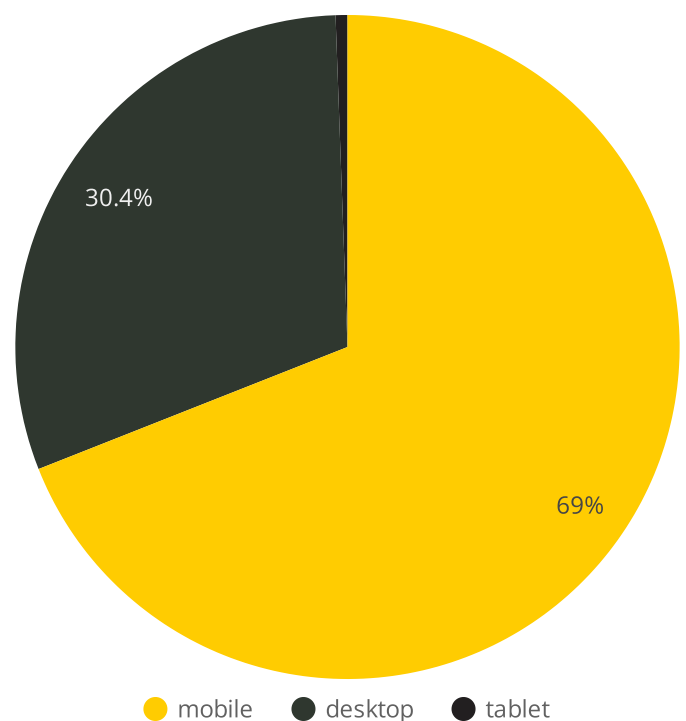
What are the top sources of traffic?

Session source	Total users	New users
google	2,809	2,053
(direct)	795	624
bing	207	126
army.dodmwrlibraries.org	55	27
l.facebook.com	34	0
duckduckgo	27	21
m.facebook.com	27	6
yahoo	20	12
mwrlibrary.armybiznet.com	16	1
(not set)	13	0

Which channels are driving traffic?



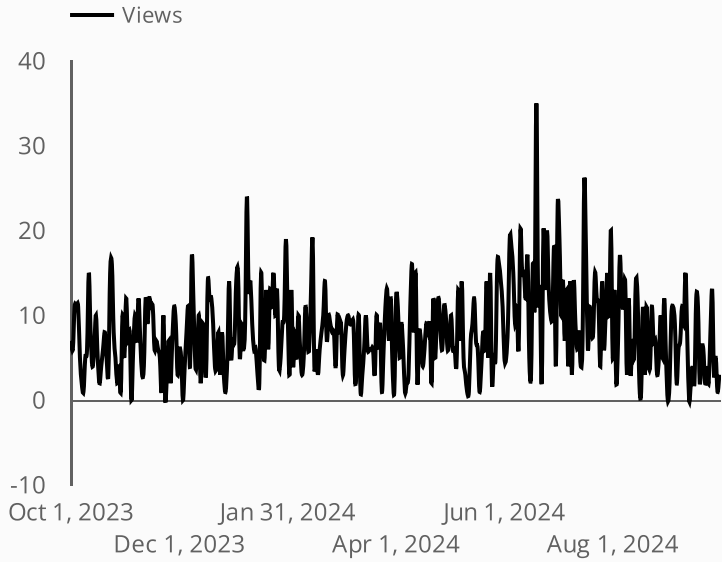
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
2,988	2,570	1,609	1,601	62%
↓ -17.5%	↓ -16.4%	↓ -13.4%	↑ 17.9%	↑ 41.0%

