



ARMY MWR

Business and Recreation

Views
1,690,497

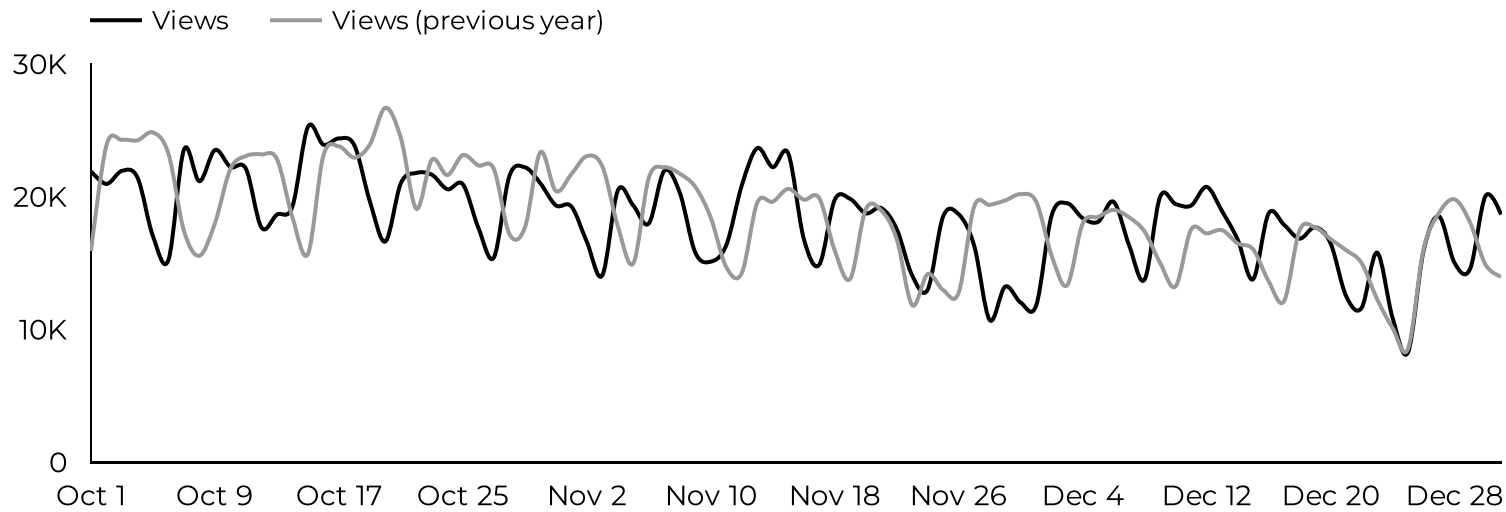
Visits (pageviews) to your page

Engagement rate
64%

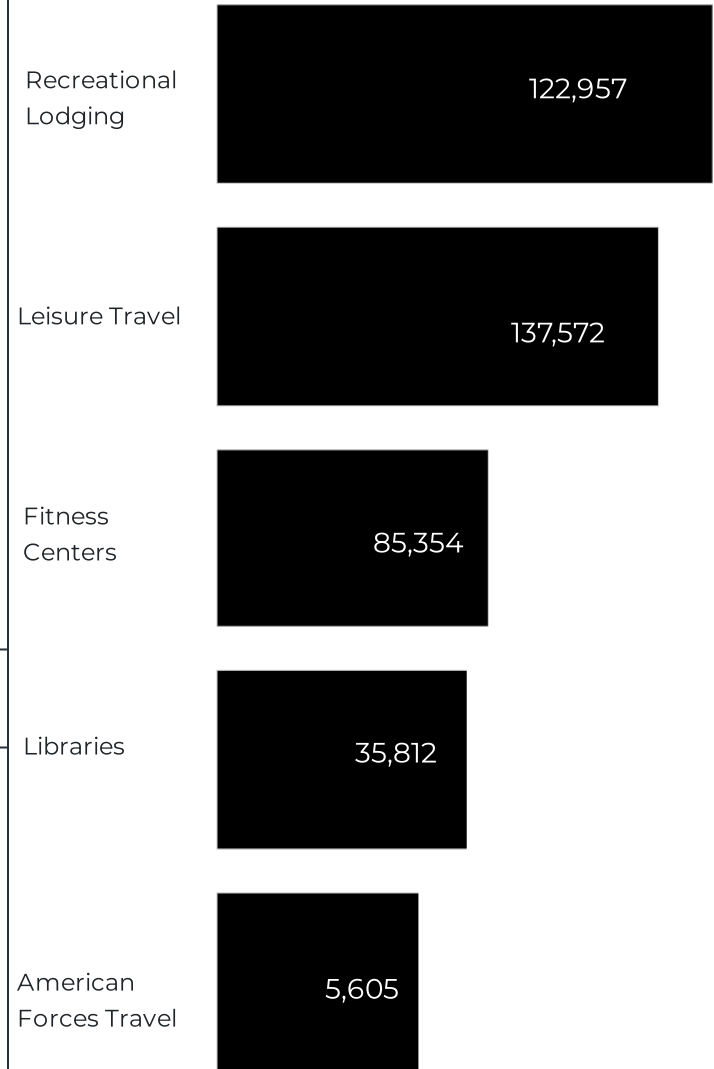
Average time people are engaged on your website

Total users
776,278

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	3,506
YouTube	142
Other	132
Instagram	115
Reddit	19
LinkedIn	2



