



Program Roll-Up

Oct 1, 2023 - Sep 30, 2024



Program	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	5,119	2,633	6,486	63.2%
Army Family Action Plan	4,855	2,141	5,936	65.77%
Army Family Web Portal	909	370	1,006	73.46%
Army Volunteer Corps	10,806	6,646	13,333	69.8%
Exceptional Family Member Program	35,444	24,913	47,259	61.3%
Information and Referral	2,668	843	3,166	75.27%
MD&SSO	8,033	4,416	9,613	63.86%
Relocation Readiness	16,073	9,475	20,882	64.29%
Survivor Outreach Services	12,530	9,405	14,776	57.8%
Soldier and Family Assistance Center	6,136	2,489	7,066	75.71%



Program Roll-Up

Oct 1, 2023 - Sep 30, 2024



Employment Readiness	Total Users	New Users	Sessions	Engagement Rate
Employment Readiness Program	188,031	113,687	229,891	67.94%
Army Spouse Employment, Career and Education Information	17,611	1,863	21,044	83.71%

Family Advocacy Program	Total Users	New Users	Sessions	Engagement Rate
Family Advocacy Program	35,175	22,664	46,791	59.31%
New Parent Support Program	5,302	2,298	6,945	64.25%
Victim Advocacy Program	4,614	2,500	5,718	62.57%

Financial Readiness Program	Total Users	New Users	Sessions	Engagement Rate
Financial Readiness Program	34,365	19,993	47,272	63.75%
Army Emergency Relief	25,282	16,118	37,115	61.54%



ARMY MWR

Army Community Service

Views
674,258

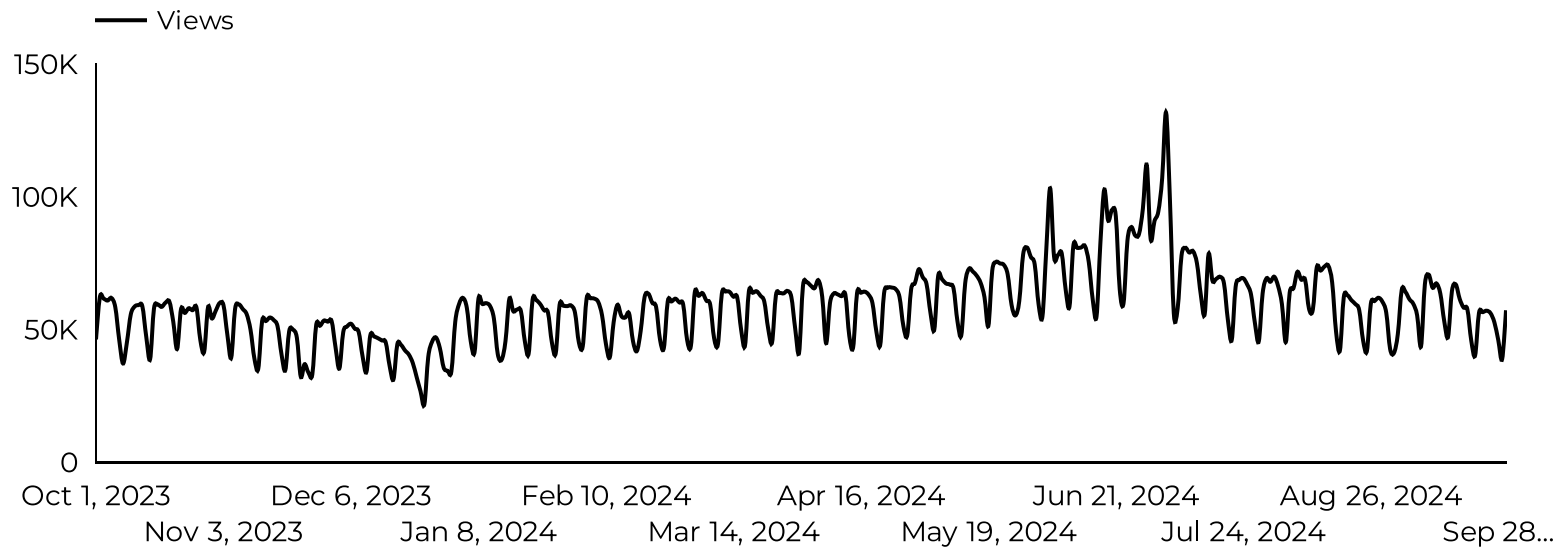
Visits (pageviews) to your page

Engagement rate
61%

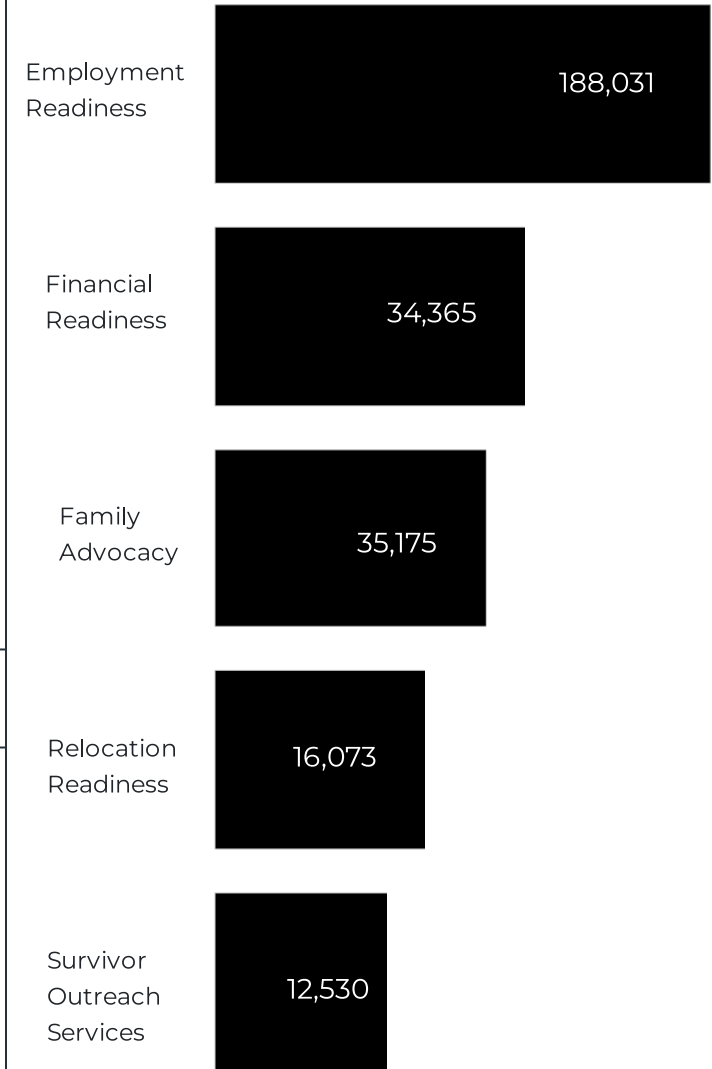
User Activity Level

Total users
368,215

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	1,924
YouTube	83
Other	60
Instagram	19
LinkedIn	7
Twitter	1



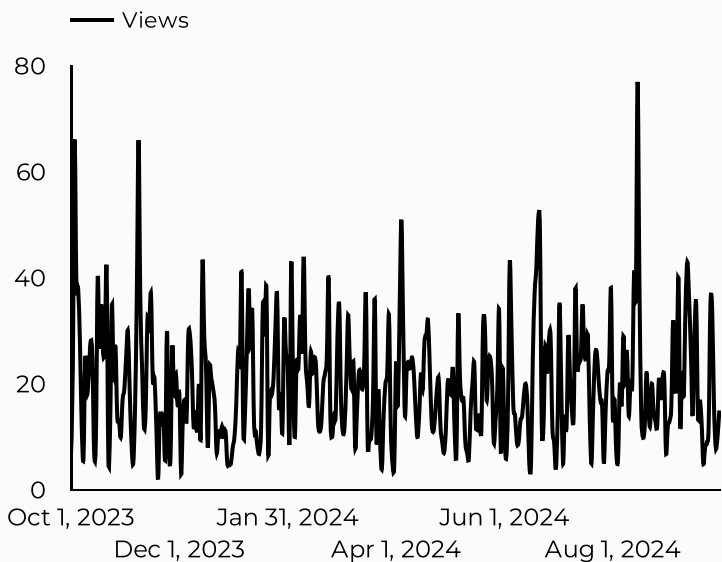
ARMY MWR

Army Family Team Building (AFTB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,376	6,486	5,119	2,633	02:02	63%
↑ 13.5%	↑ 12.9%	↑ 10.2%	↑ 46.5%	↓ -30.0%	↑ 138.0%

Compared Y-o-Y

How is site traffic trending?

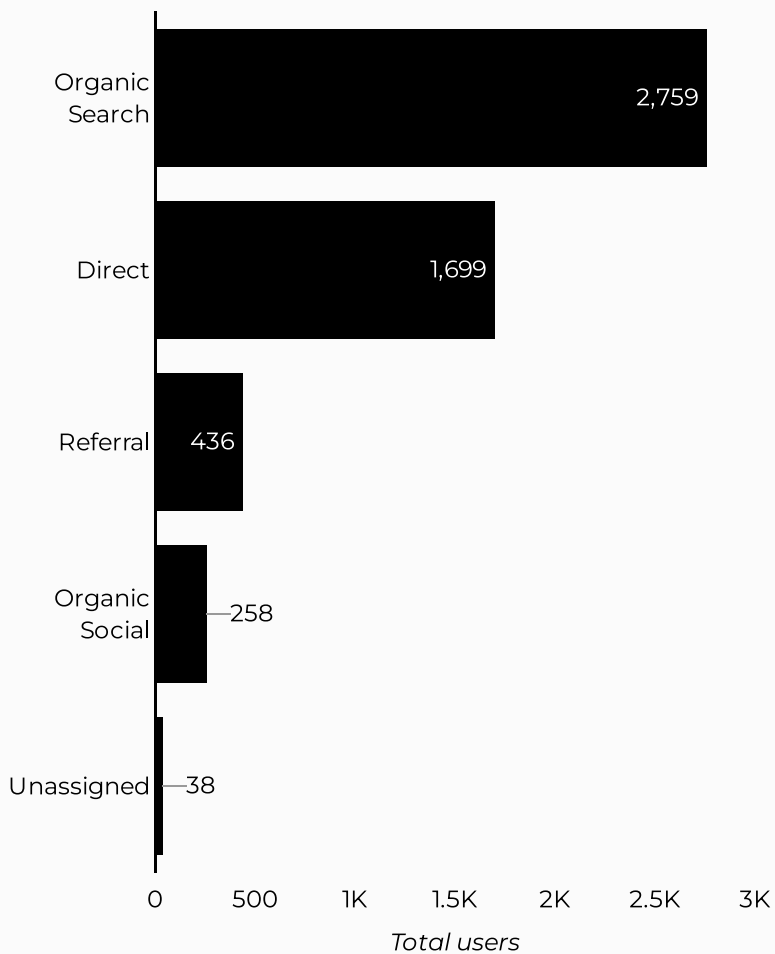


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,695
bliss.armymwr.com	681
campbell.armymwr.com	263
cavazos.armymwr.com	217
carson.armymwr.com	214
hawaii.armymwr.com	190
johnson.armymwr.com	118
eisenhower.armymwr.com	101
liberty.armymwr.com	86
jackson.armymwr.com	78

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,407
(direct)	1,699
bing	295
home.army.mil	181
m.facebook.com	157
lm.facebook.com	48
installations.militaryonesource.mil	47
l.facebook.com	43
(not set)	37
armyfamilywebportal.com	36



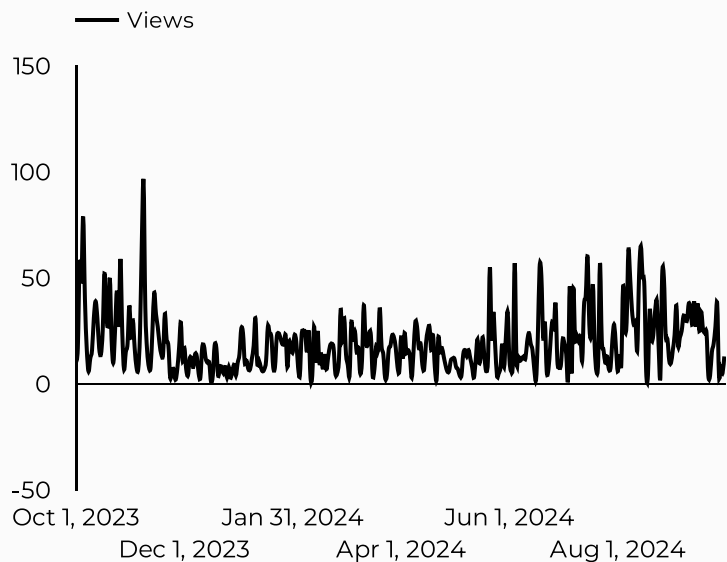
ARMY MWR

Army Family Action Plan (AFAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,146	5,936	4,855	2,141	02:11	66%
↑ 19.5%	↑ 6.9%	↑ 11.6%	↑ 20.9%	↑ 5.5%	↑ 136.3%

Compared Y-o-Y

How is site traffic trending?

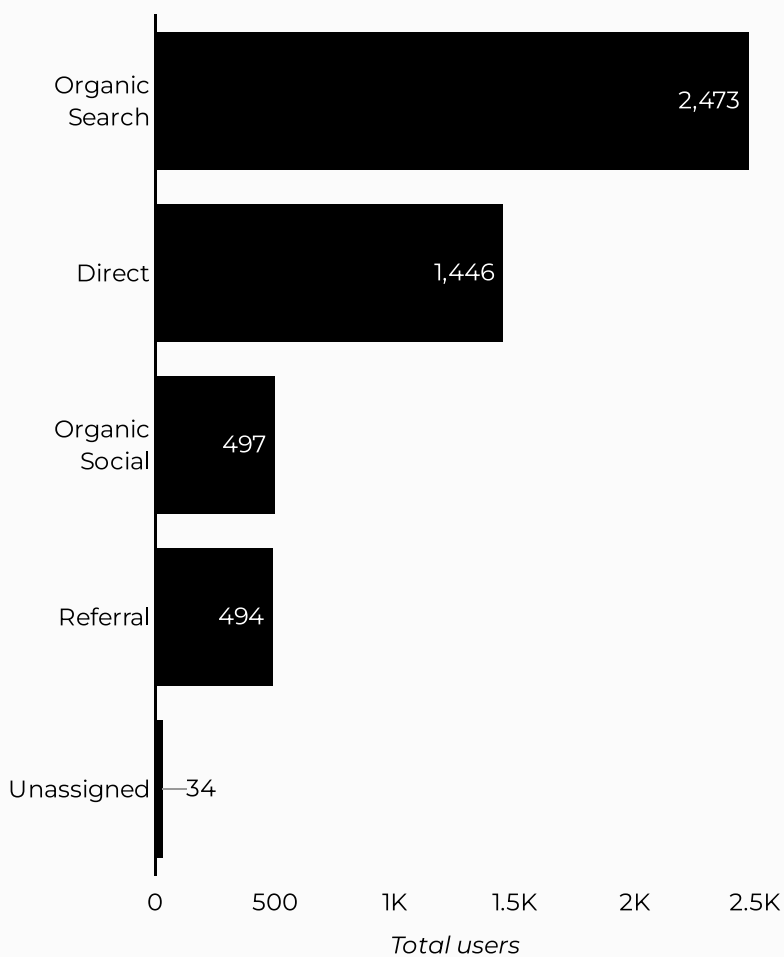


Top US Army Installations

Sorted by Total Users

Installation	Total ...	% Δ
www.armymwr.com	2,218	20.3% ↑
wiesbaden.armymwr.com	553	51.9% ↑
campbell.armymwr.com	219	-
leavenworth.armymwr.com	187	356.1% ↑
bliss.armymwr.com	177	-2.7% ↓
hawaii.armymwr.com	153	19.5% ↑
carlisle.armymwr.com	142	56.0% ↑
carson.armymwr.com	142	-30.0% ↓
belvoir.armymwr.com	135	1,127.3% ↑
cavazos.armymwr.com	110	150.0% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,157
(direct)	1,446
m.facebook.com	320
bing	262
home.army.mil	166
lm.facebook.com	76
l.facebook.com	71
army.mil	69
installations.militaryone...	49
(not set)	34



ARMY MWR

Army Family Web Portal (AFWP)

Views
1,027
↑ 21.8%

Sessions
1,006
↑ 27.5%

Total users
909
↑ 25.6%

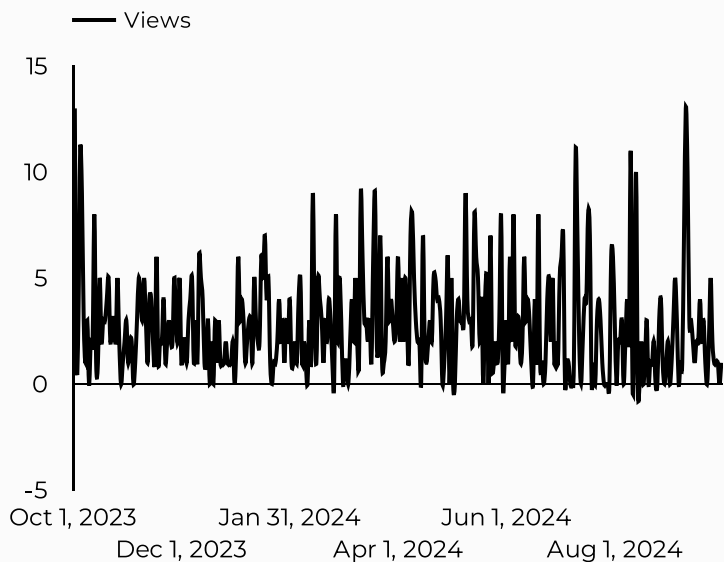
New users
370
↓ -16.9%

Avg. Session Time
01:17
↓ -16.3%

Engagement rate
73%
↑ 148.8%

Compared Y-o-Y

How is site traffic trending?

