



Views  
26,523  
↑ 18.2%

Sessions  
21,781  
↑ 16.7%

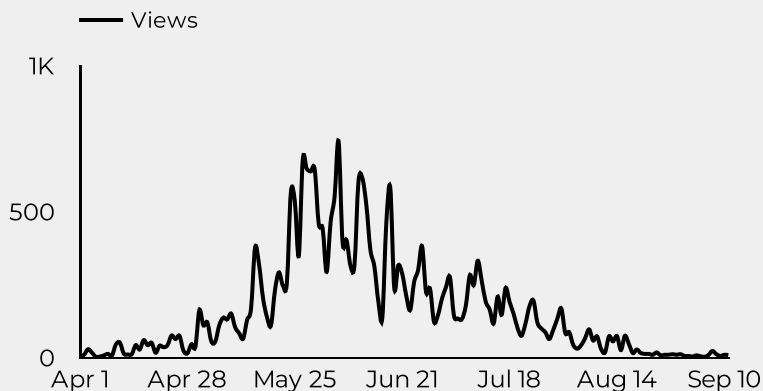
Total users  
15,913  
↑ 14.0%

New users  
7,137  
↑ 38.3% from previous year

Engagement rate  
66%  
↑ 153.4%

Visitor trends.

Visits compared to previous year.



How does the site acquire traffic?

Top five channels sorted by visits.

Session default channel group	Total users
Organic Search	6,282
Organic Social	4,514
Direct	4,003
Referral	1,110
Unassigned	178

Referrals

Top referral sources sorted by visits.

Session source	Total users
google	5,801
(direct)	4,003
m.facebook.com	3,124
lm.facebook.com	769
home.army.mil	754

Where do people click for more information?

Top Beanstack link clicks.

click_url	Clicks
https://www.beanstack.com/dod	2,482
https://dodvirtualsrp.beanstack.org/reader365	770
https://jlthrockmorton.beanstack.org/reader365	756
https://usaghumphreys.beanstack.org/reader365	681
https://bookpatchgrandstaff.beanstack.org/reader365	586
https://fortcavazos.beanstack.com/	302
Others	1,708
<b>Grand total</b>	<b>7,285</b>

Where do people click for more information?

Top AT&T link clicks.

Sponsored Link Clicks	Total
Image Clicks	6,093
Shop The Exchange   AT&T	25
<b>Grand total</b>	<b>6,118</b>

Stripes

Total stripe impressions.

Installation	Total
jblm.armymwr.com	34,971
cavazos.armymwr.com	31,168
redstone.armymwr.com	23,504
moore.armymwr.com	17,932
hawaii.armymwr.com	15,312
liberty.armymwr.com	14,843
stewarhunter.armymwr.com	14,568
www.armymwr.com	11,394
<b>Grand total</b>	<b>392,926</b>