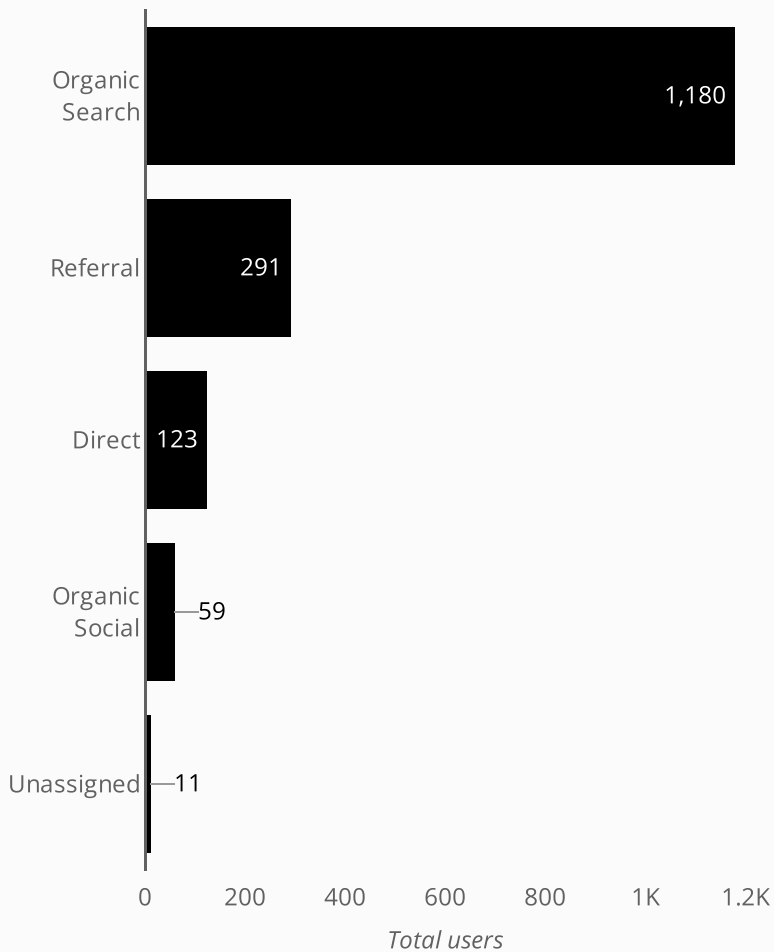
How is site traffic trending?



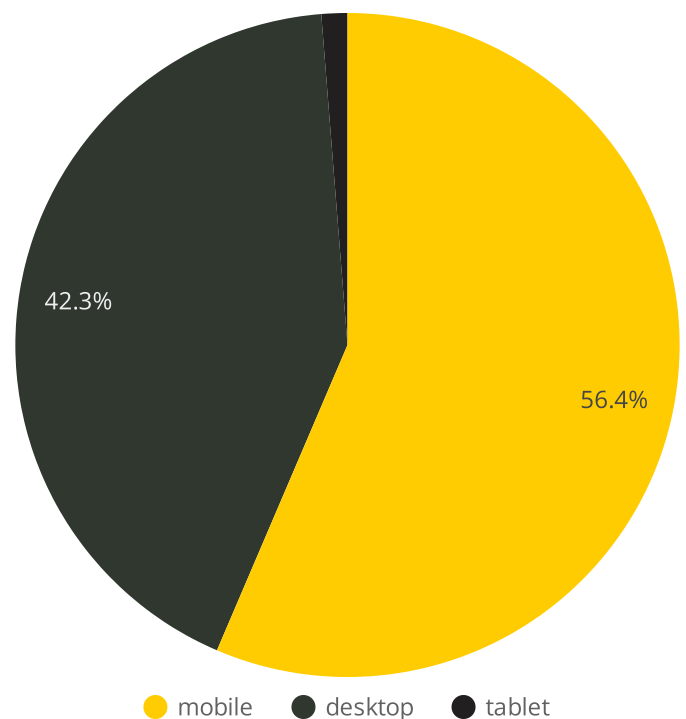
What are the top sources of traffic?

Session source	Total users	New users
google	1,072	676
mwrlibrary.armybiznet.com	223	142
(direct)	123	94
bing	68	51
m.facebook.com	36	33
army.dodmwrlibraries.org	34	21
duckduckgo	25	19
l.facebook.com	22	14
home.army.mil	21	0
yahoo	11	7

Which channels are driving traffic?



What device are people using?