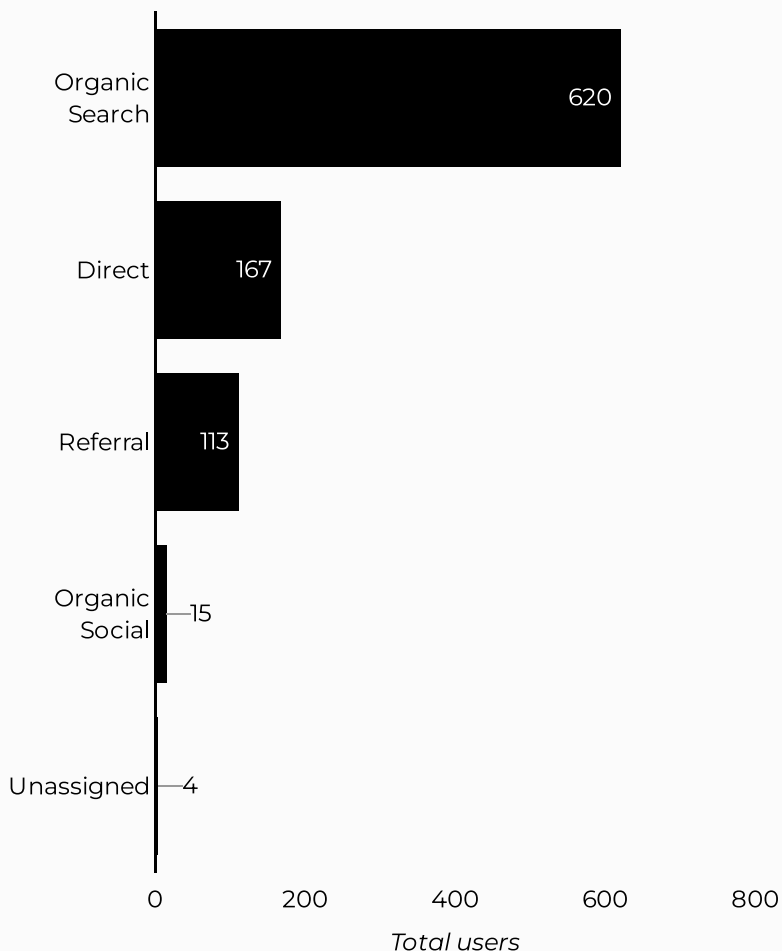


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	730
cavazos.armymwr.com	116
training.armymwr.com	39
jblm.armymwr.com	29

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	510
(direct)	167
bing	87
myarmybenefits.us.army.mil	64
home.army.mil	22
duckduckgo	10
yahoo	9
m.facebook.com	7
installations.militaryonesource.mil	6
l.facebook.com	5



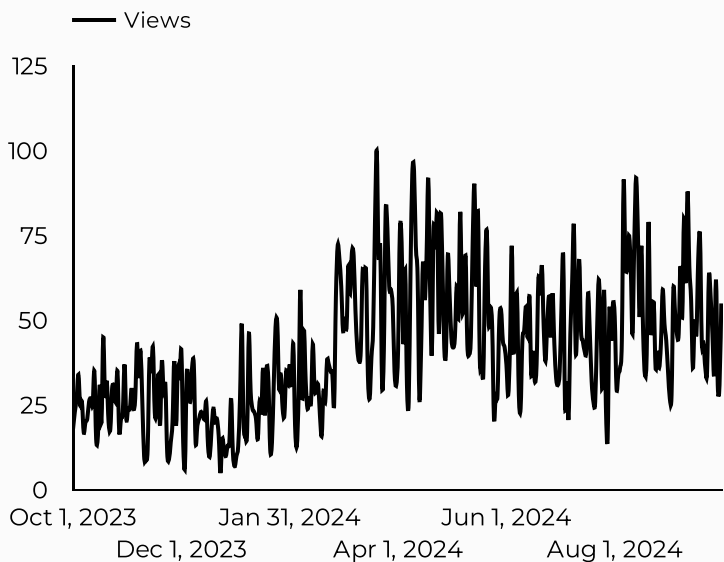
ARMY MWR

Army Volunteer Corps (AVC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
15,157	13,333	10,806	6,646	02:31	70%
↑ 50.2%	↑ 46.5%	↑ 59.6%	↑ 79.9%	↓ -15.2%	↑ 70.1%

Compared Y-o-Y

How is site traffic trending?

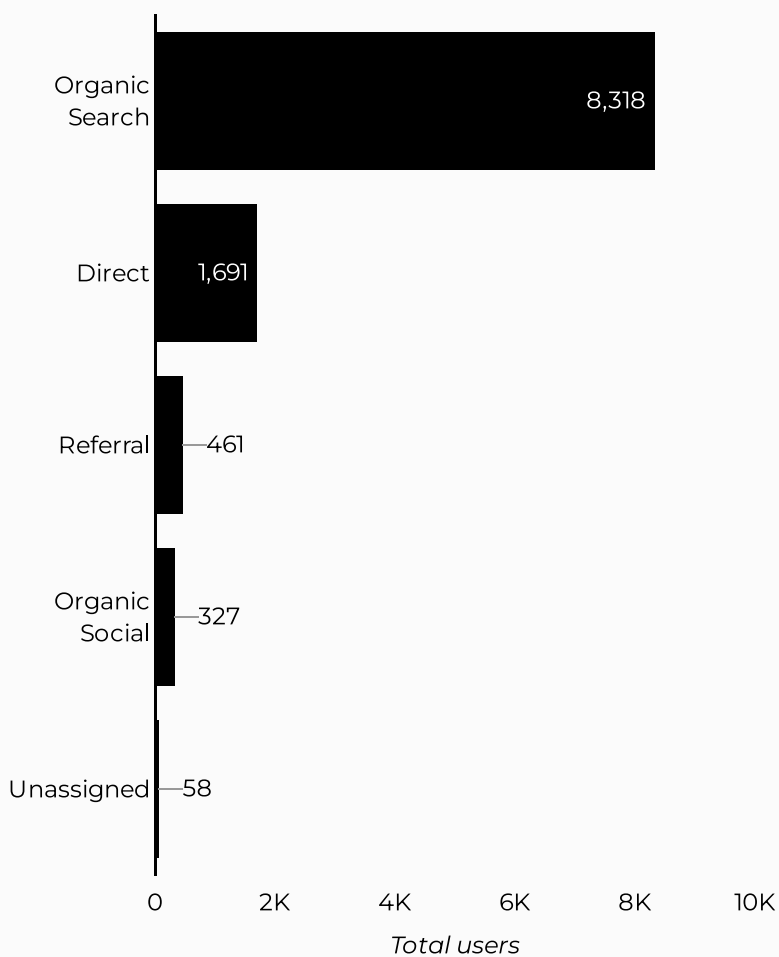


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	3,688
carson.armymwr.com	1,213
bliss.armymwr.com	873
humphreys.armymwr.com	708
campbell.armymwr.com	648
cavazos.armymwr.com	593
eisenhower.armymwr.com	530
hawaii.armymwr.com	488
wiesbaden.armymwr.com	458
jackson.armymwr.com	344

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	7,557
(direct)	1,691
bing	579
home.army.mil	277
m.facebook.com	152
yahoo	98
l.facebook.com	75
(not set)	58
duckduckgo	57
lm.facebook.com	51



ARMY MWR

Volunteer Appreciation Week

Views

560

↑ 159.3%

Sessions

519

↑ 174.6%

Total users

458

↑ 171.0%

New users

235

↑ 803.8%

Avg. Session Time

01:28

↓ -0.4%

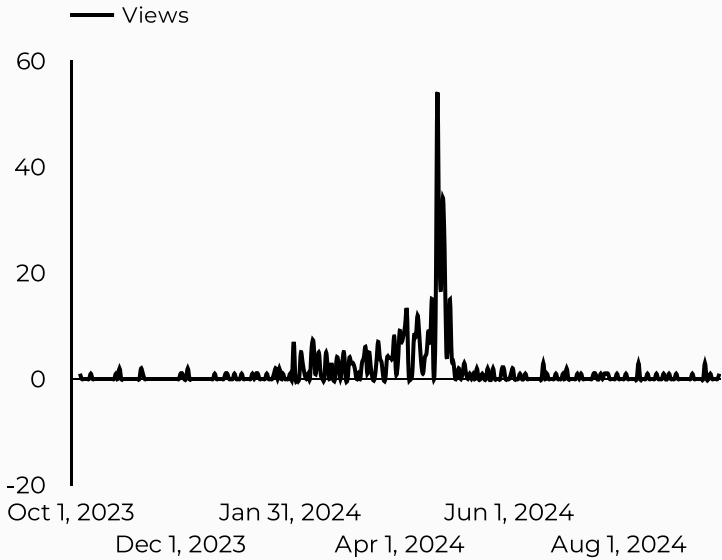
Engagement rate

66%

↑ 347.4%

Compared Y-o-Y

How is site traffic trending?

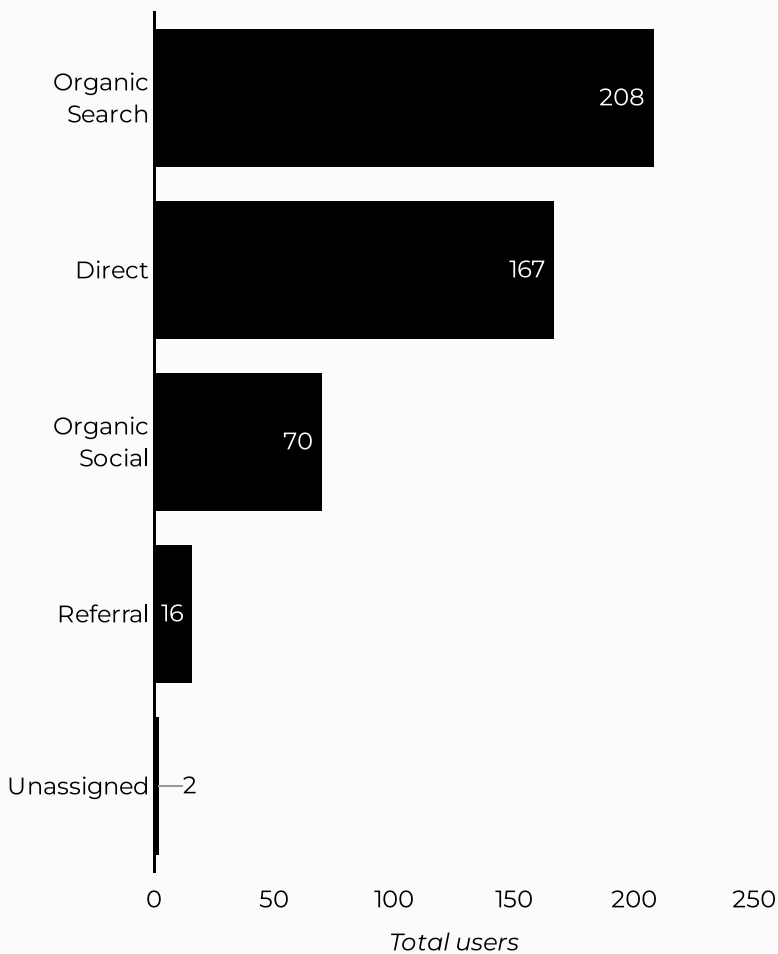


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	425
liberty.armymwr.com	35
carlisle.armymwr.com	1
sill.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	168
(direct)	167
m.facebook.com	40
bing	30
lm.facebook.com	19
l.facebook.com	9
yahoo	5
home.army.mil	4
duckduckgo	3
(not set)	2



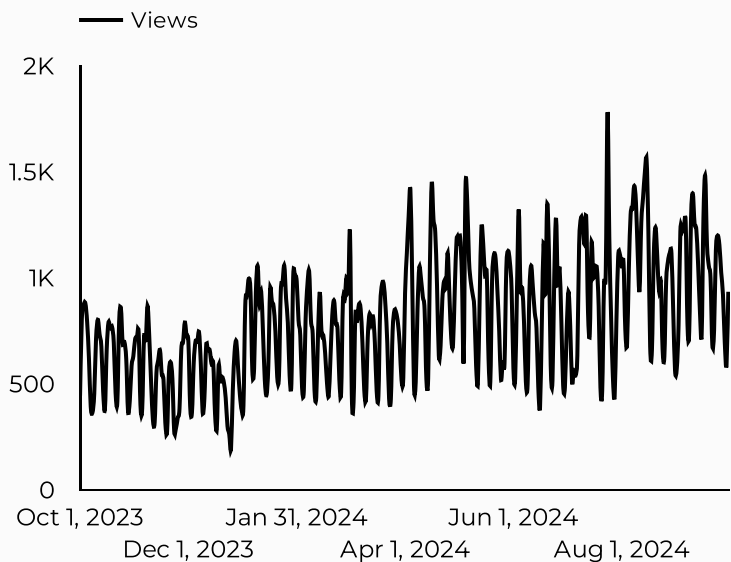
ARMY MWR

Employment Readiness Program (ERP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
293,380	229,891	188,031	113,687	02:14	68%
↑ 26.6%	↑ 21.1%	↑ 28.0%	↑ 44.2%	↑ 5.4%	↑ 89.6%

Compared Y-o-Y

How is site traffic trending?

