



Program Roll-Up

Oct 1, 2023 - Sep 30, 2024



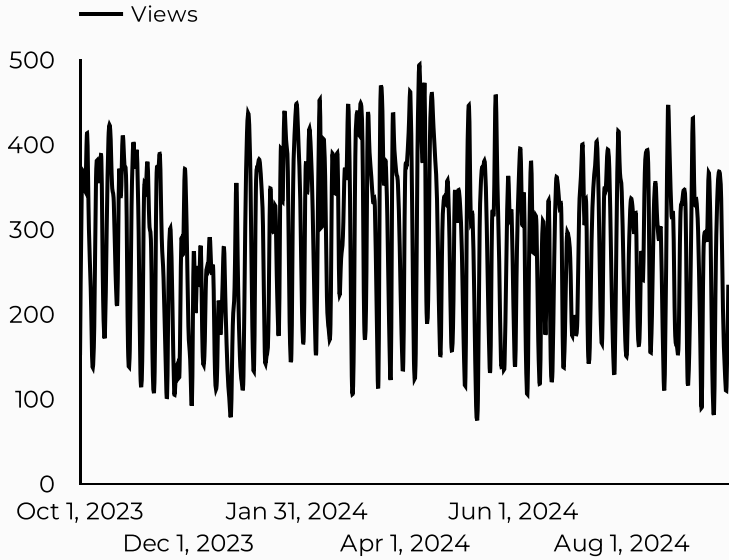
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	54,374	40,527	65,266	66.16%
CEAT	14,558	3,036	16,615	81.63%
Home Based Business	24,069	11,997	29,909	66.18%



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
102,838	65,266	54,374	40,527	02:22	66%
↓ -19.7%	↓ -11.7%	↓ -10.4%	↓ -3.7%	↑ 8.5%	↑ 52.0%

Compared Y-o-Y

How is site traffic trending?

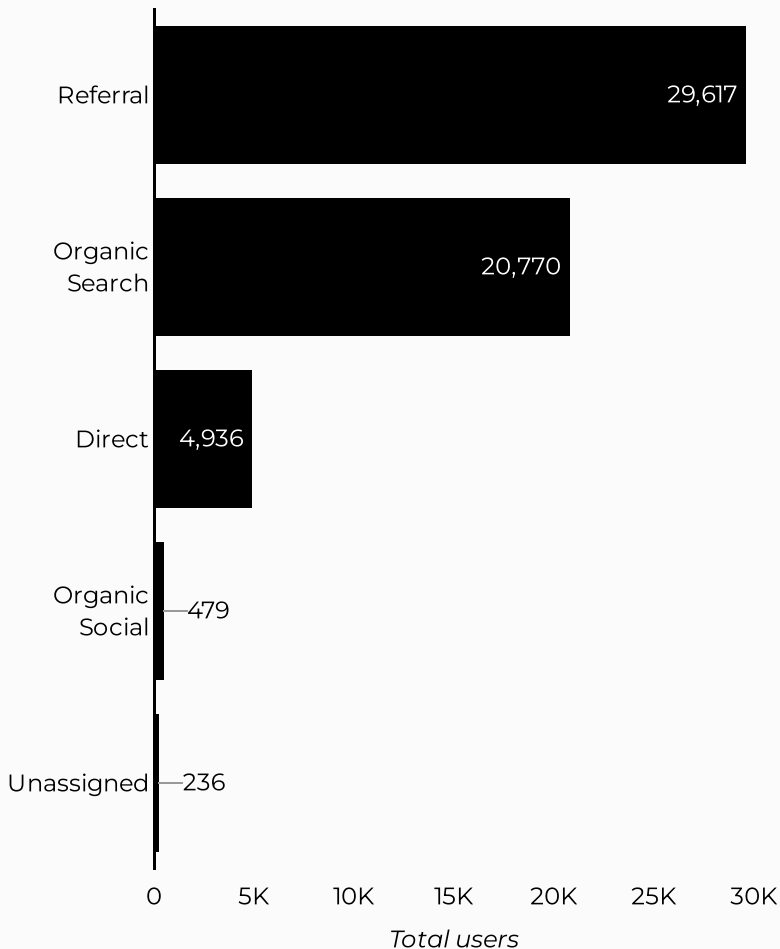


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	36,296
/employee-portal/naf-personnel-services/naf-retirement	10,279
/employee-portal/naf-personnel-services/office-locations	4,311
/employee-portal/naf-personnel-services/health-insurance	4,235
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	2,659
/employee-portal/naf-personnel-services/naf-retirement/401k	1,943
/employee-portal/naf-personnel-services/retirement/retiree-annuity-	1,905