Program Roll-Up

Oct 1, 2024 - Dec 31, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	5,605	1,425	6,562	81.41%
Arts & Crafts	16,515	9,920	21,290	62.93%
Auto Skills	63,341	46,245	86,638	58.79%
BOSS	18,933	10,440	23,526	68.25%
Food and Beverage	363,054	257,060	491,907	67.01%
Healthy Army Communities	2,202	1,797	2,807	65.02%
Leisure Travel	137,572	85,024	192,215	73.98%
Libraries	35,812	23,457	51,202	65.04%
Warrior Zone	9,487	5,831	11,960	61.1%
Army Ten Miler (ATM)	103,919	97,117	216,291	53.45%
World Class Athlete Program	15,778	15,707	18,915	55.16%



Sports and Fitness Program Roll-Up

Oct 1, 2024 - Dec 31, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	7,354	4,733	8,925	68.85%
Aquatics	32,656	16,974	45,562	65.88%
Bowling	49,079	34,543	67,106	61.99%
Fitness Centers	85,354	58,746	121,263	61.88%
Golf	70,797	56,348	102,952	64.91%
Intramural Sports	3,580	1,214	4,360	78.88%
Strong BANDS	2,004	725	2,283	74.55%
Warrior Zone	9,487	5,831	11,960	61.1%
World Class Athlete Program	15,778	15,707	18,915	55.16%



Outdoor Rec Program Roll-Up

Oct 1, 2024 - Dec 31, 2024

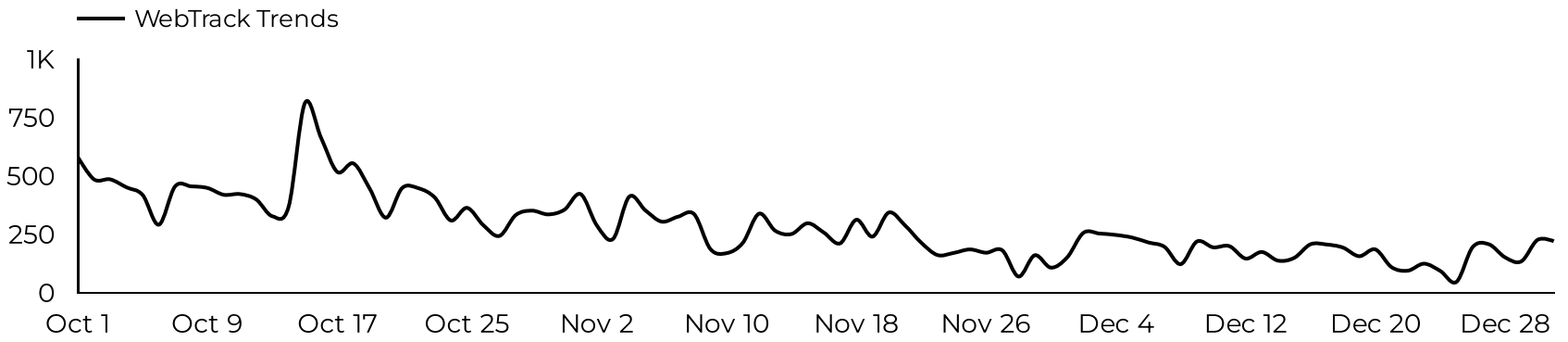


PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	6,106	3,766	7,555	54.43%
Equipment Rental	10,804	4,484	15,104	73.49%
Recreational Lodging	122,957	83,870	166,419	73.1%



Total WebTrac clicks on pages.

26,183



Top installations with the highest number of WebTrac link clicks on pages.

Installation	Clicks on WebTrac Links. ▾
westpoint.armymwr.com	3,900
campbell.armymwr.com	2,535
belvoir.armymwr.com	2,233
stuttgart.armymwr.com	1,997
carson.armymwr.com	1,753
picatinny.armymwr.com	1,411
grafenwoehr.armymwr.com	1,238
jblm.armymwr.com	1,157
mccoy.armymwr.com	1,042
jackson.armymwr.com	949
kaiserslautern.armymwr.com	934
liberty.armymwr.com	841
cavazos.armymwr.com	820
knox.armymwr.com	758
stewarhunter.armymwr.com	595
moore.armymwr.com	444
leavenworth.armymwr.com	433
humphreys.armymwr.com	397
meade.armymwr.com	334
bliss.armymwr.com	256



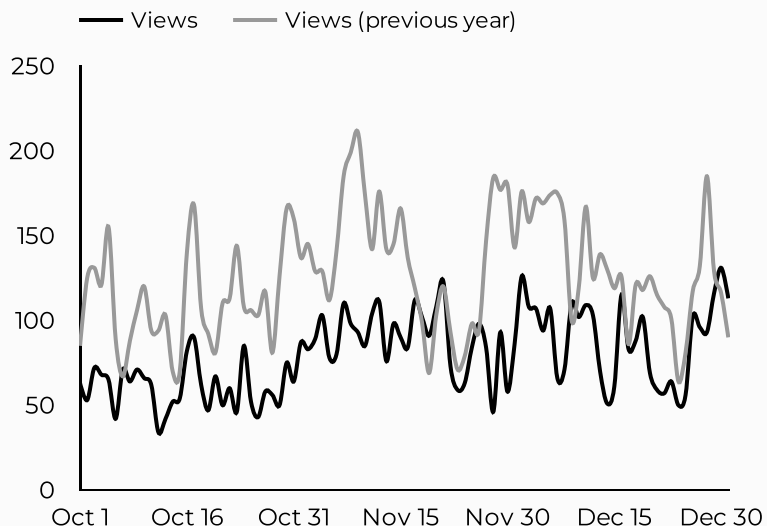
ARMY MWR

American Forces Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,294	6,562	5,605	1,425	02:06	81%
↓ -37.0%	↓ -34.1%	↓ -32.5%	↓ -56.2%	↑ 7.9%	↑ 5.5%

Compared Y-o-Y

How is site traffic trending?