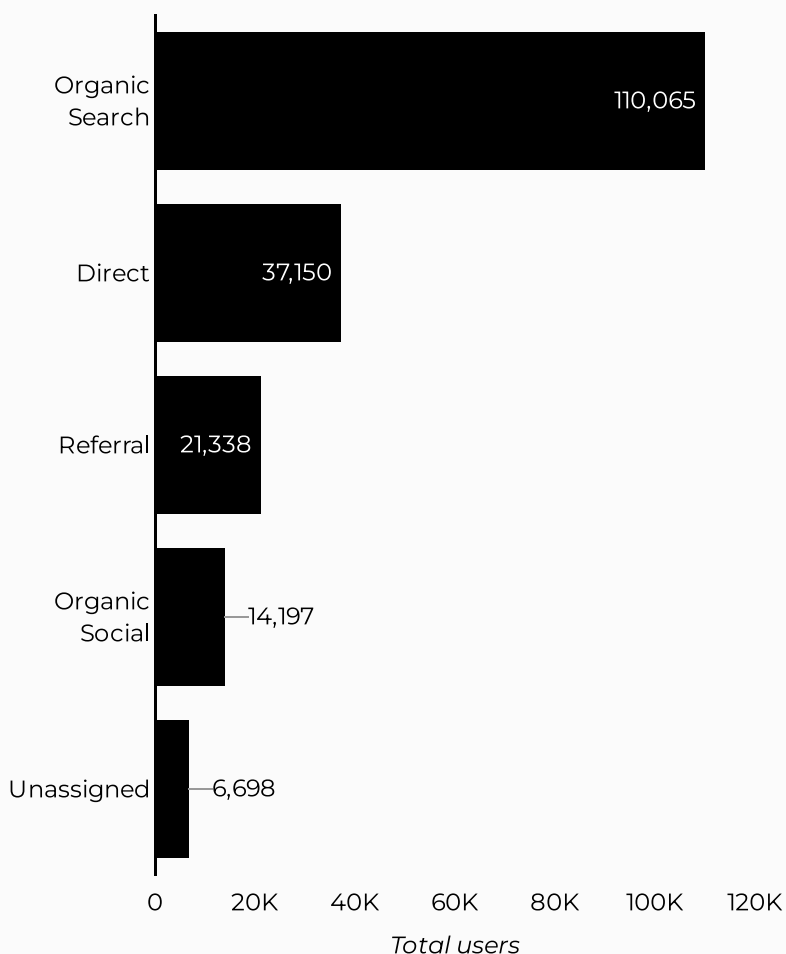


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	74,239
jblm.armymwr.com	18,453
hawaii.armymwr.com	10,376
redstone.armymwr.com	10,000
stewarthunter.armymwr.com	7,518
carson.armymwr.com	6,357
liberty.armymwr.com	5,811
bliss.armymwr.com	5,276
humphreys.armymwr.com	4,263
jackson.armymwr.com	4,226

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	98,594
(direct)	37,150
m.facebook.com	9,611
bing	8,680
syndicatedsearch.goog	6,376
home.army.mil	5,470
DSP_Display	4,984
lm.facebook.com	2,337
yahoo	1,913
l.facebook.com	1,711



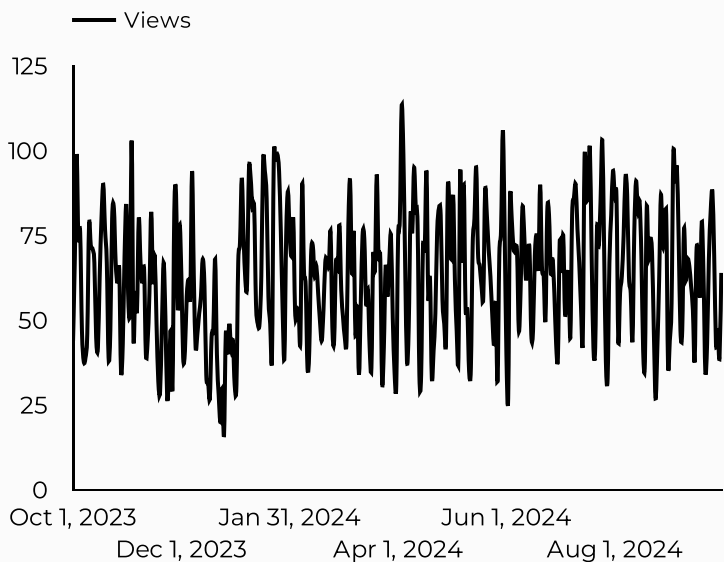
ARMY MWR

Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
23,045	21,044	17,611	1,863	02:07	84%
↑ 6.6%	↑ 0.8%	↑ 5.2%	↑ 17.2%	↑ 11.3%	↑ 714.7%

Compared Y-o-Y

How is site traffic trending?

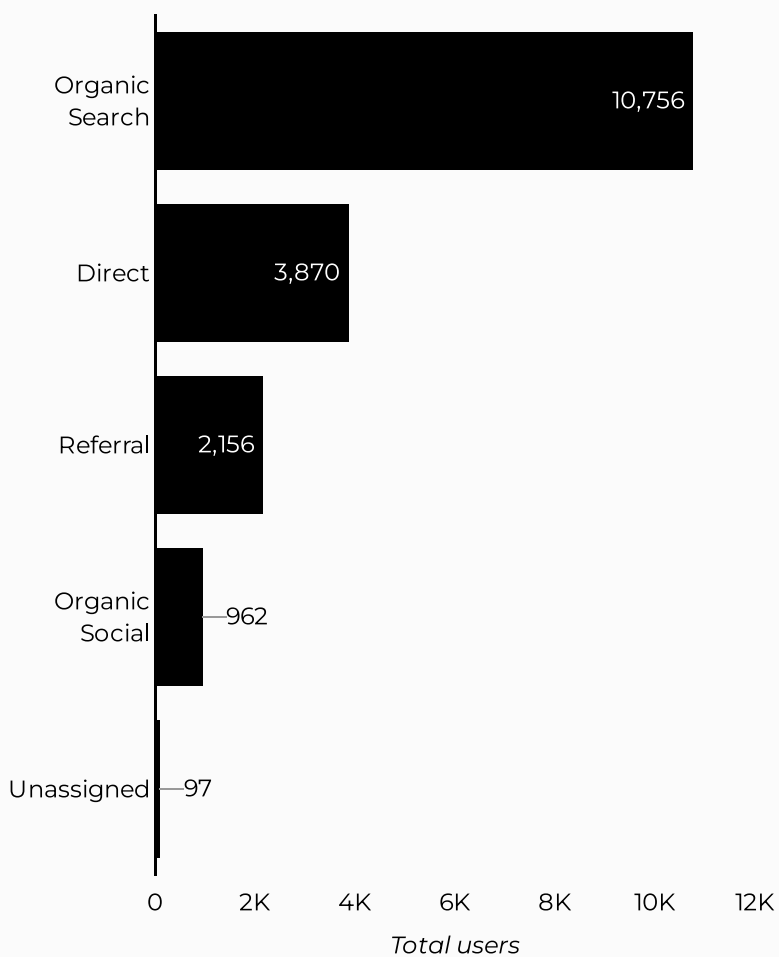


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	17,611
www-armymwr-com.translate.go...	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	9,894
(direct)	3,870
home.army.mil	1,069
bing	664
m.facebook.com	578
installations.militaryonesource.mil	337
l.facebook.com	225
yahoo	153
military.com	132
lm.facebook.com	115



ARMY MWR

Military Spouse Appreciation Day

Views
2,686
↑ 175.5%

Sessions
2,480
↑ 167.5%

Total users
2,229
↑ 170.8%

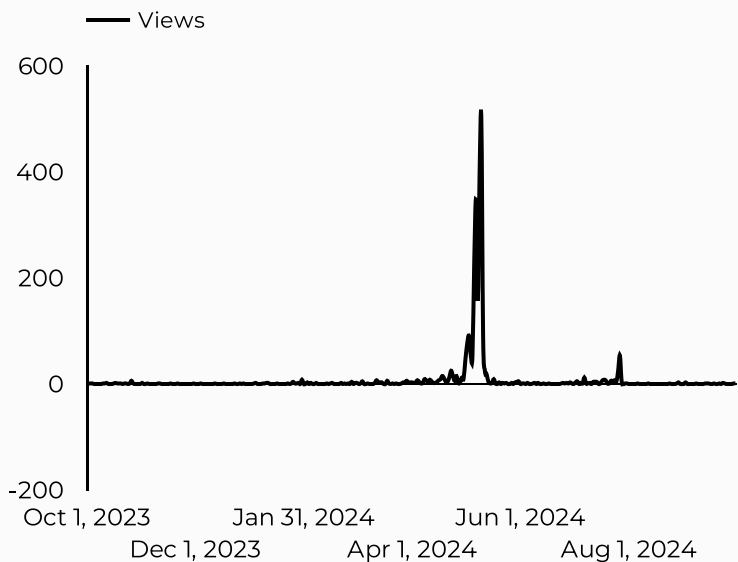
New users
1,093
↑ 183.2%

Avg. Session Time
01:02
↓ -6.0%

Engagement rate
65%
↑ 157.2%

Compared Y-o-Y

How is site traffic trending?

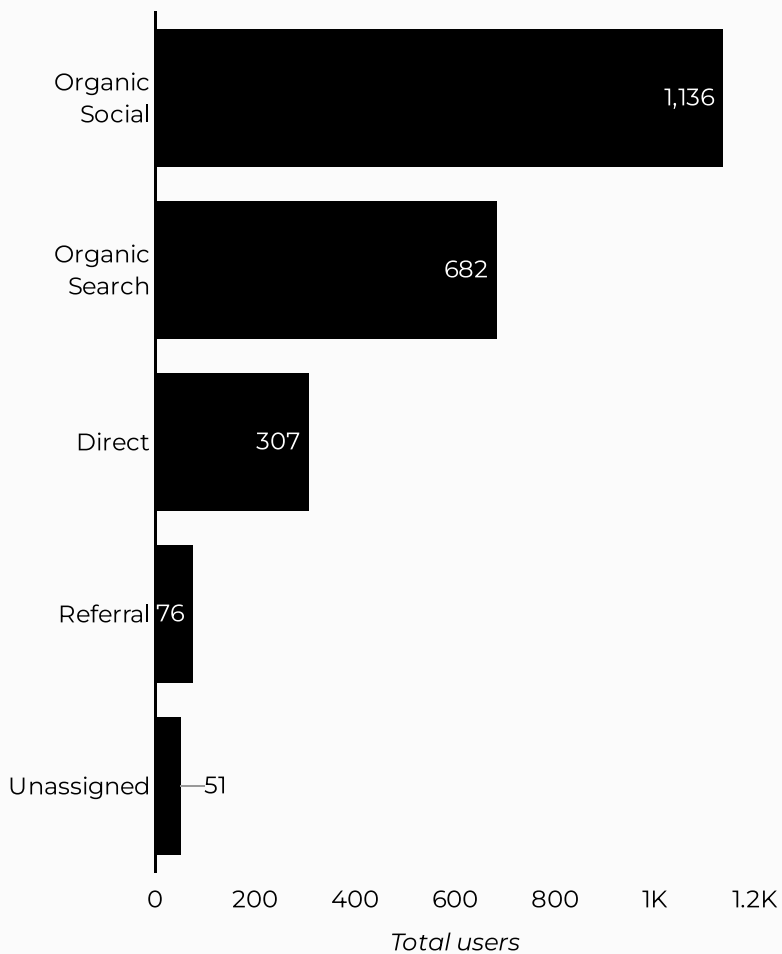


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,693
sill.armymwr.com	219
kaiserslautern.armymwr.com	87
wiesbaden.armymwr.com	71
leonardwood.armymwr.com	50
baumholder.armymwr.com	39
mccoy.armymwr.com	15
jblm.armymwr.com	14
grafenwoehr.armymwr.com	12
hawaii.armymwr.com	9

Which channels are driving traffic?



What are the top sources?

Session source	Total users
m.facebook.com	784
google	627
(direct)	307
lm.facebook.com	265
l.facebook.com	80
(not set)	49
bing	43
home.army.mil	34
yahoo	7
duckduckgo	6



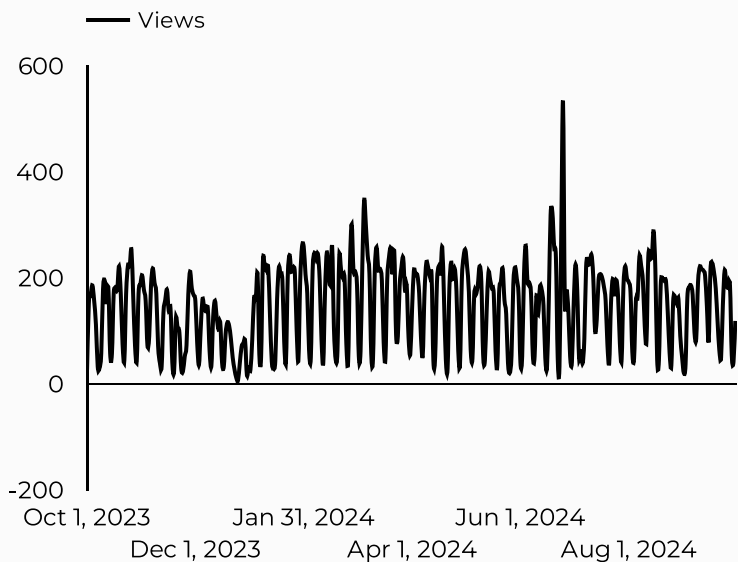
ARMY MWR

Exceptional Family Member Program (EFMP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
53,871	47,259	35,444	24,913	02:29	61%
↑ 21.1%	↑ 14.2%	↑ 18.8%	↑ 20.1%	↓ -9.0%	↑ 39.1%

Compared Y-o-Y

How is site traffic trending?