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	28,294
google	18,014
(direct)	4,936
bing	2,169
yahoo	379
usajobs.gov	348
m.facebook.com	280
home.army.mil	234
(not set)	185
duckduckgo	178



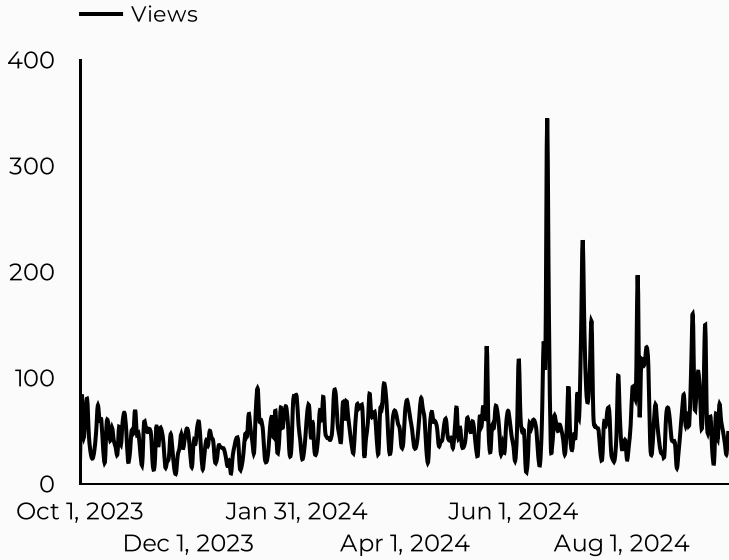
ARMY MWR

CEAT

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
19,994	16,615	14,558	3,036	01:30	82%
↑ 19.8%	↑ 8.7%	↑ 10.4%	↑ 13.4%	↓ -19.9%	↑ 408.3%

Compared Y-o-Y

How is site traffic trending?

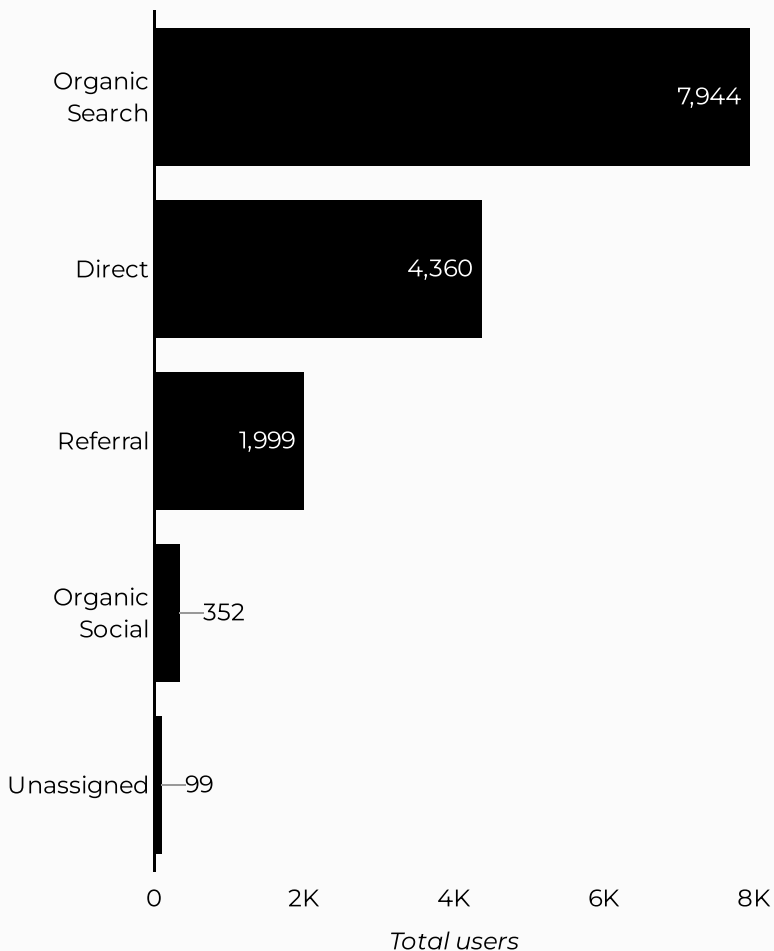


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	6,307
stewarthunter.armymwr.com	565
liberty.armymwr.com	511
cavazos.armymwr.com	292
redstone.armymwr.com	281
bliss.armymwr.com	267
humphreys.armymwr.com	238
wiesbaden.armymwr.com	228
belvoir.armymwr.com	221
kaiserslautern.armymwr.com	221

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	6,653
(direct)	4,360
bing	986
nafbenefits.com	632
home.army.mil	429
yahoo	213
usajobs.gov	195
m.facebook.com	165
l.facebook.com	115
installations.militaryonesource.mil	90