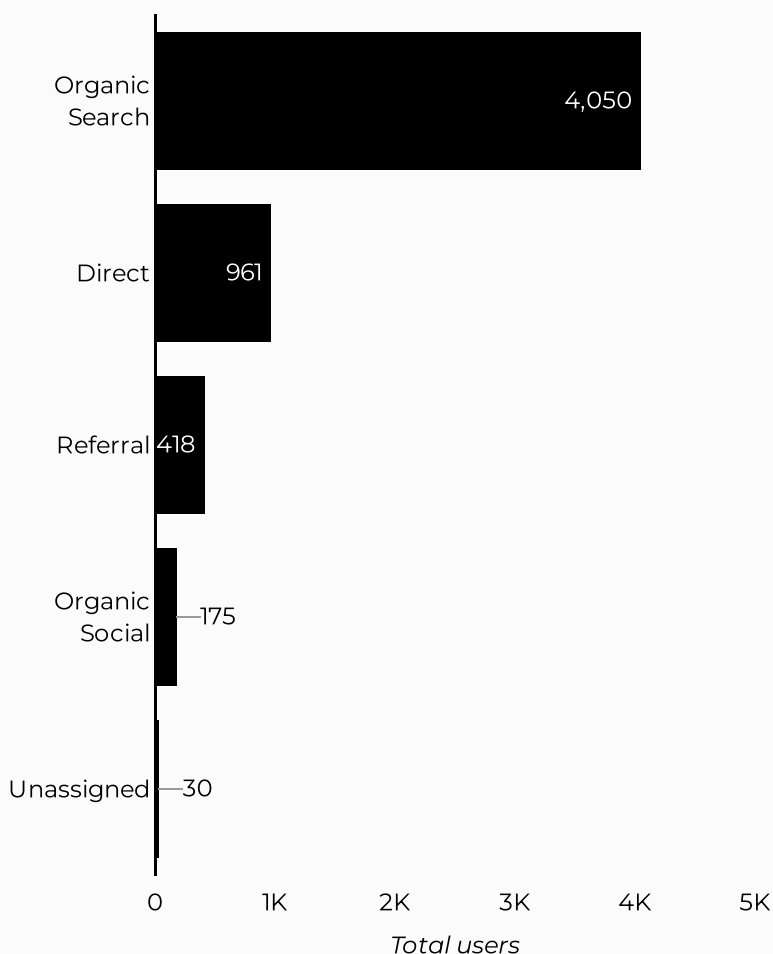


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	5,555
jbmhh.armymwr.com	16
westpoint.armymwr.com	12
detroit.armymwr.com	10
drum.armymwr.com	10
meade.armymwr.com	7
belvoir.armymwr.com	1
training.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,597
(direct)	961
bing	327
home.army.mil	143
militaryonesource.mil	142
m.facebook.com	77
yahoo	66
duckduckgo	47
lm.facebook.com	46
l.facebook.com	45



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Arts & Crafts

Views
27,115
↑ 14.1%

Sessions
21,290
↑ 8.6%

Total users
16,515
↑ 12.0%

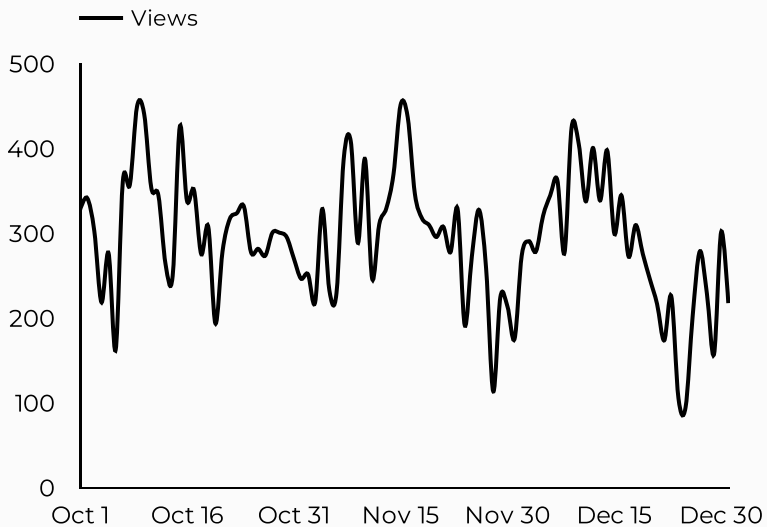
New users
9,920
↑ 10.7%

Avg. Session Time
02:19
↓ -3.5%

Engagement rate
63%
↓ -5.2%

Compared Y-o-Y

How is site traffic trending?