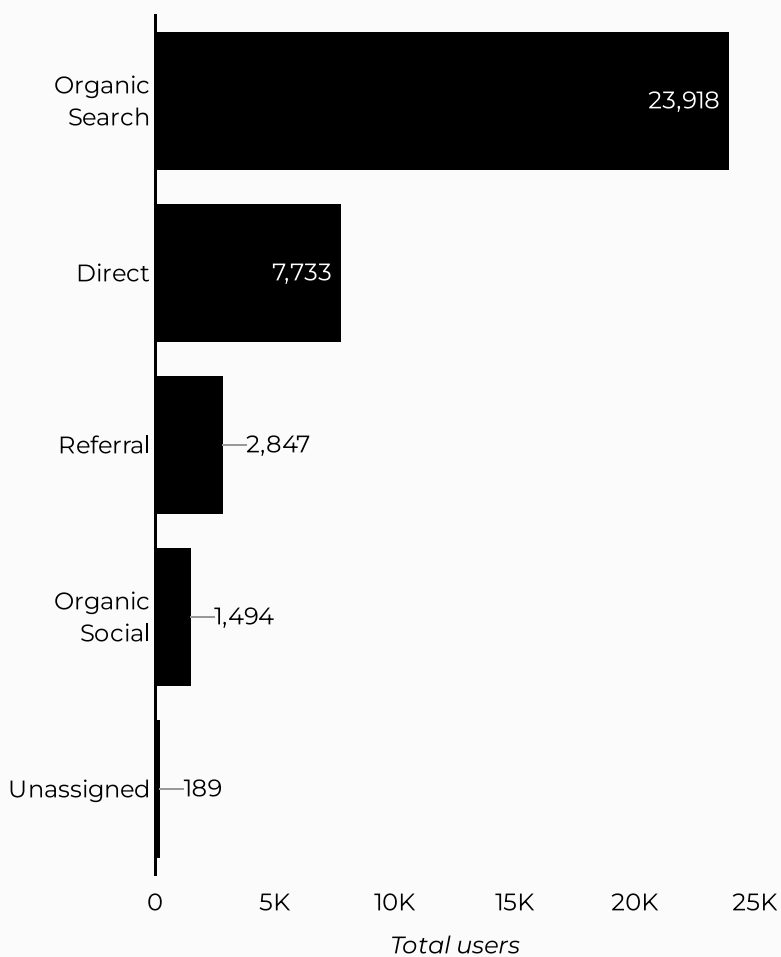


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	3,518
hawaii.armymwr.com	3,394
bliss.armymwr.com	3,234
jblm.armymwr.com	3,220
cavazos.armymwr.com	3,089
carson.armymwr.com	2,651
moore.armymwr.com	1,978
liberty.armymwr.com	1,832
campbell.armymwr.com	1,763
humphreys.armymwr.com	1,189

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	21,754
(direct)	7,733
bing	1,819
m.facebook.com	934
home.army.mil	913
installations.militaryone...	515
myarmybenefits.us.army...	379
l.facebook.com	250
yahoo	244
lm.facebook.com	207



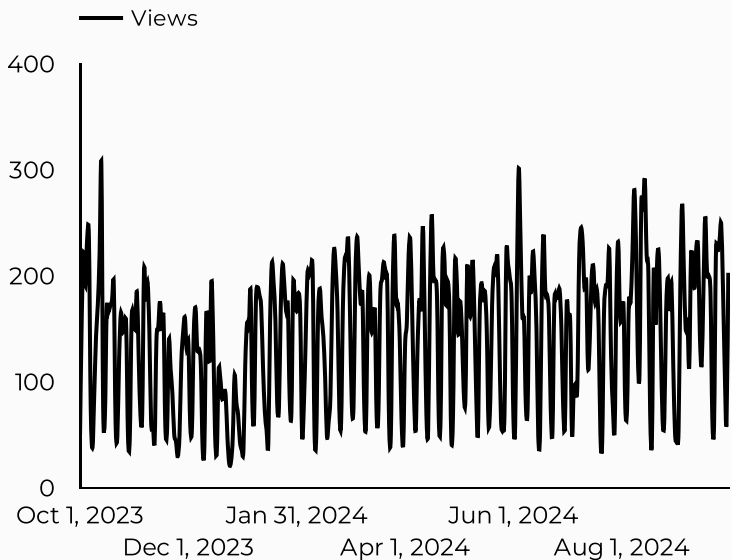
ARMY MWR

Family Advocacy Program (FAP)

Views 52,656 ↑ 26.5%	Sessions 46,791 ↑ 23.0%	Total users 35,175 ↑ 27.8%	New users 22,664 ↑ 27.6%	Avg. Session Time 02:20 ↓ -3.6%	Engagement rate 59% ↑ 48.4%
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Compared Y-o-Y

How is site traffic trending?

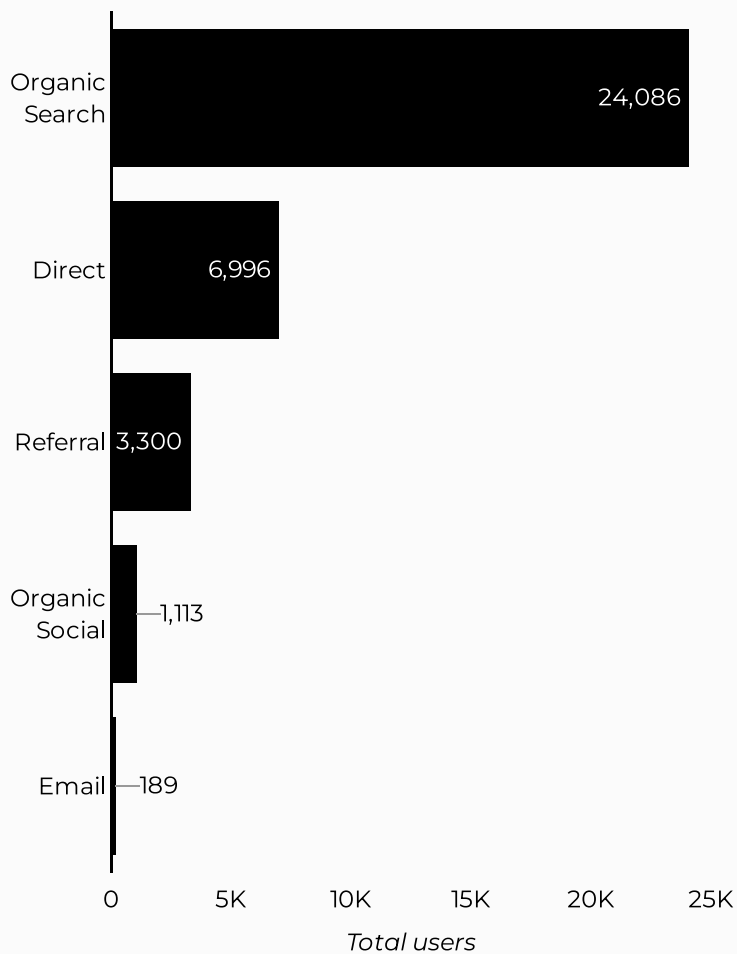


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	9,844
bliss.armymwr.com	3,487
jblm.armymwr.com	3,073
cavazos.armymwr.com	2,456
hawaii.armymwr.com	1,983
moore.armymwr.com	1,594
campbell.armymwr.com	1,561
wiesbaden.armymwr.com	1,190
humphreys.armymwr.com	1,160
belvoir.armymwr.com	636

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	21,717
(direct)	6,996
bing	1,853
home.army.mil	1,300
m.facebook.com	689
installations.militaryone...	678
armyresilience.army.mil	366
yahoo	256
govdelivery	189
l.facebook.com	176

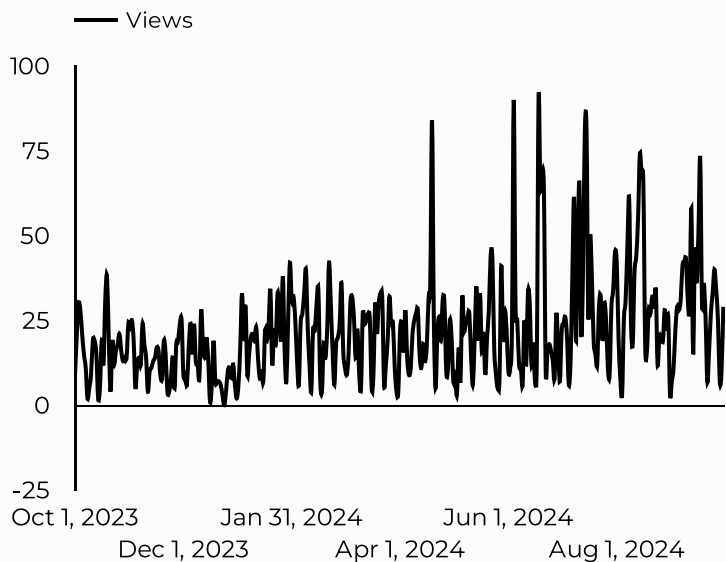


ARMY MWR New Parent Support Program (NPSP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
8,070	6,945	5,302	2,298	02:01	64%
↑ 52.9%	↑ 47.1%	↑ 46.5%	↑ 50.5%	↓ -16.9%	↑ 116.1%

Compared Y-o-Y

How is site traffic trending?

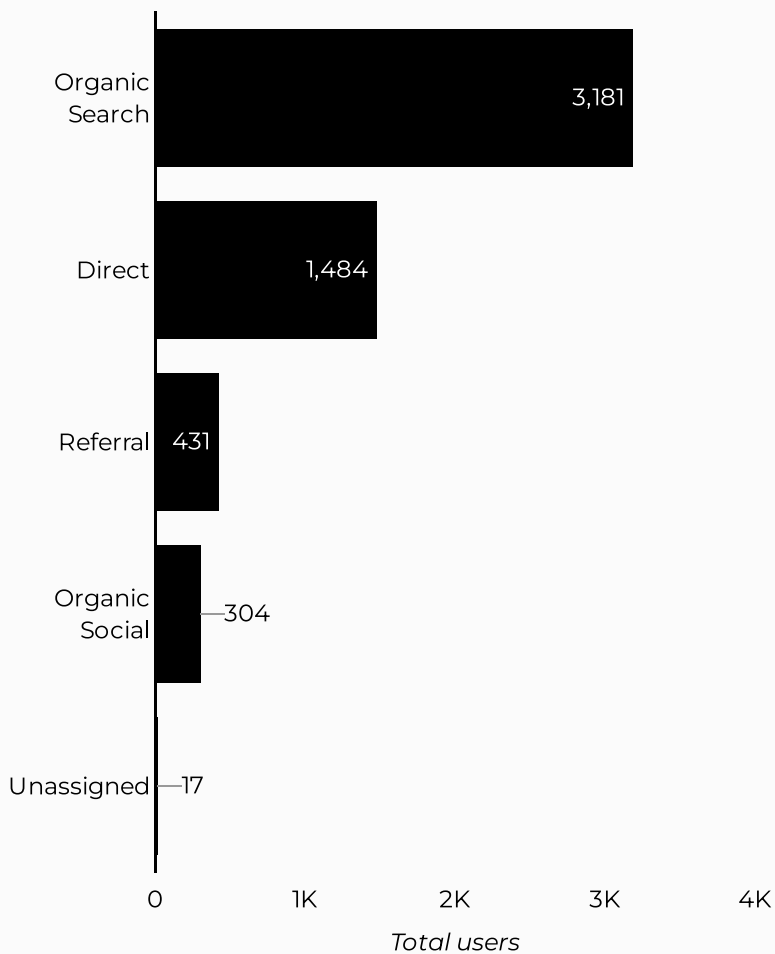


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	709
cavazos.armymwr.com	625
campbell.armymwr.com	519
hawaii.armymwr.com	464
stuttgart.armymwr.com	441
eisenhower.armymwr.com	346
moore.armymwr.com	251
bliss.armymwr.com	244
novosel.armymwr.com	157
sill.armymwr.com	124

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,823
(direct)	1,484
bing	283
m.facebook.com	199
home.army.mil	167
installations.militaryonesource.mil	150
yahoo	54
l.facebook.com	47
lm.facebook.com	33
armyresilience.army.mil	29



ARMY MWR

Victim Advocacy Program (VAP)

Views
6,344
↑ 25.4%

Sessions
5,718
↑ 20.5%

Total users
4,614
↑ 22.8%

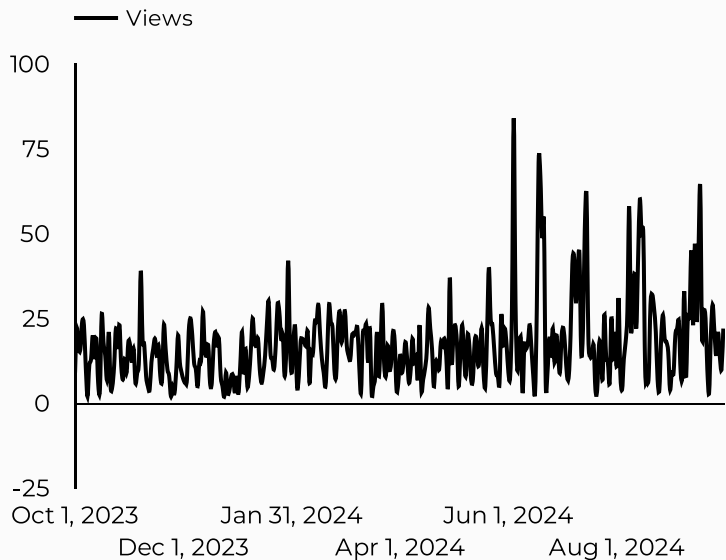
New users
2,500
↑ 22.4%

Avg. Session Time
02:26
↓ -6.3%

Engagement rate
63%
↑ 74.9%

Compared Y-o-Y

How is site traffic trending?

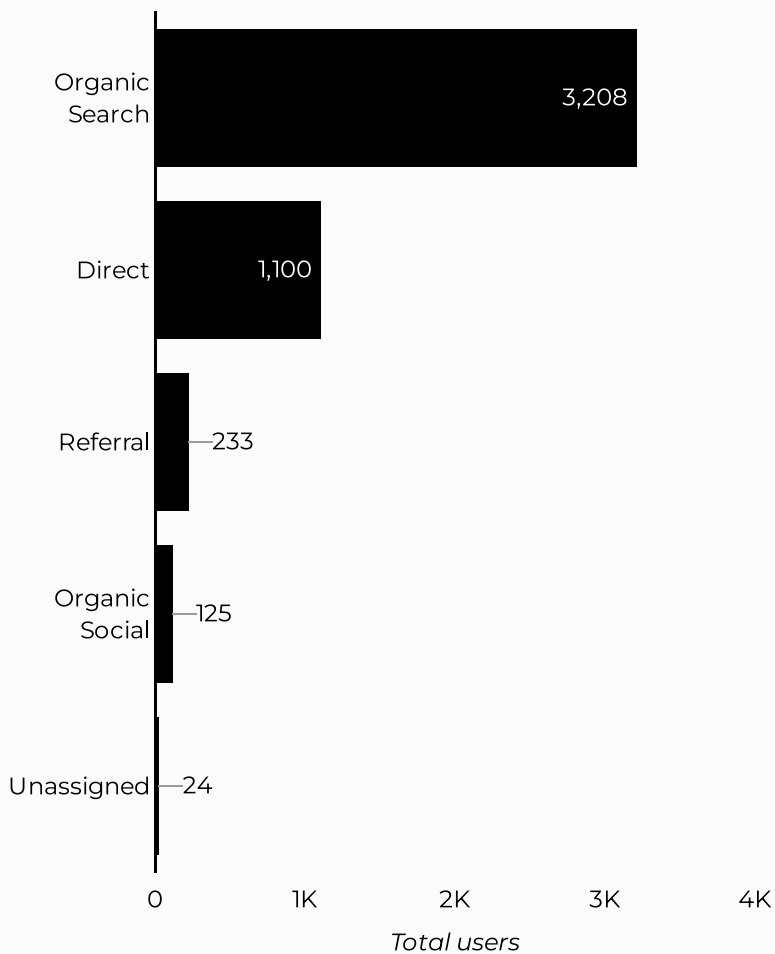


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,172
carson.armymwr.com	712
hawaii.armymwr.com	526
cavazos.armymwr.com	461
meade.armymwr.com	213
redstone.armymwr.com	183
bliss.armymwr.com	132
jbmhh.armymwr.com	93
moore.armymwr.com	93
sill.armymwr.com	92

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,823
(direct)	1,100
bing	304
m.facebook.com	85
home.army.mil	81
yahoo	50
installations.militaryonesource.mil	33
duckduckgo	28
(not set)	24
tessacs.org	21



ARMY MWR

Child Abuse Prevention Month

Views

756

↑ 46.5%

Sessions

698

↑ 48.2%

Total users

595

↑ 49.9%

New users

293

↑ 85.4%

Avg. Session Time

02:10

↑ 40.0%

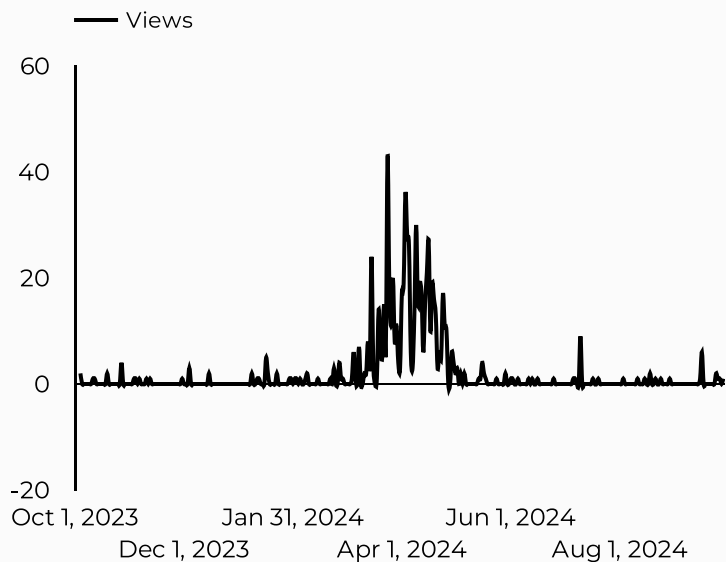
Engagement rate

65%

↑ 163.5%

Compared Y-o-Y

How is site traffic trending?