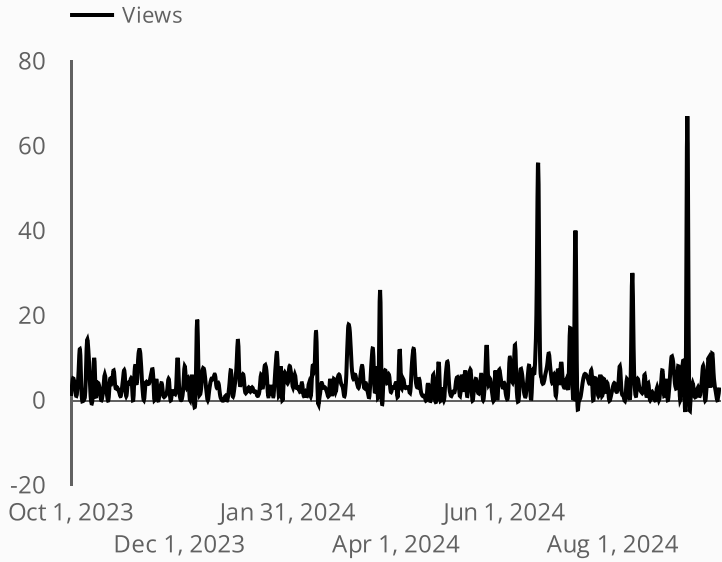


ARMY MWR

Consolidated Library

Views	Sessions	Total users	Engaged sessions	Engagement rate
1,685	1,241	815	799	64%
↓ -13.4%	↓ -18.6%	↓ -1.2%	↑ 33.6%	↑ 64.2%

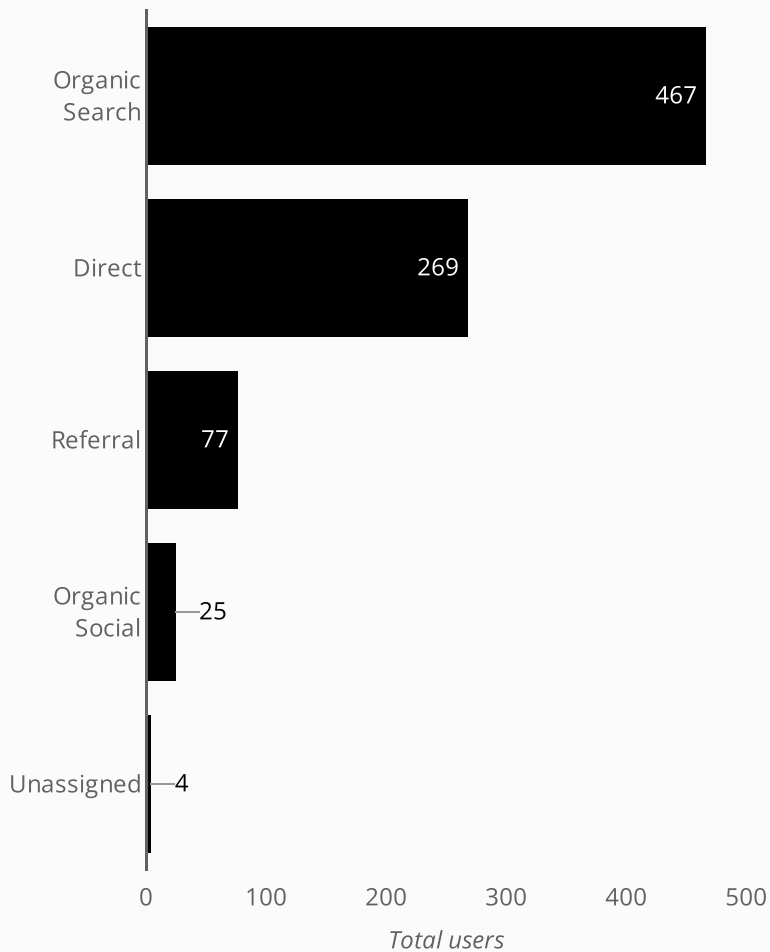
How is site traffic trending?