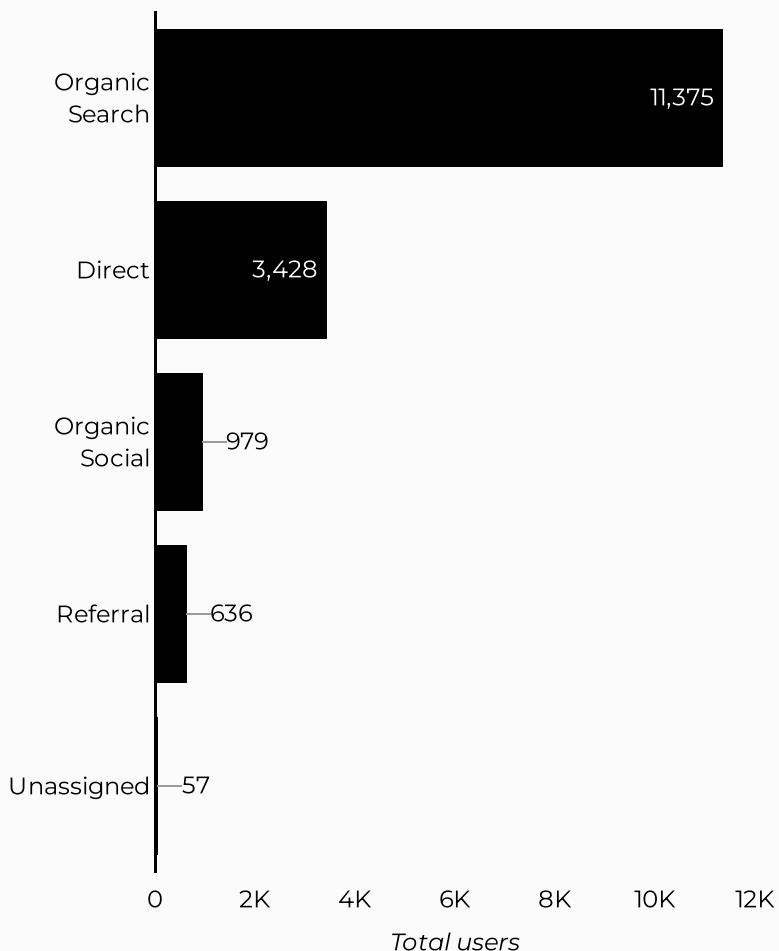


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	2,155
stuttgart.armymwr.com	1,391
hawaii.armymwr.com	1,116
humphreys.armymwr.com	906
meade.armymwr.com	847
www.armymwr.com	843
jblm.armymwr.com	811
knox.armymwr.com	714
bliss.armymwr.com	637
wiesbaden.armymwr.com	535

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	10,410
(direct)	3,428
bing	668
m.facebook.com	581
home.army.mil	318
lm.facebook.com	152
yahoo	133
l.facebook.com	127
duckduckgo	114
facebook.com	88



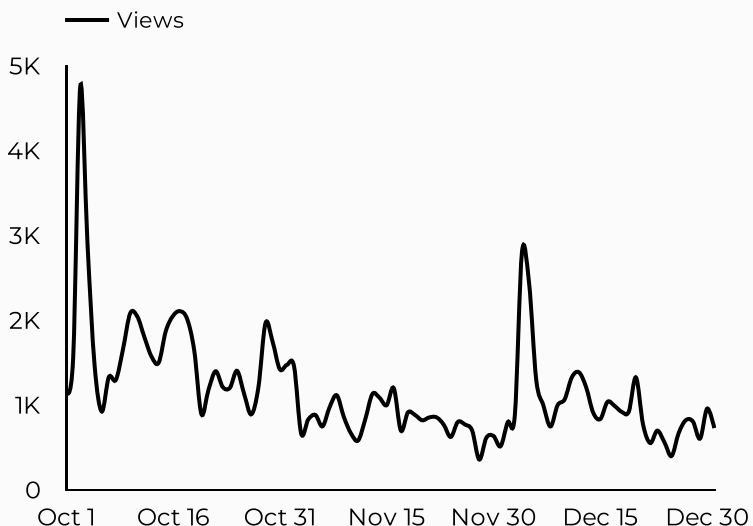
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Auto Skills

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
108,375	86,638	63,341	46,245	02:25	59%
↓ -2.2%	↓ -7.2%	↓ -0.4%	↓ -3.7%	↓ -4.8%	↑ 5.7%

Compared Y-o-Y

How is site traffic trending?