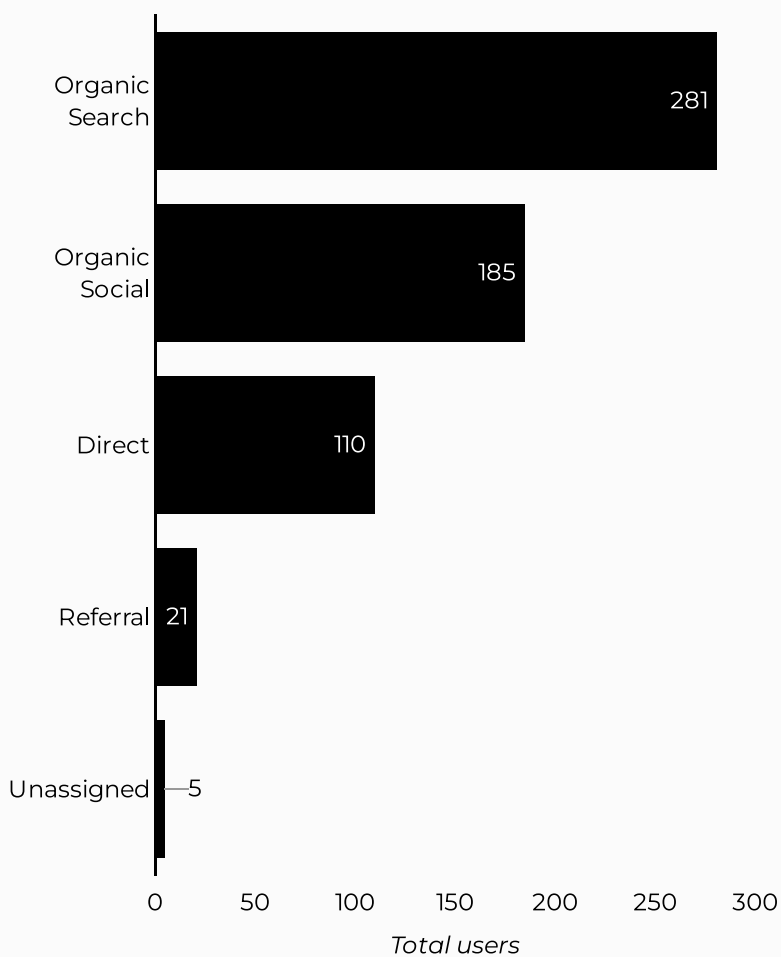


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	234
belvoir.armymwr.com	104
liberty.armymwr.com	90
hawaii.armymwr.com	84
moore.armymwr.com	45
carson.armymwr.com	21
wainwright.armymwr.com	8
ansbach.armymwr.com	7
eisenhower.armymwr.com	6
stuttgart.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	263
m.facebook.com	120
(direct)	110
lm.facebook.com	42
l.facebook.com	23
bing	15
(not set)	5
home.army.mil	5
armyresilience.army.mil	2
duckduckgo	2

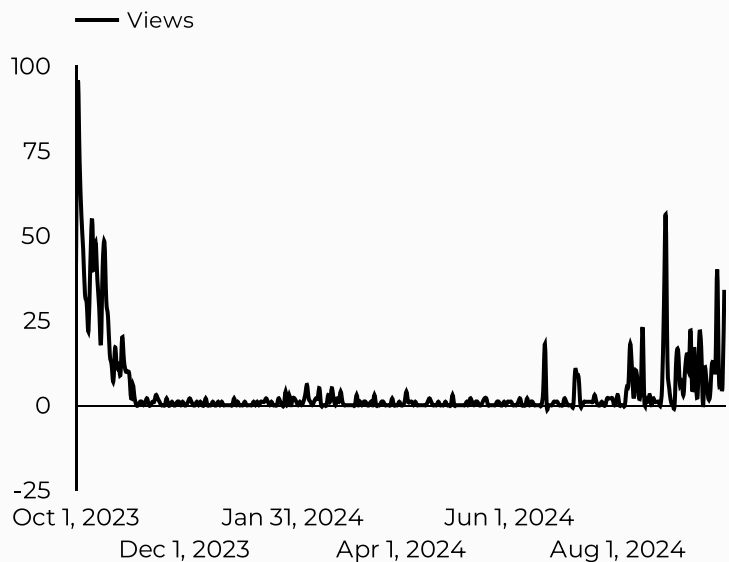


ARMY MWR Domestic Violence Awareness Month

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,738	1,528	1,298	762	01:31	58%
↑ 94.8%	↑ 93.7%	↑ 90.6%	↑ 243.2%	↓ -3.7%	↑ 132.4%

Compared Y-o-Y

How is site traffic trending?

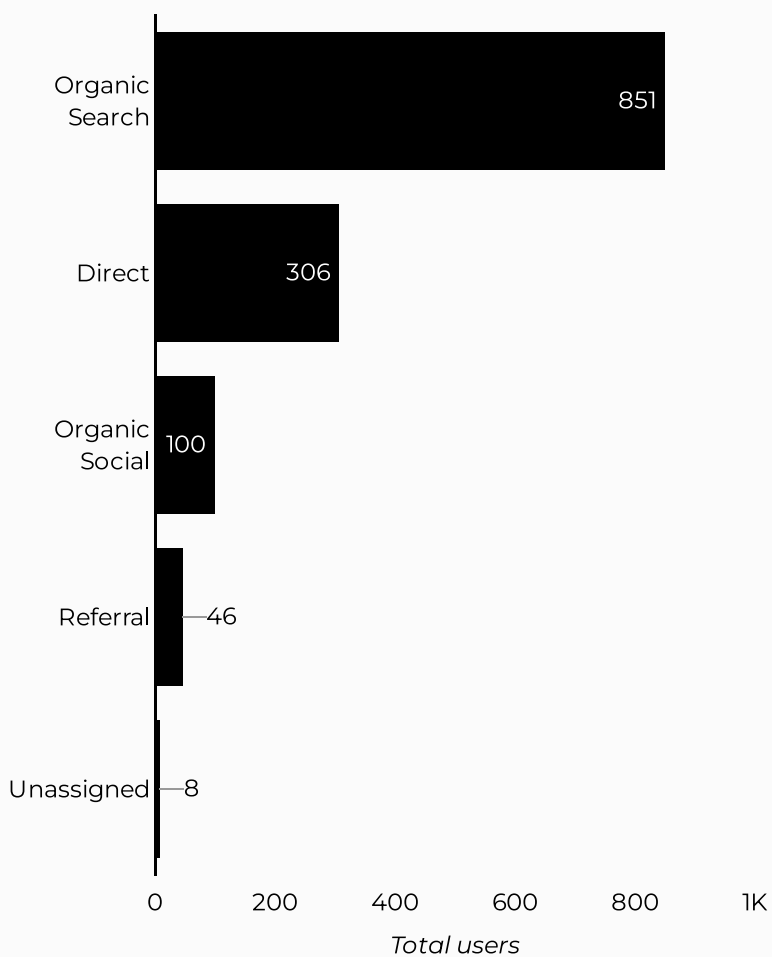


Top US Army Installations

Sorted by Total Users

Installation	Total users
moore.armymwr.com	338
www.armymwr.com	252
wainwright.armymwr.com	144
bliss.armymwr.com	113
eisenhower.armymwr.com	102
belvoir.armymwr.com	58
wiesbaden.armymwr.com	54
carson.armymwr.com	43
casey.armymwr.com	33
presidio.armymwr.com	30

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	822
(direct)	306
m.facebook.com	51
bing	24
l.facebook.com	22
lm.facebook.com	18
home.army.mil	15
(not set)	8
facebook.com	5
installations.militaryonesource.mil	2



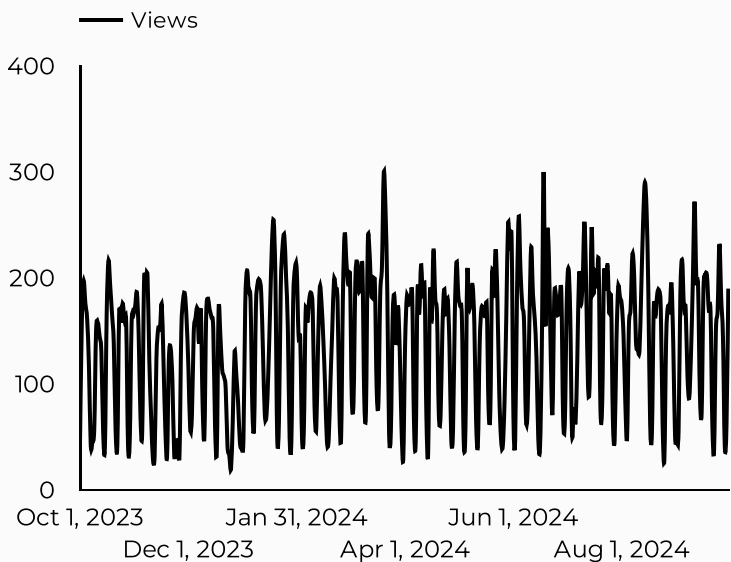
ARMY MWR

Financial Readiness Program (FRP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
51,664	47,272	34,365	19,993	02:31	64%
↓ -0.8%	↑ 2.0%	↑ 3.2%	↑ 0.6%	↓ -7.9%	↑ 61.7%

Compared Y-o-Y

How is site traffic trending?

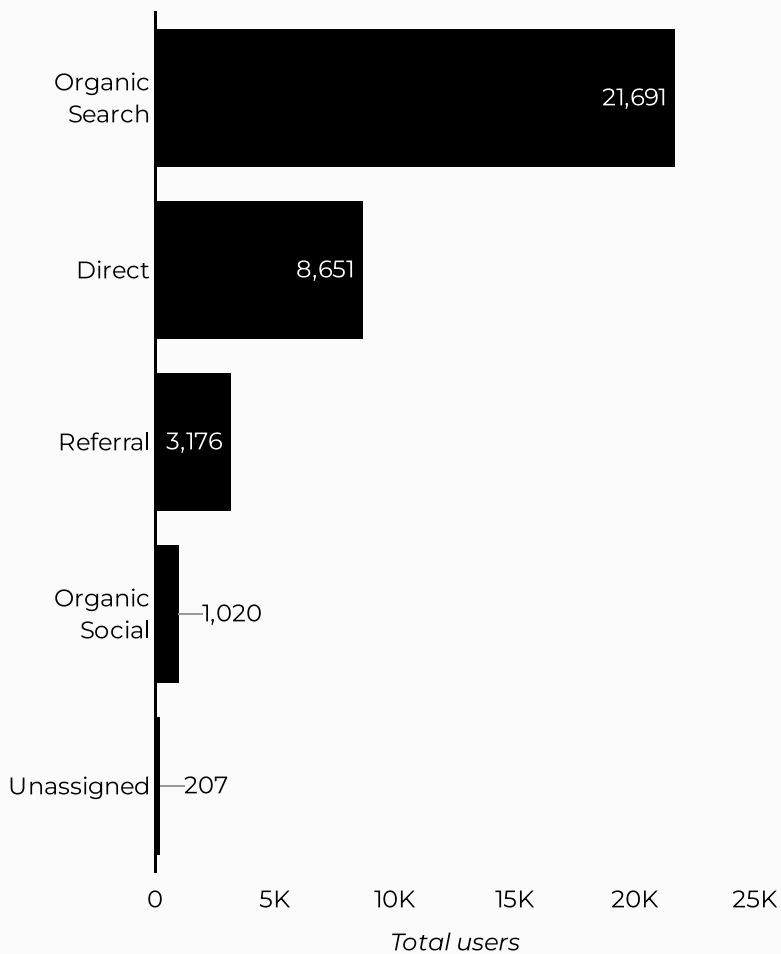


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	5,805
liberty.armymwr.com	5,044
bliss.armymwr.com	4,383
carson.armymwr.com	3,677
moore.armymwr.com	2,002
jblm.armymwr.com	1,512
campbell.armymwr.com	1,235
humphreys.armymwr.com	1,135
wiesbaden.armymwr.com	946
aberdeen.armymwr.com	907

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	19,443
(direct)	8,651
bing	1,872
home.army.mil	1,529
m.facebook.com	638
myarmybenefits.us.army.mil	456
installations.militaryonesource.mil	317
yahoo	234
(not set)	199
lm.facebook.com	168



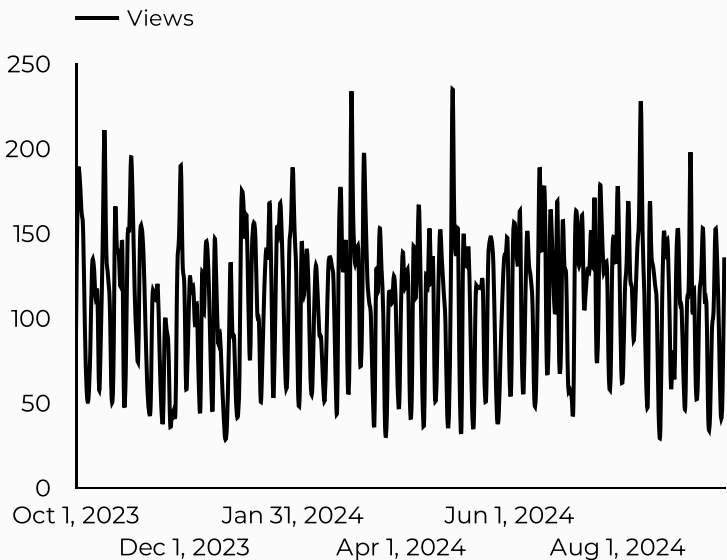
ARMY MWR

Army Emergency Relief (AER)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
40,406	37,115	25,282	16,118	02:23	62%
↓ -13.6%	↓ -11.4%	↓ -10.2%	↓ -7.4%	↓ -6.2%	↑ 45.7%

Compared Y-o-Y

How is site traffic trending?