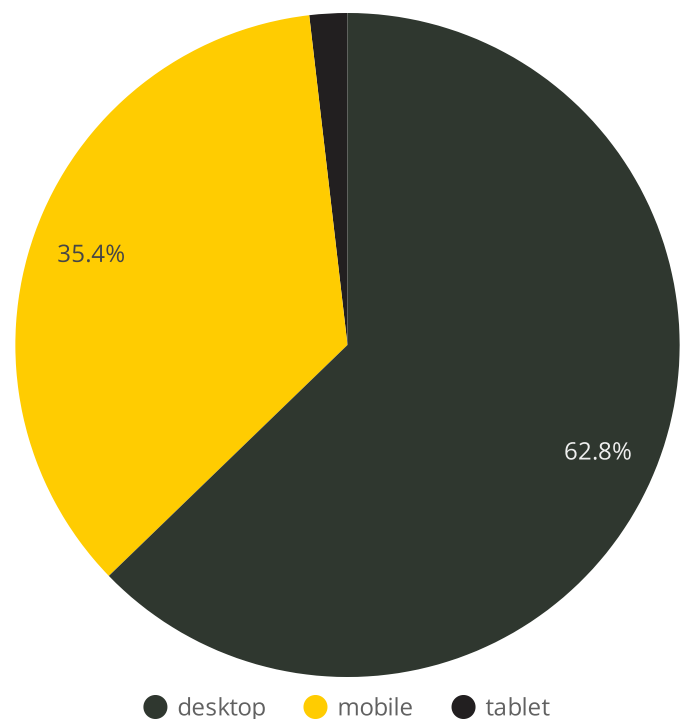
What are the top sources of traffic?

Session source	Total users	New users
google	430	287
(direct)	269	185
mwrlibrary.armybiznet.com	33	16
bing	29	13
army.dodmwrlibraries.org	22	12
m.facebook.com	20	19
home.army.mil	8	0
yahoo	5	1
l.facebook.com	4	3
duckduckgo	4	2

Which channels are driving traffic?



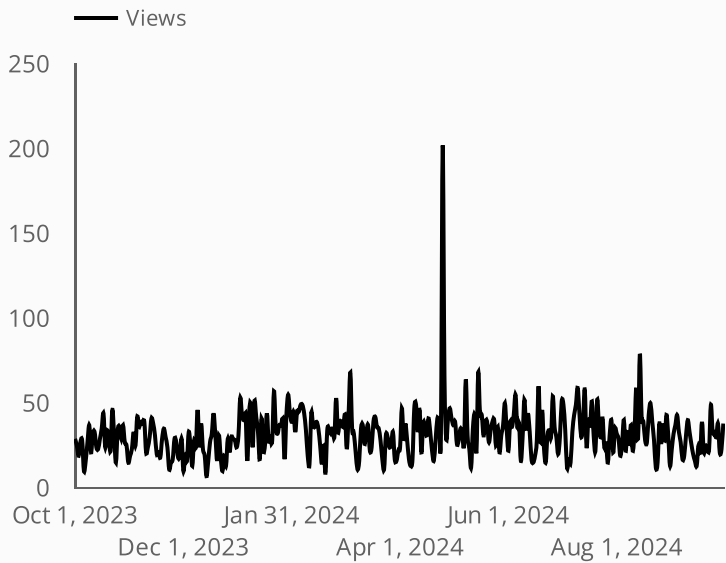
What device are people using?





Views	Sessions	Total users	Engaged sessions	Engagement rate
11,731	9,262	5,232	6,176	67%
↑ 14.2%	↑ 12.1%	↑ 17.8%	↑ 50.0%	↑ 33.8%