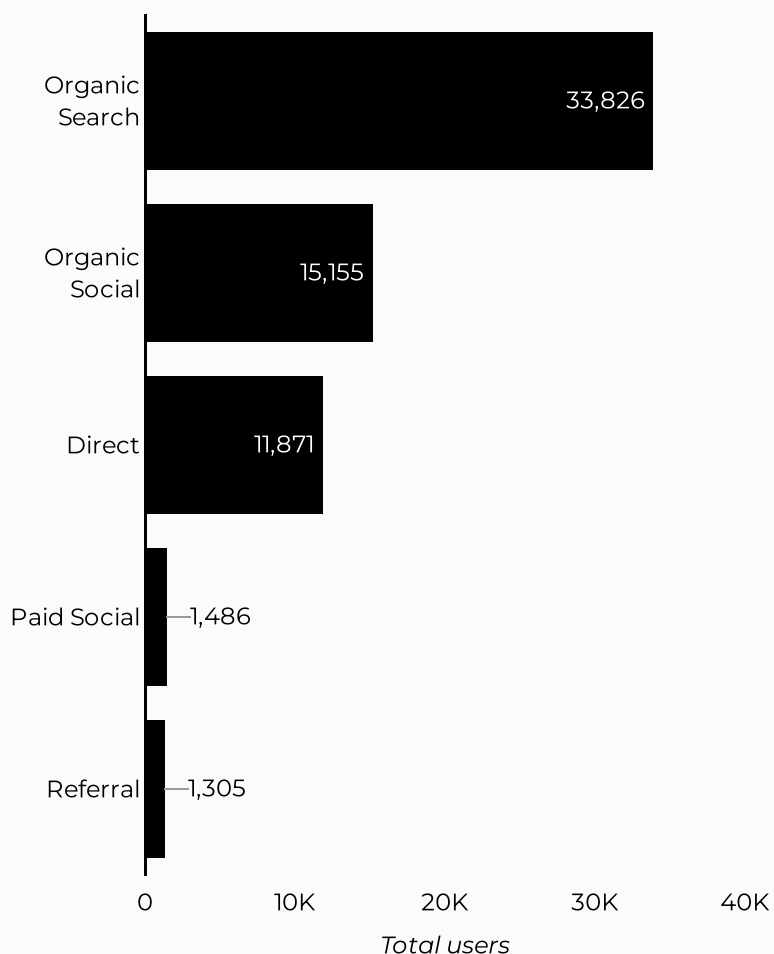


Top US Army Installations

Sorted by Total Users

Installation	Total users
drum.armymwr.com	9,622
stewarhunter.armymwr.com	7,933
liberty.armymwr.com	6,727
cavazos.armymwr.com	3,715
kaiserslautern.armymwr.com	2,842
campbell.armymwr.com	2,420
moore.armymwr.com	2,165
wiesbaden.armymwr.com	2,075
stuttgart.armymwr.com	1,803
hawaii.armymwr.com	1,799

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	31,504
(direct)	11,871
m.facebook.com	10,241
lm.facebook.com	3,603
bing	1,712
fb	1,482
l.facebook.com	1,171
home.army.mil	482
duckduckgo	370
yahoo	324



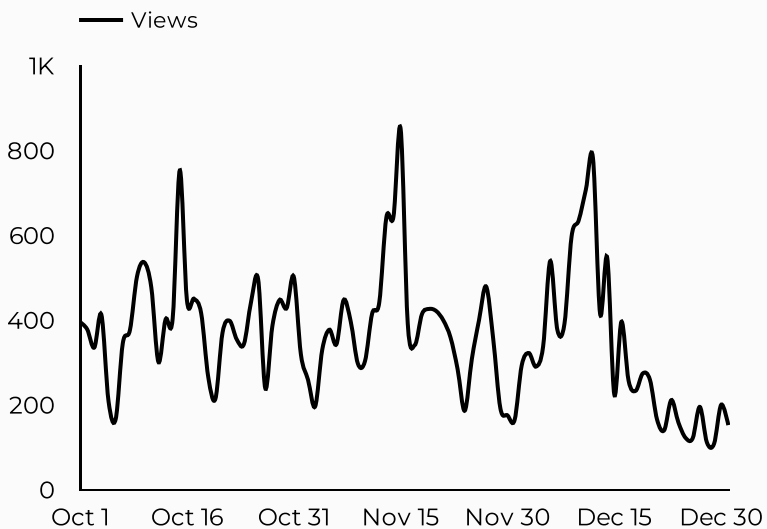
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BOSS

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
33,390	23,526	18,933	10,440	01:50	68%
↑ 34.9%	↑ 16.8%	↑ 15.8%	↑ 31.4%	↓ -14.3%	↓ -2.3%

Compared Y-o-Y

How is site traffic trending?