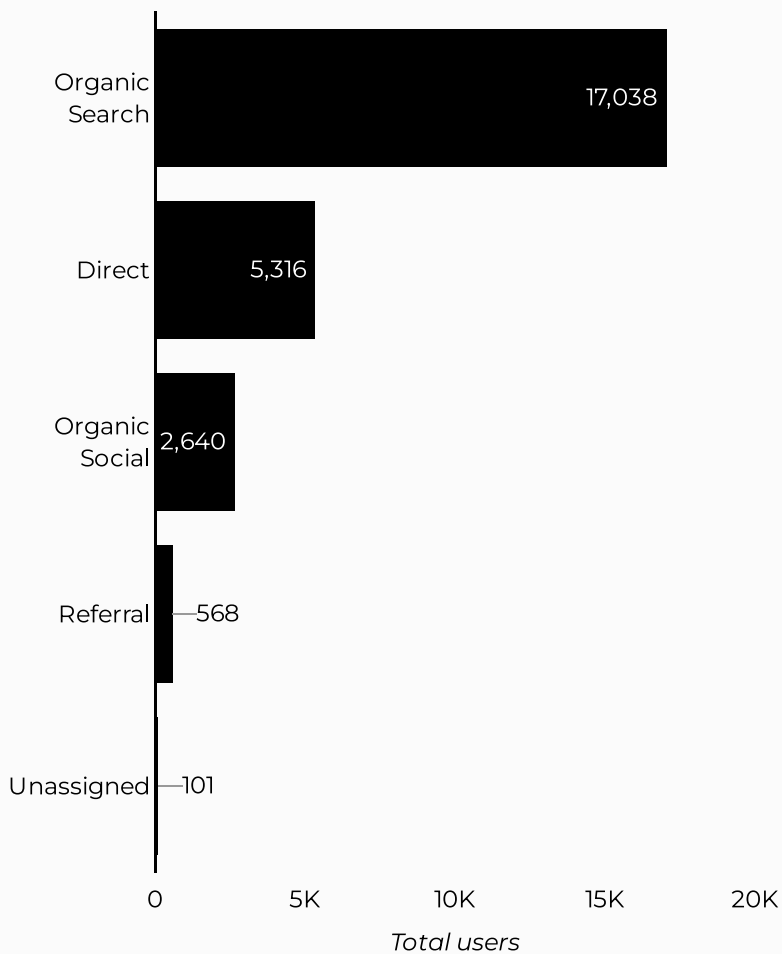


Top US Army Installations

Sorted by Total Users

Installation	Total users
humphreys.armymwr.com	7,265
carson.armymwr.com	3,677
bliss.armymwr.com	3,094
liberty.armymwr.com	2,943
moore.armymwr.com	1,437
eisenhower.armymwr.com	824
leavenworth.armymwr.com	781
redstone.armymwr.com	649
sill.armymwr.com	608
gregg-adams.armymwr.com	566

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	15,797
(direct)	5,316
m.facebook.com	1,968
bing	933
lm.facebook.com	391
l.facebook.com	248
home.army.mil	242
yahoo	148
duckduckgo	123
installations.militaryonesource.mil	105



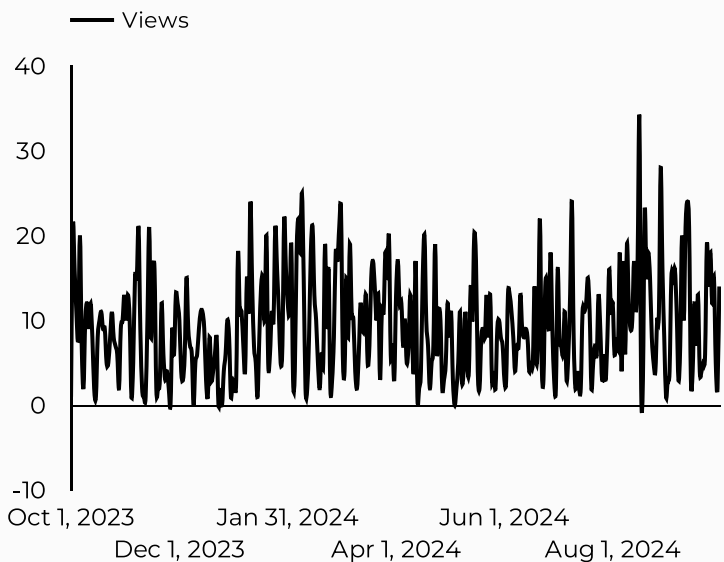
ARMY MWR

Information and Referral

Views 3,425 ↑ 8.4%	Sessions 3,166 ↑ 16.9%	Total users 2,668 ↑ 18.4%	New users 843 ↑ 33.0%	Avg. Session Time 01:39 ↓ -26.8%	Engagement rate 75% ↑ 243.3%
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Compared Y-o-Y

How is site traffic trending?

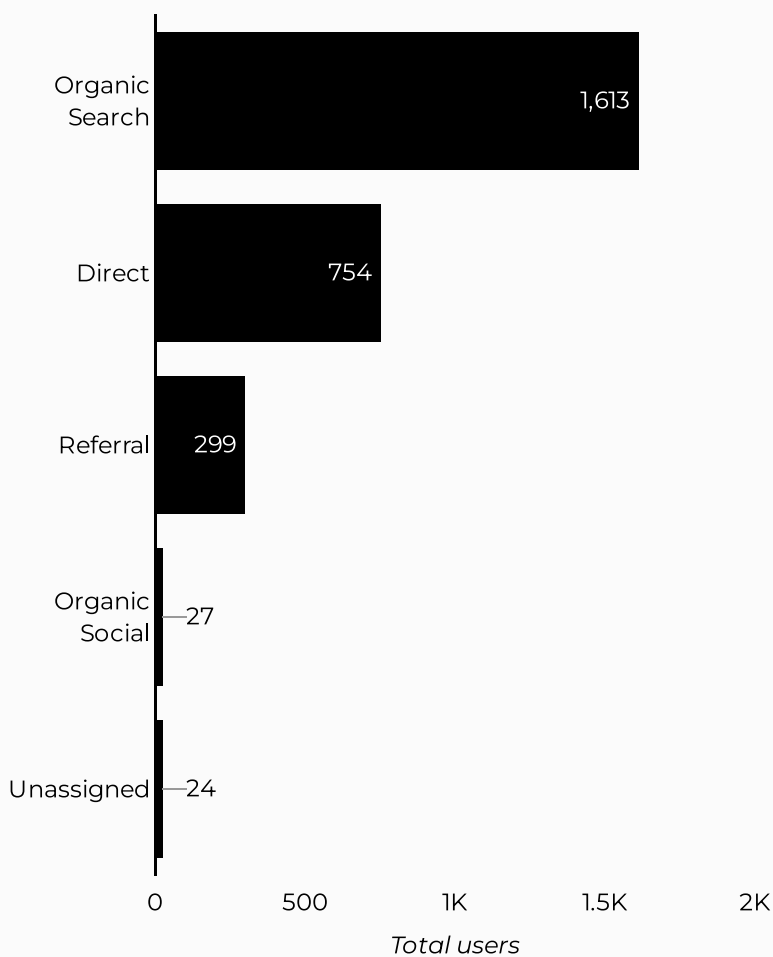


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	966
www.armymwr.com	809
liberty.armymwr.com	232
carson.armymwr.com	123
jblm.armymwr.com	119
humphreys.armymwr.com	107
eisenhower.armymwr.com	98
novosel.armymwr.com	78
gregg-adams.armymwr.com	59
moore.armymwr.com	52

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,431
(direct)	754
bing	149
installations.militaryonesource.mil	96
home.army.mil	93
(not set)	24
yahoo	24
army.mil	19
l.facebook.com	15
myarmybenefits.us.army.mil	10



Views
11,248
↑ 101.5%

Sessions
9,613
↑ 91.3%

Total users
8,033
↑ 111.6%

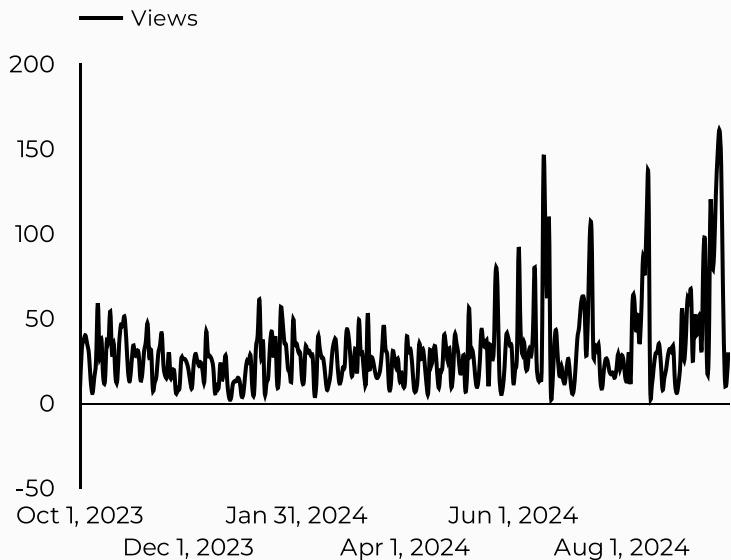
New users
4,416
↑ 140.5%

Avg. Session Time
01:53
↓ -18.6%

Engagement rate
64%
↑ 88.2%

Compared Y-o-Y

How is site traffic trending?

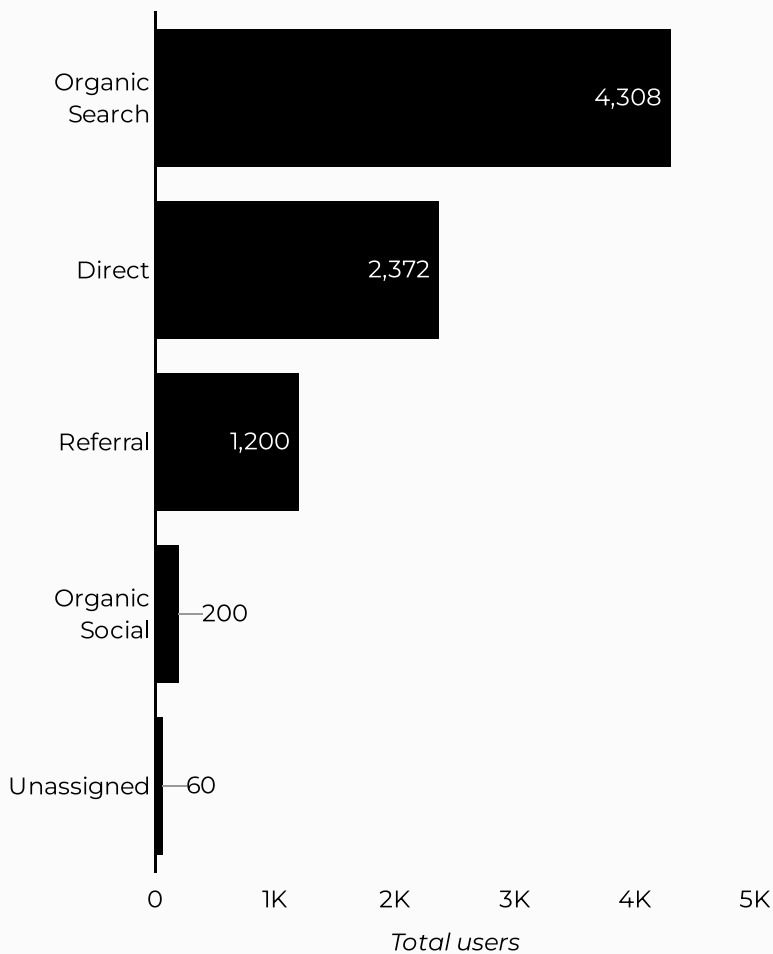


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,811
liberty.armymwr.com	1,423
carson.armymwr.com	936
cavazos.armymwr.com	932
bliss.armymwr.com	532
hawaii.armymwr.com	376
jblm.armymwr.com	265
eisenhower.armymwr.com	203
humphreys.armymwr.com	171
riley.armymwr.com	121

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,720
(direct)	2,372
home.army.mil	730
bing	487
installations.militaryonesource.mil	165
m.facebook.com	108
myarmybenefits.us.army.mil	71
(not set)	60
yahoo	60
l.facebook.com	46



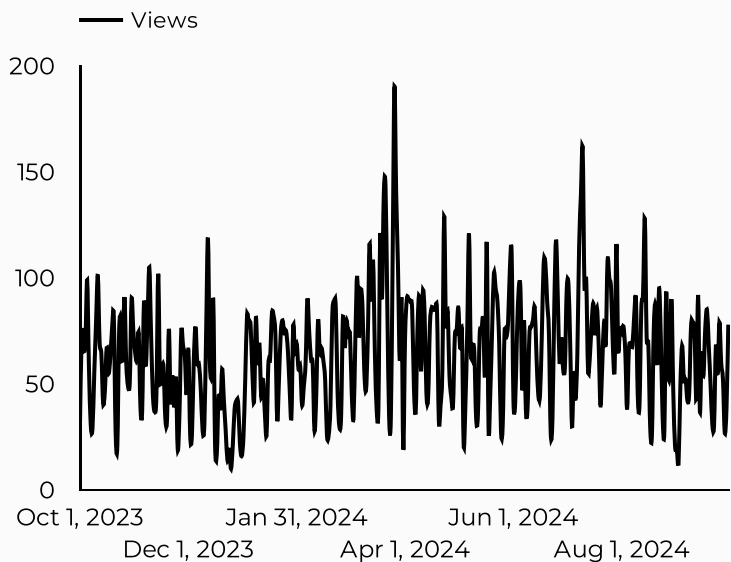
ARMY MWR

Relocation Readiness

Views 23,734 ↑ 13.4%	Sessions 20,882 ↑ 13.4%	Total users 16,073 ↑ 14.1%	New users 9,475 ↑ 16.3%	Avg. Session Time 02:38 ↓ -7.0%	Engagement rate 64% ↑ 55.4%
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Compared Y-o-Y

How is site traffic trending?

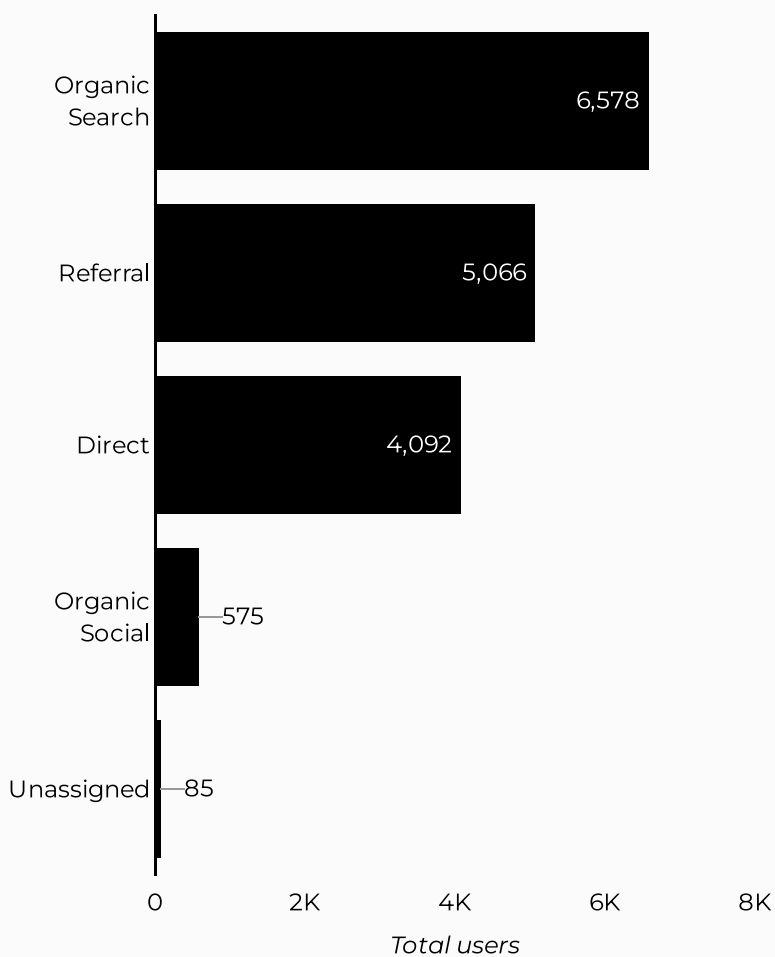


Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	5,207
www.armymwr.com	2,471
bliss.armymwr.com	1,515
hawaii.armymwr.com	1,247
eisenhower.armymwr.com	1,097
campbell.armymwr.com	914
wiesbaden.armymwr.com	894
moore.armymwr.com	399
humphreys.armymwr.com	385
gregg-adams.armymwr.com	294

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,968
(direct)	4,092
home.army.mil	3,099
installations.militaryonesource.mil	970
bing	487
m.facebook.com	362
hrc.army.mil	163
myarmybenefits.us.army.mil	98
lm.facebook.com	94
europafrica.army.mil	91



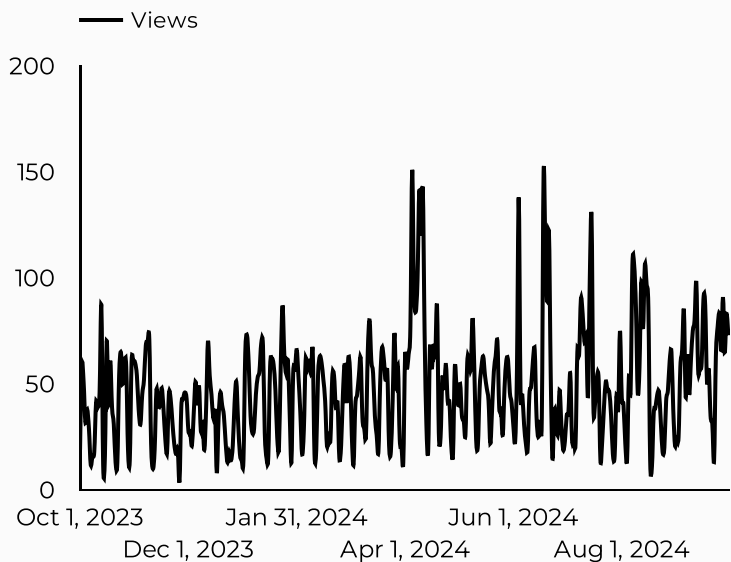
ARMY MWR

Survivor Outreach Services (SOS)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
17,457	14,776	12,530	9,405	01:48	58%
↑ 34.3%	↑ 23.3%	↑ 29.5%	↑ 34.4%	↓ -27.4%	↑ 36.7%

Compared Y-o-Y

How is site traffic trending?