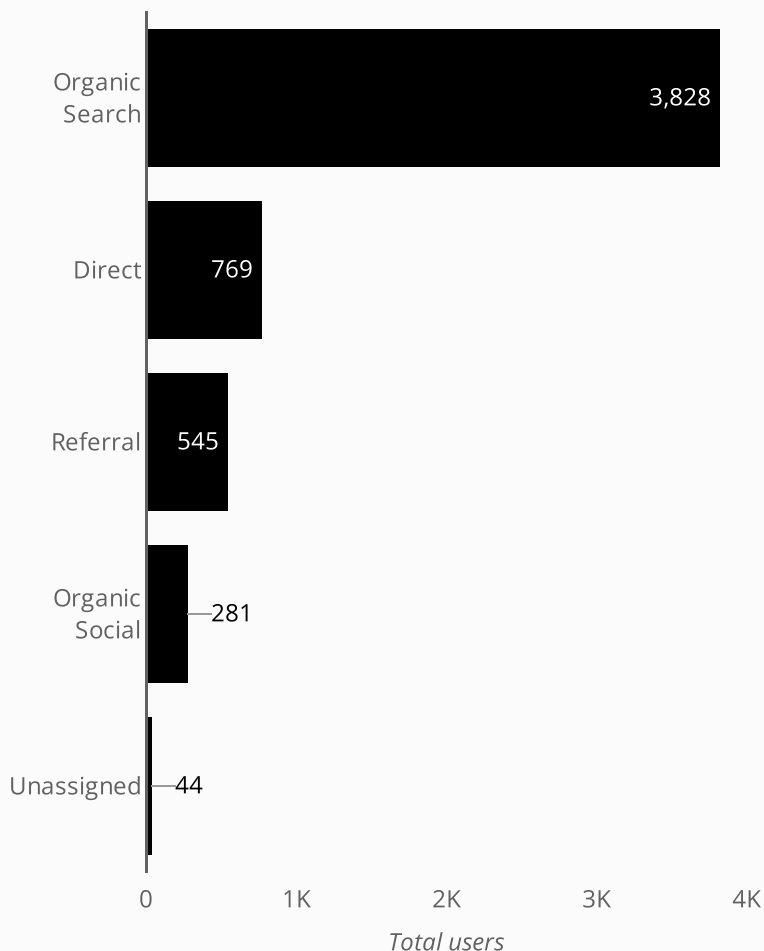
How is site traffic trending?



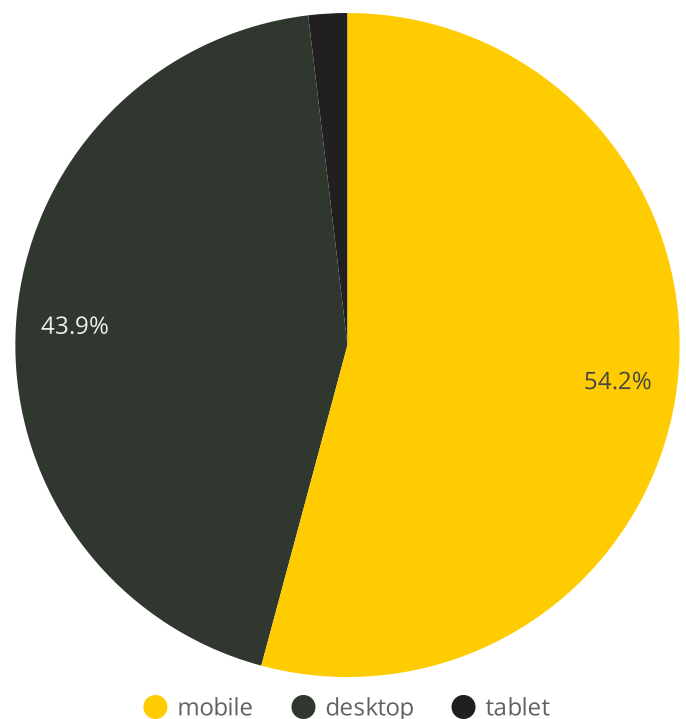
What are the top sources of traffic?

Session source	Total users	New users
google	3,599	2,309
(direct)	769	524
mwrlibrary.armybiznet.com	336	207
m.facebook.com	161	127
bing	143	75
army.dodmwrlibraries.org	83	40
l.facebook.com	60	14
home.army.mil	59	0
lm.facebook.com	52	21
duckduckgo	49	40

Which channels are driving traffic?