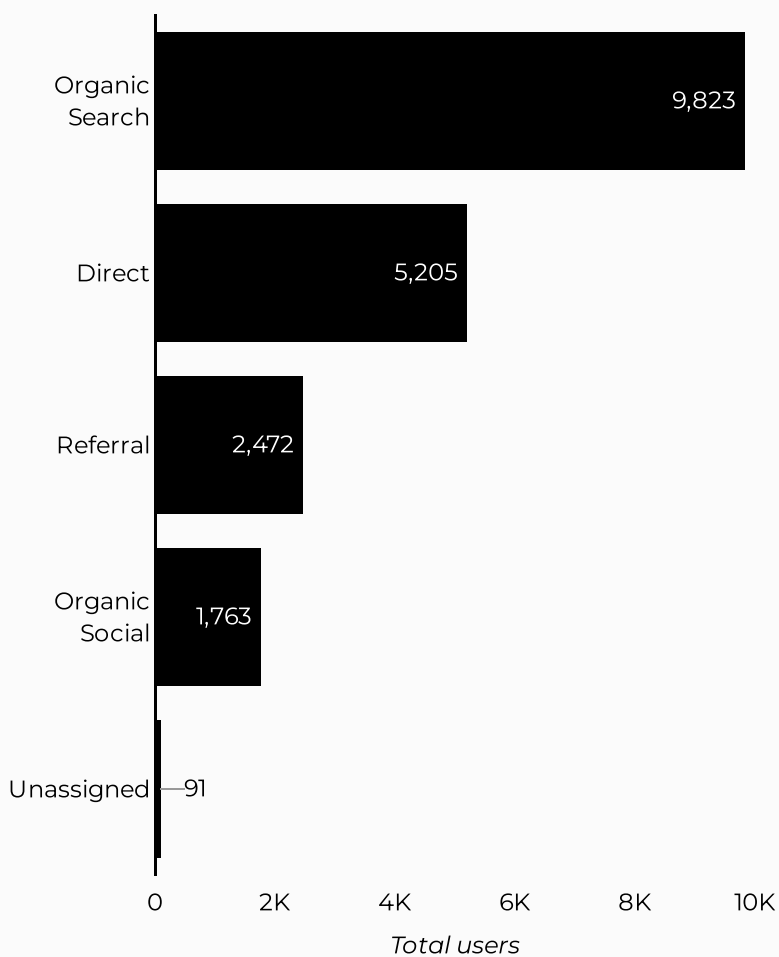


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,932
humphreys.armymwr.com	1,863
cavazos.armymwr.com	1,736
stewarhunter.armymwr.com	1,301
bliss.armymwr.com	1,026
eisenhower.armymwr.com	772
jblm.armymwr.com	720
carson.armymwr.com	554
drum.armymwr.com	544
italy.armymwr.com	503

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	8,928
(direct)	5,205
home.army.mil	1,601
m.facebook.com	942
bing	749
linktr.ee	323
l.facebook.com	298
facebook.com	217
lm.facebook.com	187
safe.menlosecurity.com	98



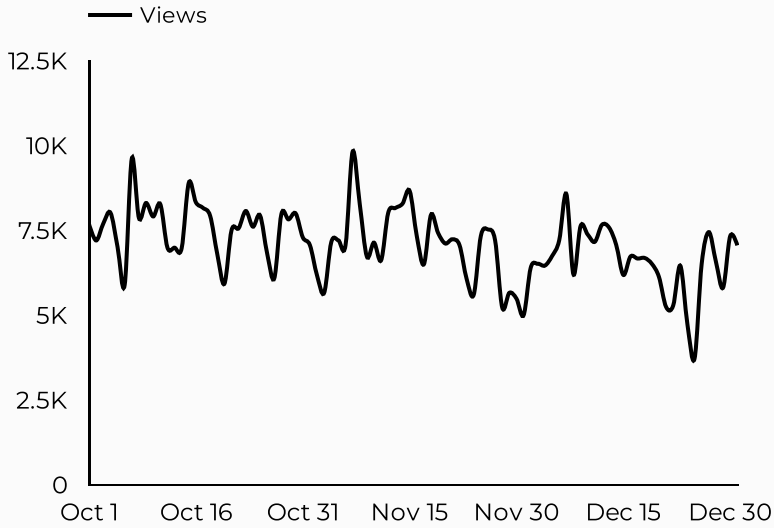
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Food and Beverage

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
651,238	491,907	363,054	257,060	02:28	67%
↑ 1.9%	↑ 0.6%	↓ -0.9%	↓ -0.7%	↓ -7.7%	↓ -0.6%

Compared Y-o-Y

How is site traffic trending?

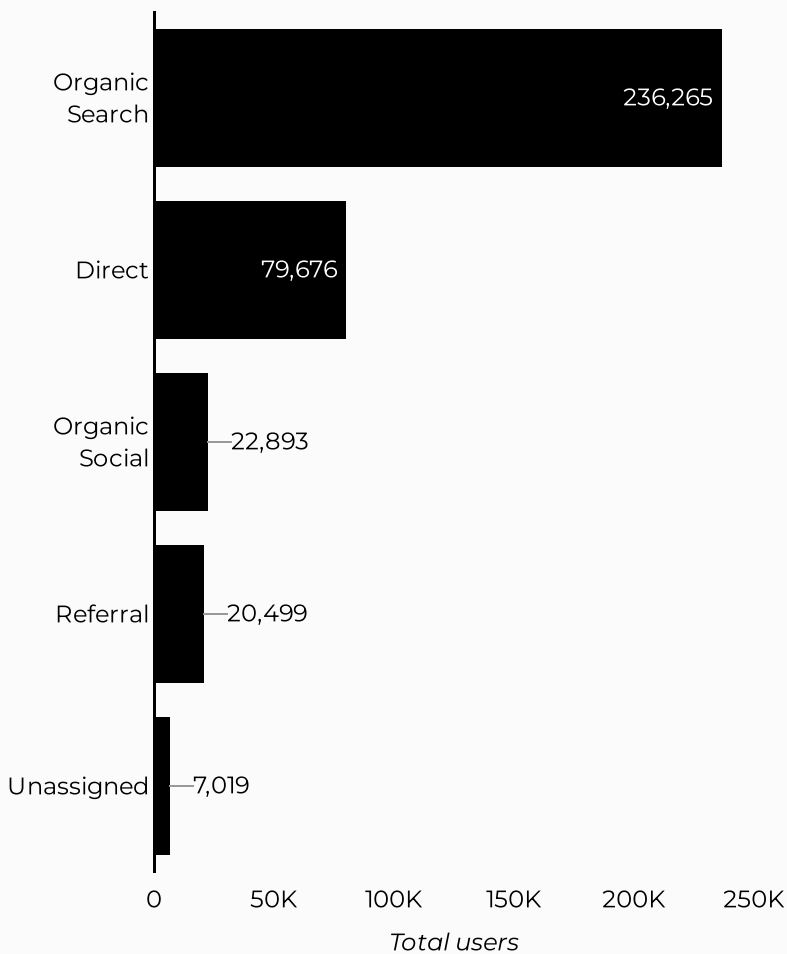


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	56,203
carlisle.armymwr.com	23,694
cavazos.armymwr.com	19,987
moore.armymwr.com	18,100
belvoir.armymwr.com	14,399
liberty.armymwr.com	11,152
zama.armymwr.com	10,891
stewarhunter.armymwr.com	9,929
humphreys.armymwr.com	9,432
hawaii.armymwr.com	8,862