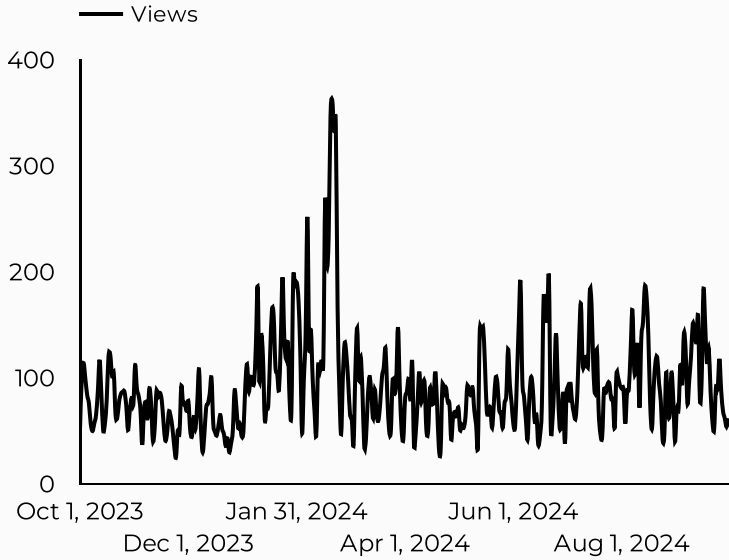
ARMY MWR

Home Based Business (HBB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
33,930	29,909	24,069	11,997	01:52	66%
↑ 22.4%	↑ 23.3%	↑ 23.9%	↑ 47.5%	↓ -9.8%	↑ 110.4%

Compared Y-o-Y

How is site traffic trending?

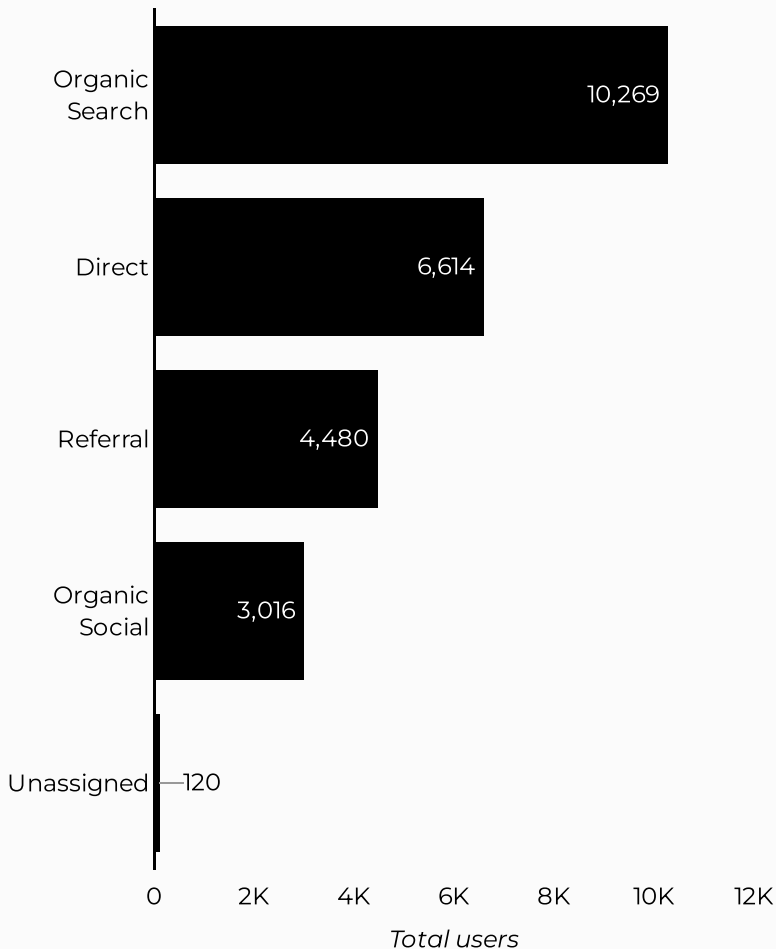


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	6,458
grafenwoehr.armymwr.com	2,159
stuttgart.armymwr.com	1,570
jblm.armymwr.com	1,129
irwin.armymwr.com	1,067
stewarthunter.armymwr.com	1,025
johnson.armymwr.com	977
humphreys.armymwr.com	905
hawaii.armymwr.com	723
liberty.armymwr.com	637

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	9,545
(direct)	6,614
home.army.mil	3,769
m.facebook.com	2,074
bing	571
lm.facebook.com	545
l.facebook.com	270
installations.militaryonesource.mil	113
(not set)	107
yahoo	101