What device are people using?





ARMY MWR

K-16 Library

Views

551

↑ 20.0%

Sessions

488

↑ 16.7%

Total users

316

↑ 15.3%

Engaged sessions

271

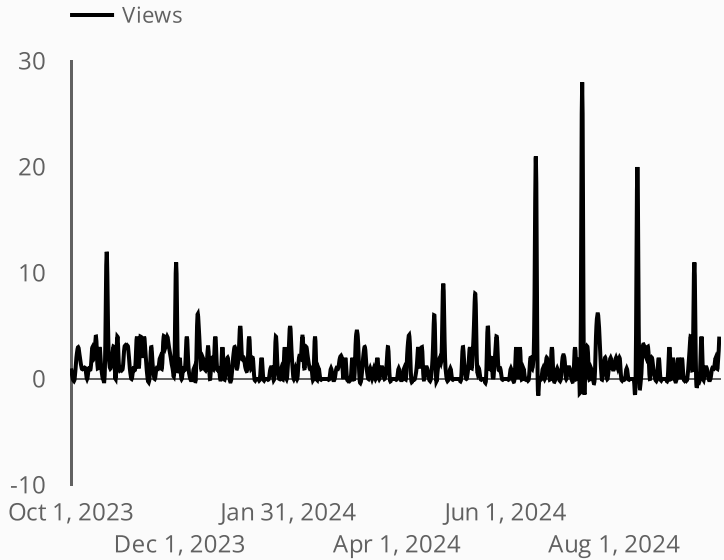
↑ 76.0%

Engagement rate

56%

↑ 50.7%

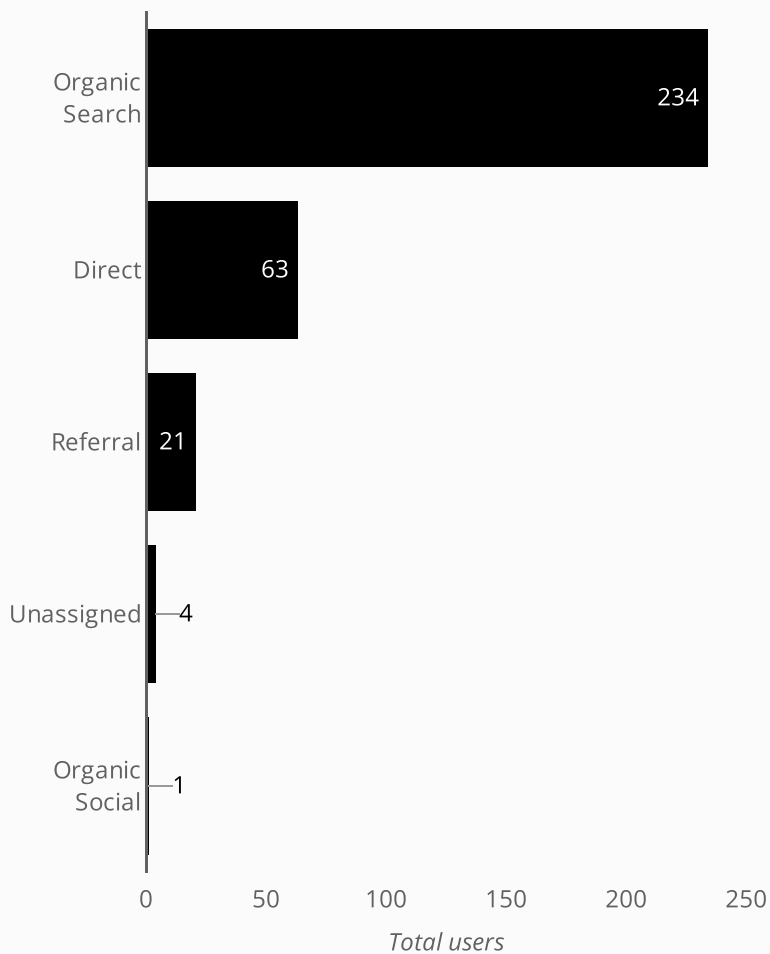
How is site traffic trending?