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	215,420
(direct)	79,676
m.facebook.com	15,068
bing	13,842
referral	5,709
home.army.mil	4,787
militaryonesource.mil	2,878
yahoo	2,864
l.facebook.com	2,733
lm.facebook.com	2,612



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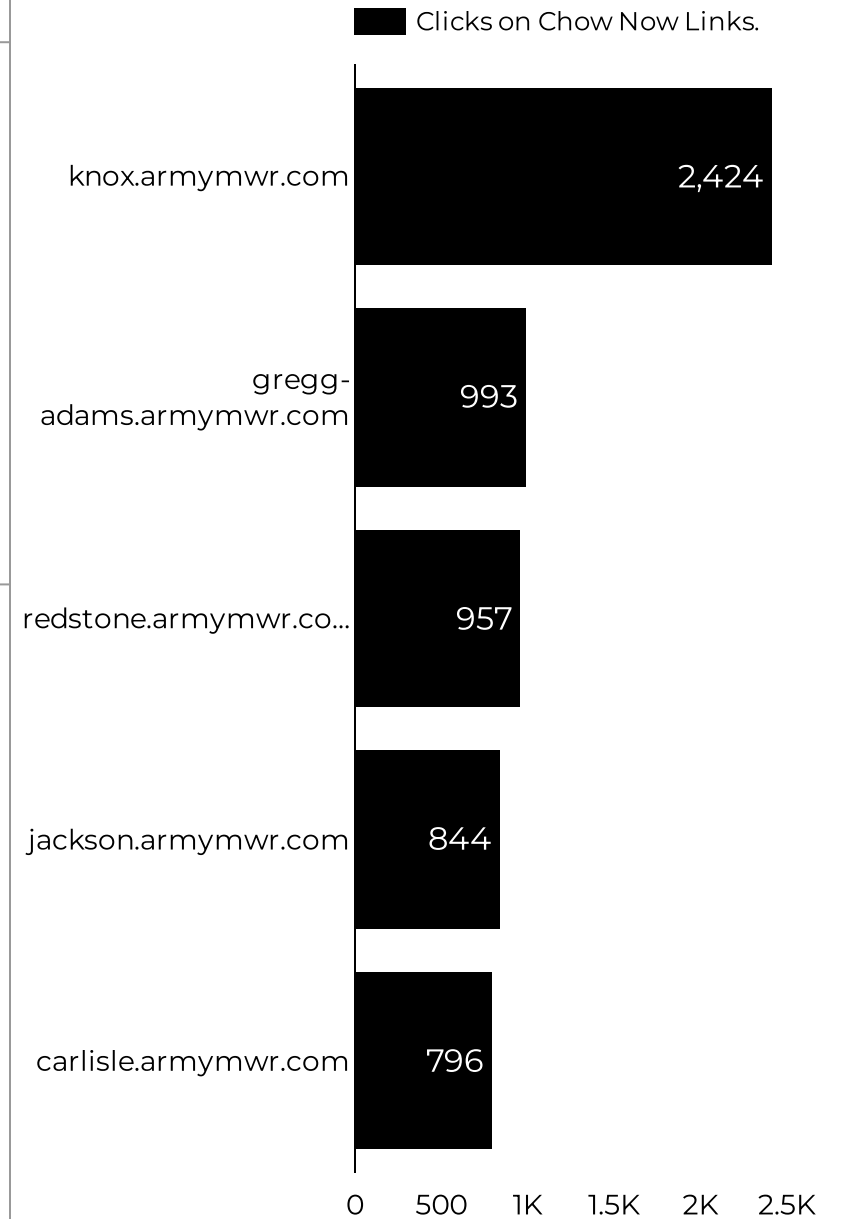
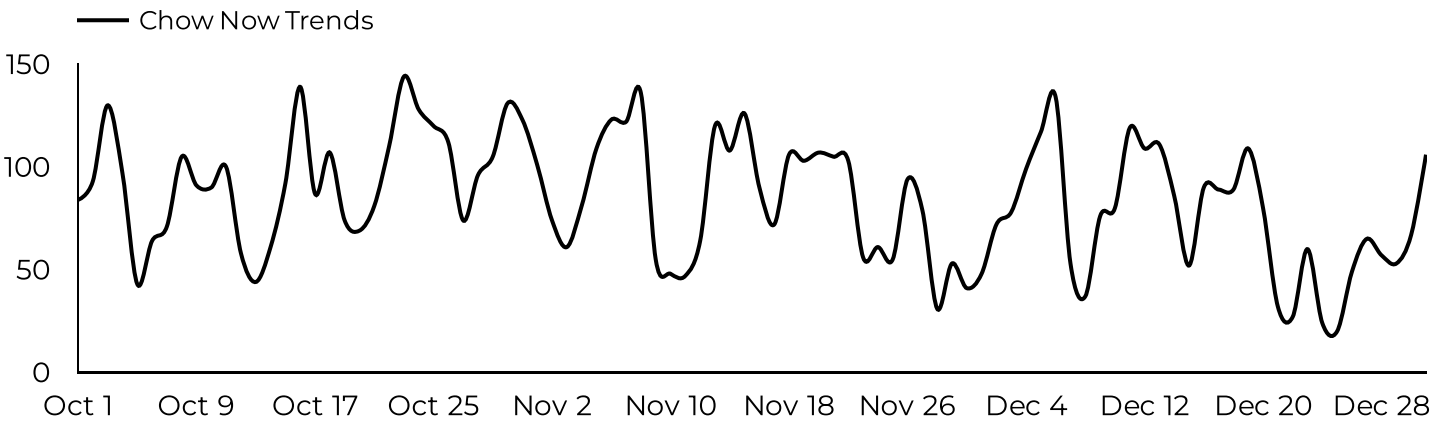
Chow Now