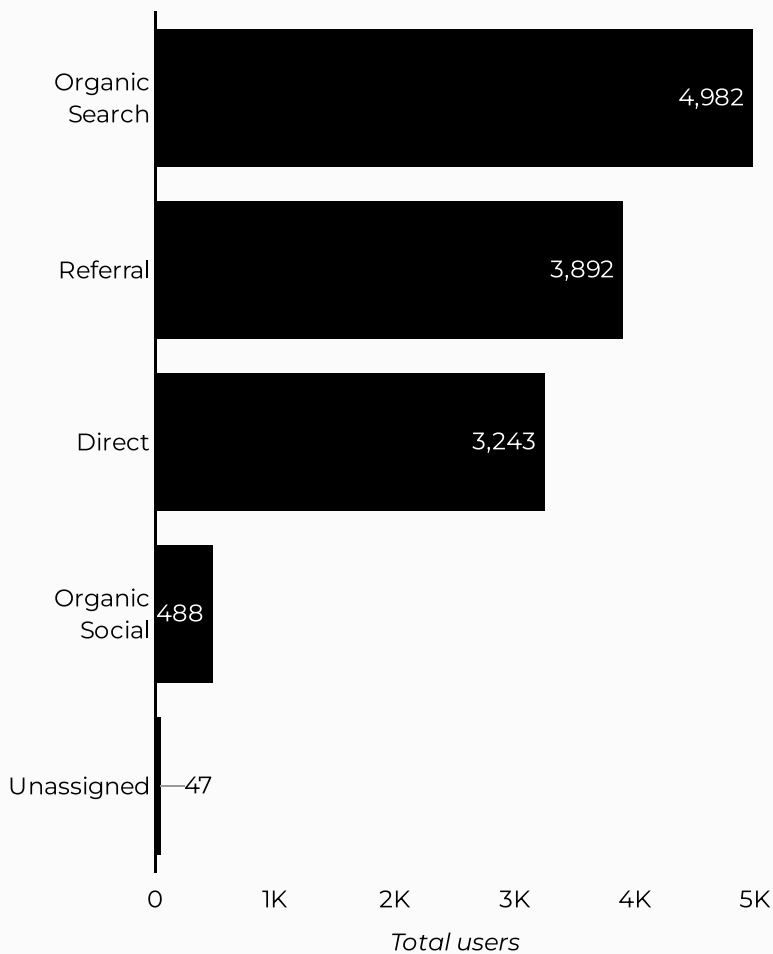


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	7,950
liberty.armymwr.com	576
bliss.armymwr.com	437
campbell.armymwr.com	377
jblm.armymwr.com	316
cavazos.armymwr.com	240
moore.armymwr.com	230
hawaii.armymwr.com	184
carson.armymwr.com	183
redstone.armymwr.com	180

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,345
(direct)	3,243
home.army.mil	1,785
hrc.army.mil	1,066
bing	481
army.mil	409
m.facebook.com	284
armylinks.com	228
l.facebook.com	91
yahoo	88



Views
78

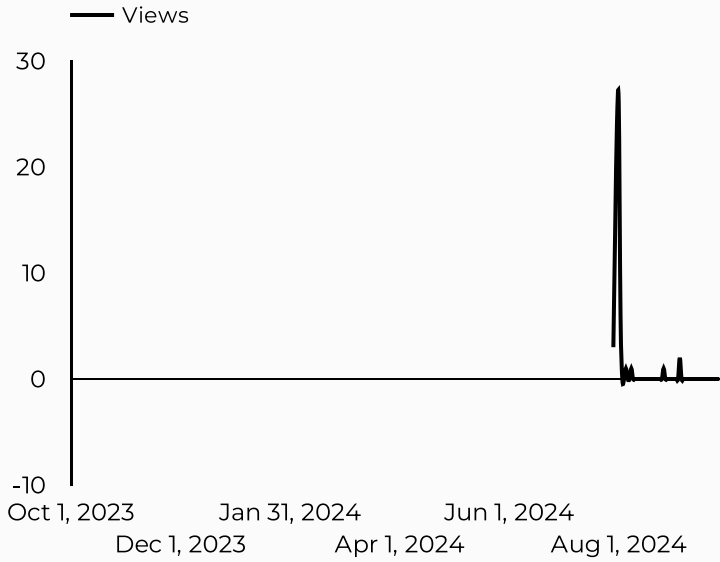
Sessions
78

Total users
74

New users
29

Engagement rate
69%

How is site traffic trending?

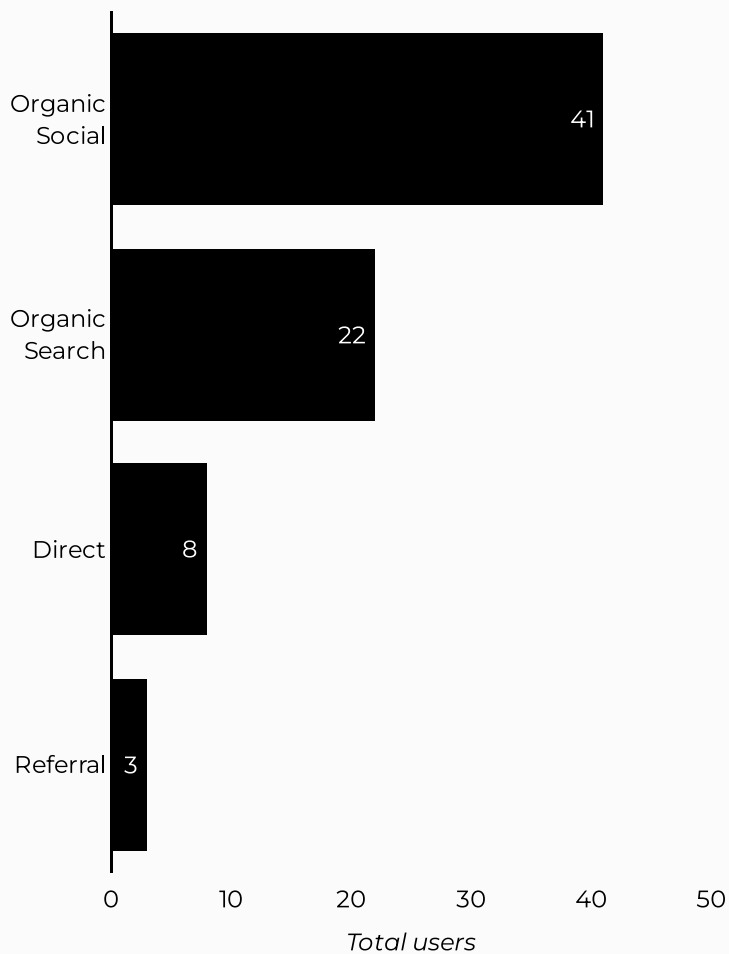


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	74

Which channels are driving traffic?



What are the top sources?

Session source	Total users
m.facebook.com	31
google	16
(direct)	8
bing	6
l.facebook.com	5
lm.facebook.com	5
armyeitaas.sharepoint-mil.us	1
home.army.mil	1
nafbenefits.com	1



Views
358

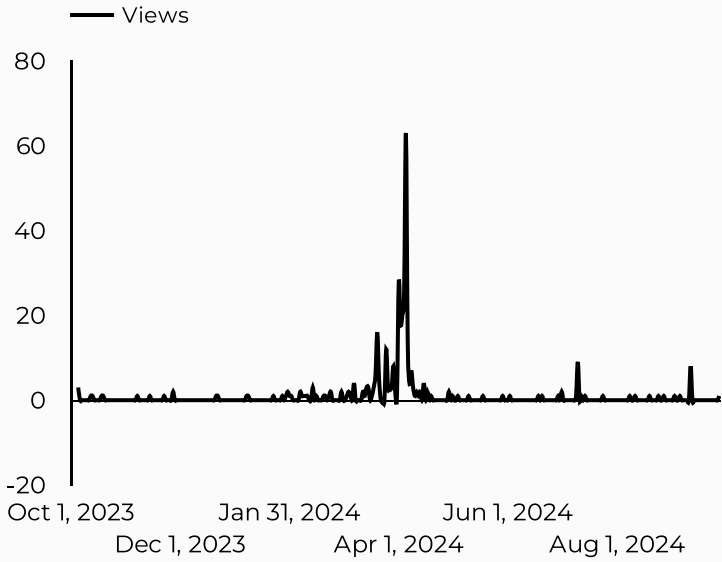
Sessions
334

Total users
303

New users
178

Engagement rate
57%

How is site traffic trending?

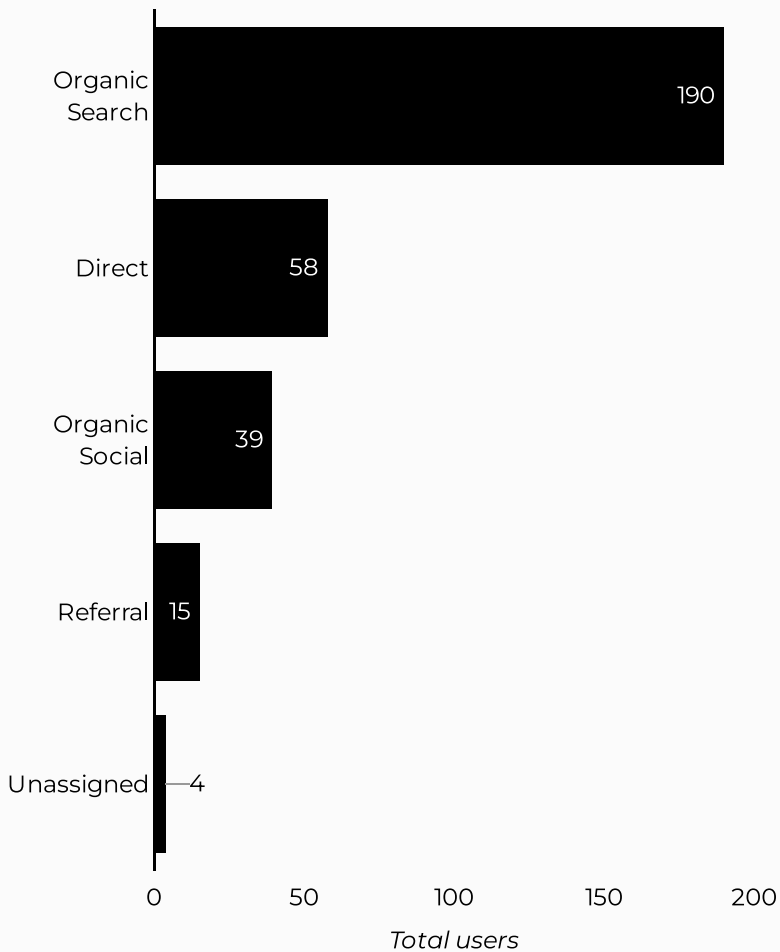


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	239
baumholder.armymwr.com	32
wainwright.armymwr.com	20
kaiserslautern.armymwr.com	8
hawaii.armymwr.com	2
johnson.armymwr.com	2
miami.armymwr.com	1
tobyhanna.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	172
(direct)	58
m.facebook.com	23
bing	14
l.facebook.com	6
linkedin.com	5
(not set)	4
home.army.mil	4
duckduckgo	3
lm.facebook.com	3



ARMY MWR

Gold Star Mothers and Families Day

Views
132

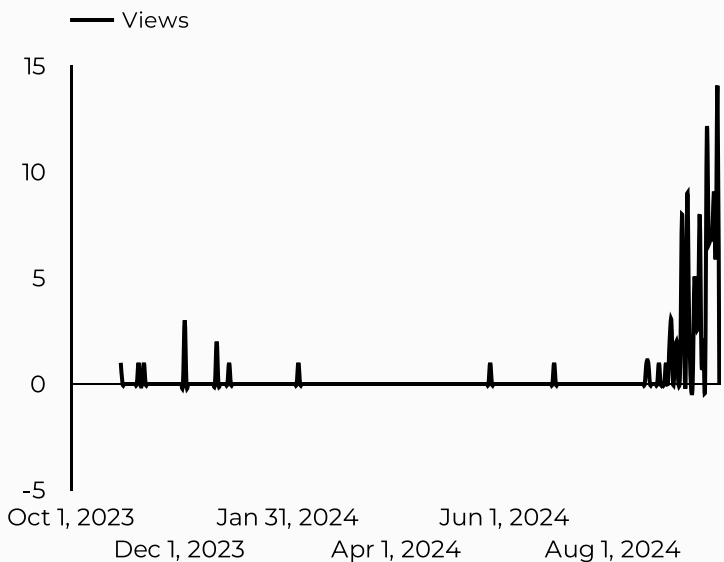
Sessions
138

Total users
116

New users
57

Engagement rate
73%

How is site traffic trending?