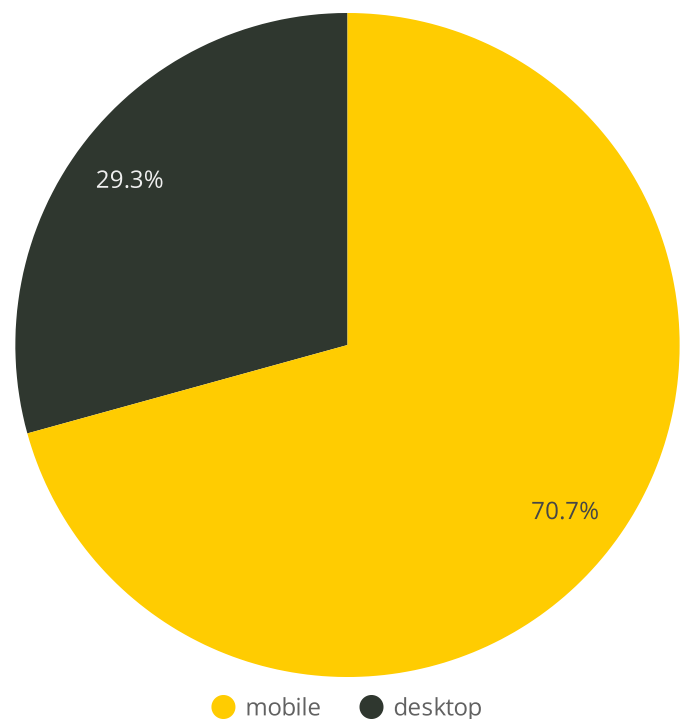
What are the top sources of traffic?

Session source	Total users	New users
google	216	142
(direct)	63	46
bing	12	7
dodmwrlibraries.org	7	0
military.com	5	0
(not set)	4	0
duckduckgo	3	2
mwrlibrary.armybiznet.com	3	1
home.army.mil	3	0
yahoo	2	2

Which channels are driving traffic?



What device are people using?





ARMY MWR

Yuma Proving Ground Library

Views

490

↑ 15.8%

Sessions

397

↑ 0.3%

Total users

261

↑ 2.8%

Engaged sessions

268

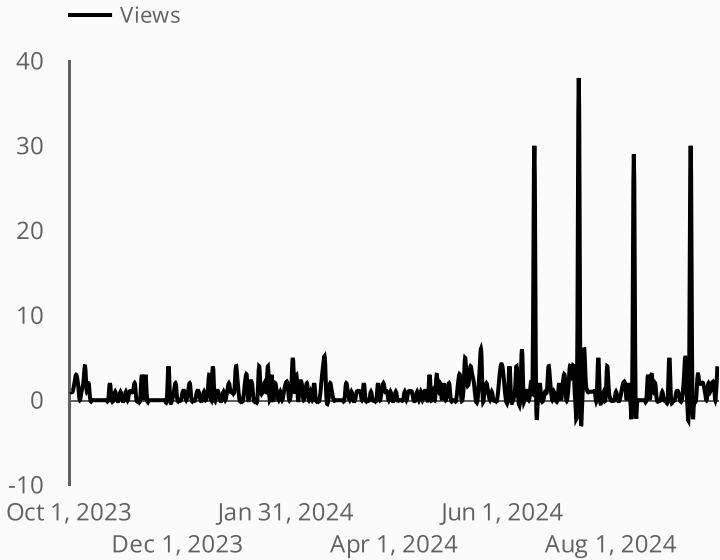
↑ 74.0%

Engagement rate

68%

↑ 73.6%

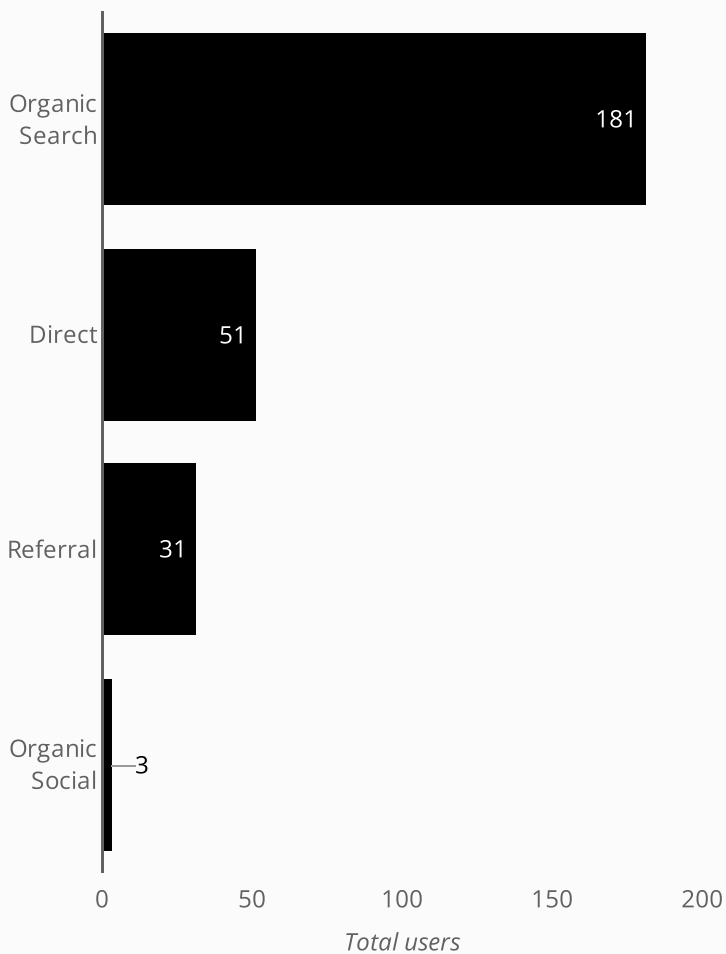
How is site traffic trending?



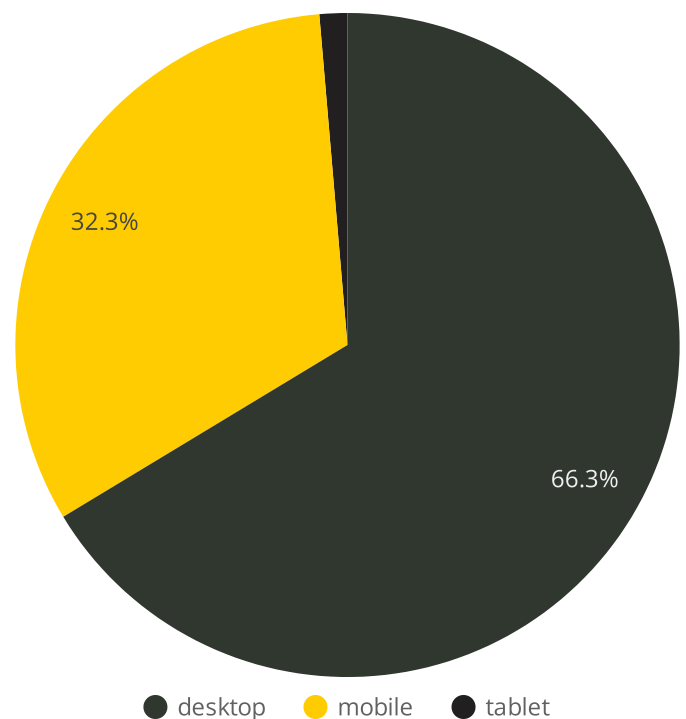
What are the top sources of traffic?

Session source	Total users	New users
google	151	83
(direct)	51	33
bing	22	12
army.dodmwrlibraries.org	12	6
dodmwrlibraries.org	9	1
yahoo	5	4
azlibrary.gov	3	3
armyeitaas.sharepoint-mil.us	3	0
duckduckgo	2	2
editorial.infotoday.com	2	0

Which channels are driving traffic?



What device are people using?



● desktop ● mobile ● tablet