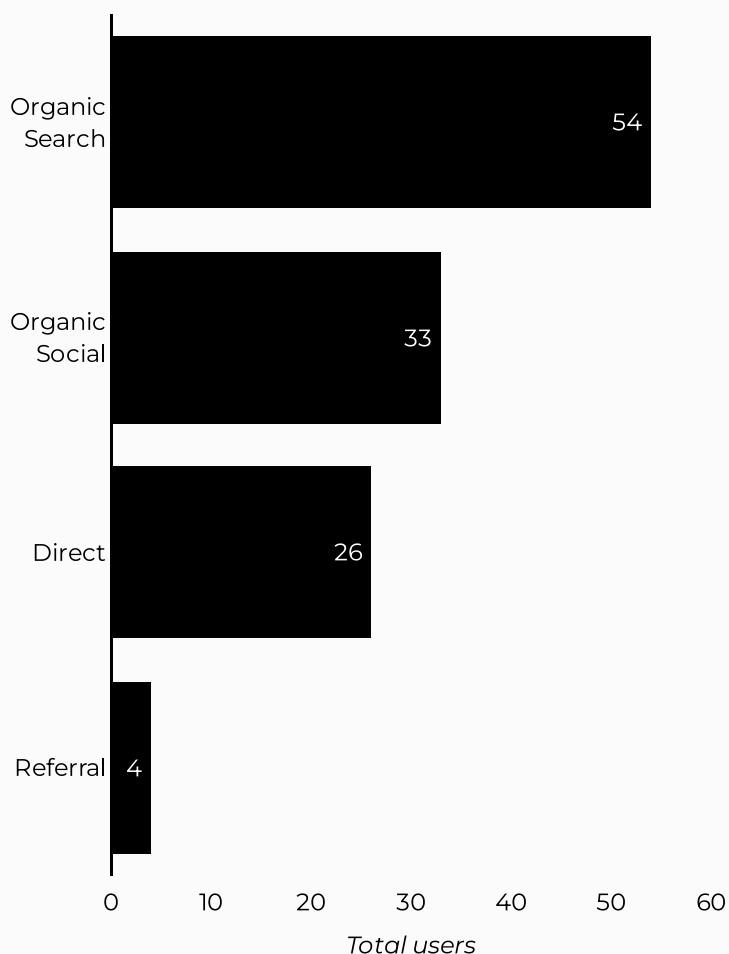


Top US Army Installations

Sorted by Total Users

Installation	Total users
kaiserslautern.armymwr.com	46
jblm.armymwr.com	30
novosel.armymwr.com	22
baumholder.armymwr.com	12
hawaii.armymwr.com	4
www.armymwr.com	3
presidio.armymwr.com	1
wainwright.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	46
(direct)	26
m.facebook.com	20
bing	8
facebook.com	8
l.facebook.com	4
statics.teams.cdn.office.net	3
app.asana.com	1
lm.facebook.com	1
t.co	1

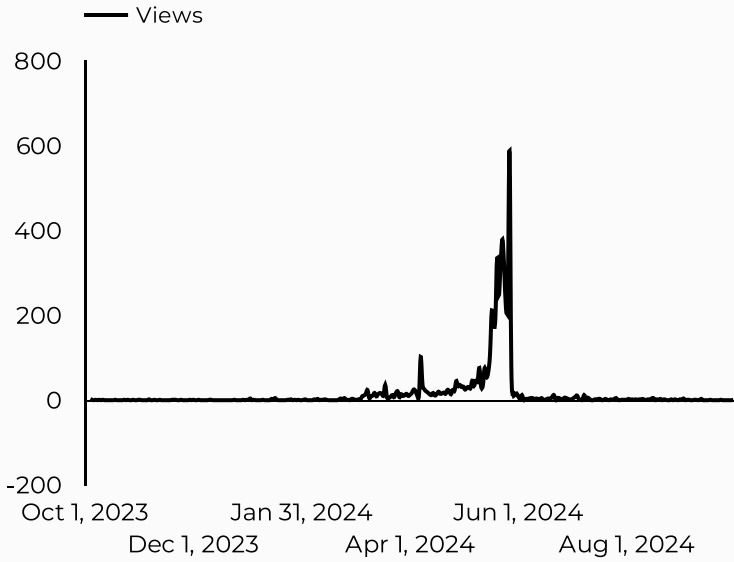


ARMY MWR

Memorial Day

Views	Sessions	Total users	New users	Engagement rate
5,527	4,932	4,276	2,058	70%

How is site traffic trending?

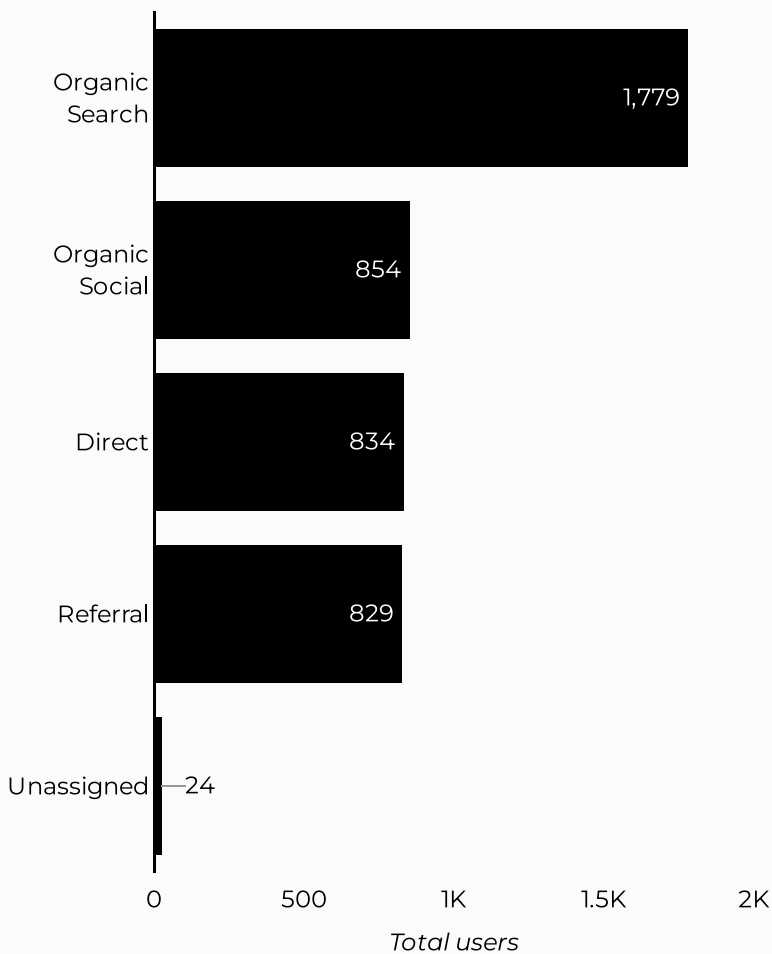


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,680
kaiserslautern.armymwr.com	888
humphreys.armymwr.com	428
campbell.armymwr.com	225
novosel.armymwr.com	192
hawaii.armymwr.com	161
daegu.armymwr.com	151
eisenhower.armymwr.com	132
italy.armymwr.com	105
casey.armymwr.com	84

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,684
(direct)	834
home.army.mil	785
m.facebook.com	577
lm.facebook.com	184
l.facebook.com	85
bing	64
(not set)	24
yahoo	15
duckduckgo	10



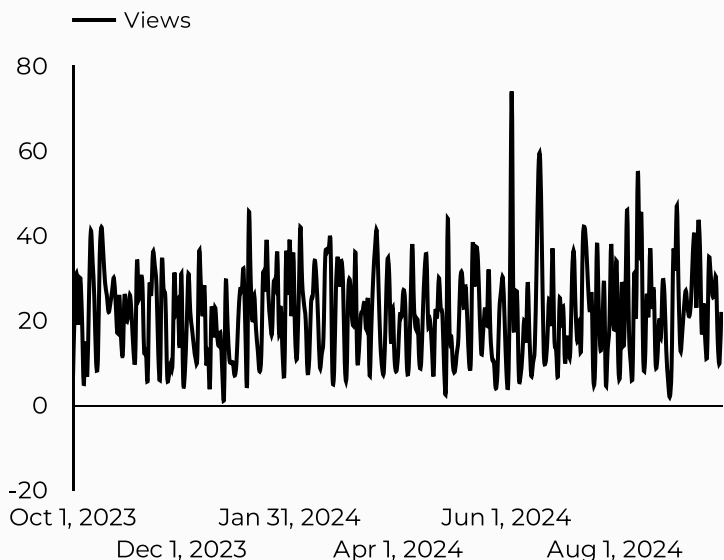
ARMY MWR

Soldier and Family Assistance Center (SFAC)

Views 7,940 ↑ 14.6%	Sessions 7,066 ↑ 9.8%	Total users 6,136 ↑ 14.5%	New users 2,489 ↑ 15.5%	Avg. Session Time 01:49 ↓ -27.2%	Engagement rate 76% ↑ 139.4%
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Compared Y-o-Y

How is site traffic trending?

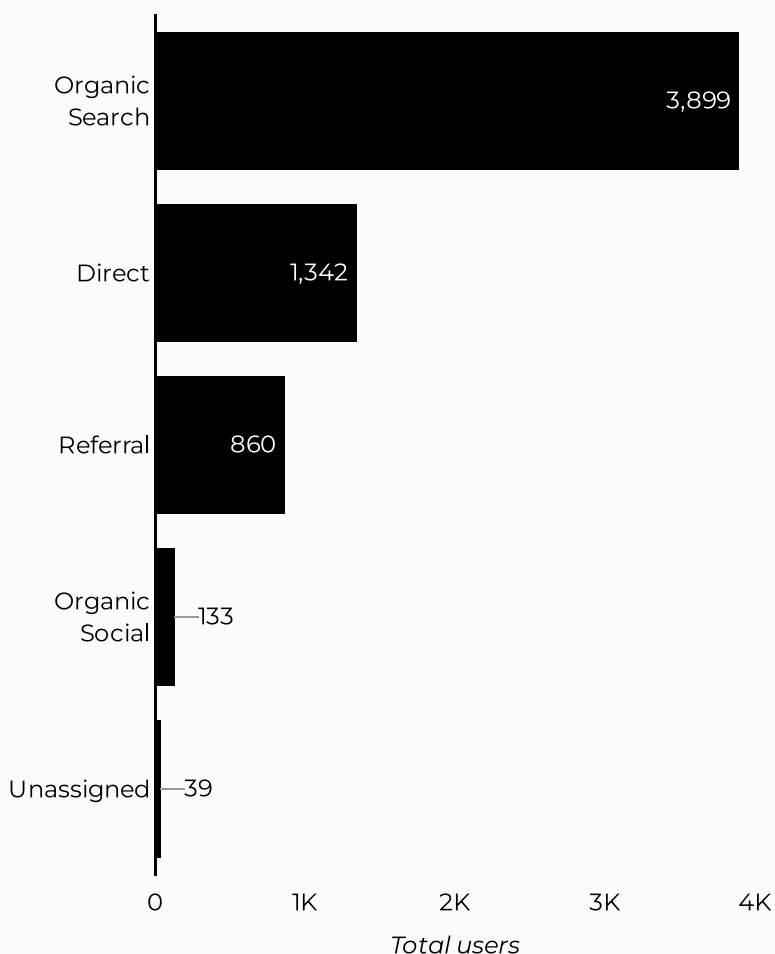


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	3,016
bliss.armymwr.com	1,213
cavazos.armymwr.com	1,000
belvoir.armymwr.com	445
carson.armymwr.com	247
drum.armymwr.com	144
wiesbaden.armymwr.com	114
mccoy.armymwr.com	84
yuma.armymwr.com	31
italy.armymwr.com	25

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,412
(direct)	1,342
bing	401
home.army.mil	214
army.mil	181
installations.militaryonesource.mil	147
l.facebook.com	57
m.facebook.com	52
yahoo	48
duckduckgo	35



ARMY MWR

Military Family Month

Views
181

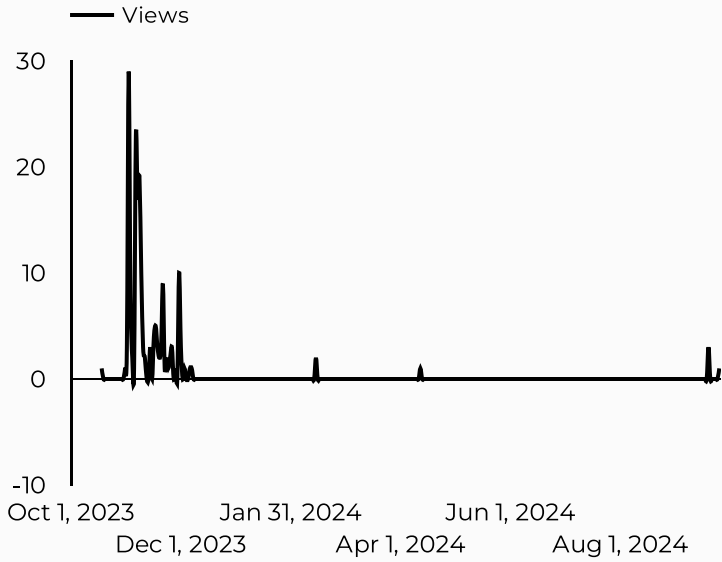
Sessions
176

Total users
159

New users
105

Engagement rate
51%

How is site traffic trending?

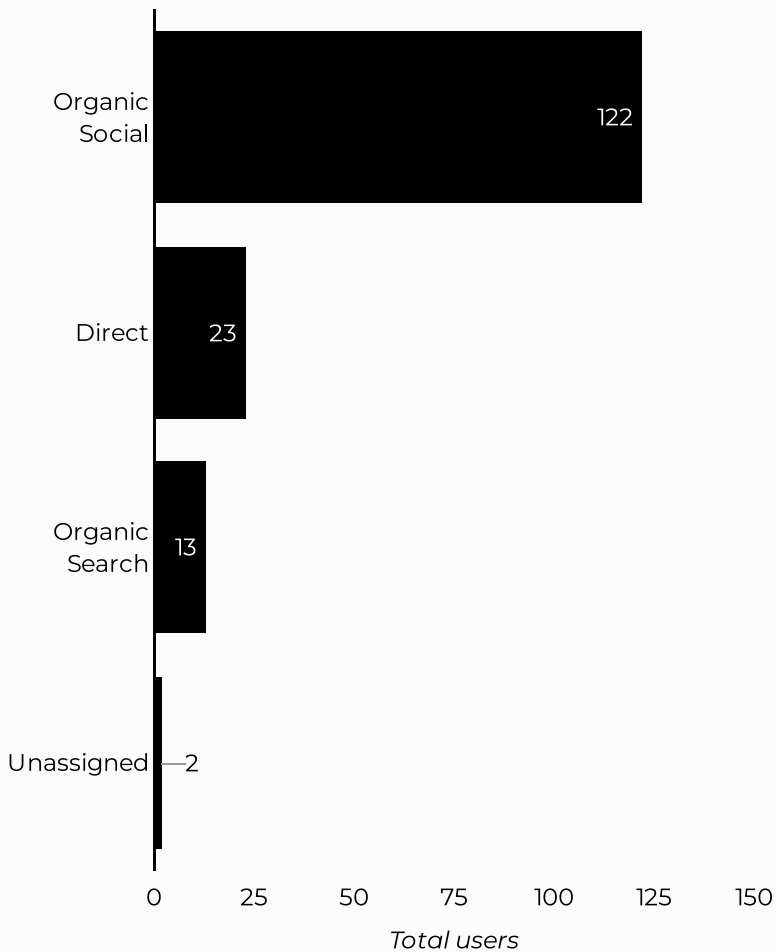


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	148
hunterliggett.armymwr.com	7
buchanan.armymwr.com	2
westpoint.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
m.facebook.com	65
lm.facebook.com	46
(direct)	23
google	12
l.facebook.com	10
(not set)	2
bing	1
t.co	1



	Search	Total Searches	Total users	Search count per user	Bounce rate
1.	finance	330	263	1.25	2.62%
2.	acs	180	114	1.58	0%
3.	aer	166	138	1.2	2.72%
4.	mflc	136	119	1.14	0.82%
5.	jobs	115	90	1.28	2.15%
6.	sfrg	113	94	1.2	3.03%
7.	volunteer	107	94	1.14	0%
8.	efmp	65	58	1.12	1.69%
9.	resume	58	48	1.21	9.43%
10.	lending closet	51	48	1.06	2%
11.	employment	48	44	1.09	0%
12.	job	47	32	1.47	11.11%
13.	deployment	46	29	1.59	0%
14.	discovery	45	28	1.61	0%
15.	anger management	43	40	1.08	0%
16.	sharp	42	34	1.24	0%
17.	careers	41	38	1.08	0%
18.	wic	40	32	1.25	2.86%
19.	counseling	39	37	1.05	0%
20.	relocation readiness	38	14	2.71	0%
21.	financial	38	24	1.58	0%
22.	housing	37	34	1.09	2.86%
23.	fap	37	36	1.03	0%
24.	employment readiness group	35	11	3.18	0%
25.	divorce	33	24	1.38	7.69%
26.	job fair	32	29	1.1	0%
27.	pass it on	32	17	1.88	0%
	Grand total	8,431	6,254	1.35	2.54%