Chow Now Link Clicks

7,742

Top installations

Top installations with the highest number of Chow Now link clicks on pages.



Which devices are driving engagement?

Do people order on mobile or desktop?





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Healthy Army Communities (HAC)

Views
3,430
↑ 28.2%

Sessions
2,807
↑ 26.7%

Total users
2,202
↑ 26.8%

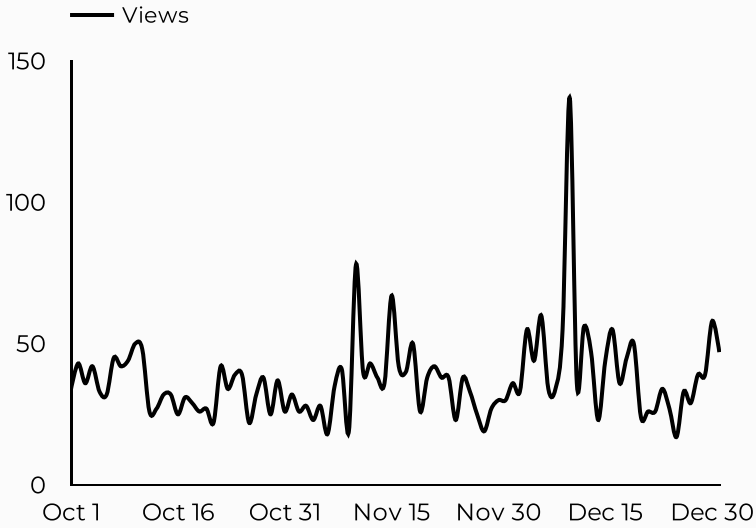
New users
1,797
↑ 28.5%

Avg. Session Time
02:54
↑ 4.2%

Engagement rate
65%
↑ 1.1%

Compared Y-o-Y

How is site traffic trending?

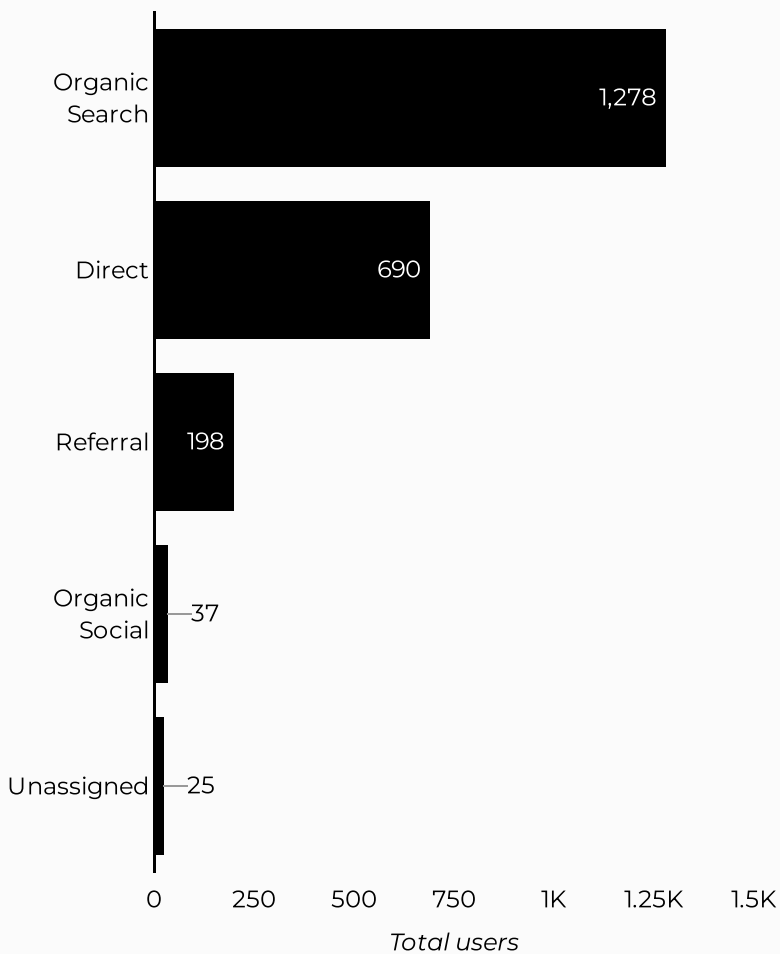


Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	1,824
campbell.armymwr.com	135
www.armymwr.com	105
humphreys.armymwr.com	35
stewarhunter.armymwr.com	34
sill.armymwr.com	21
garmisch.armymwr.com	16
carson.armymwr.com	12
aberdeen.armymwr.com	7
belvoir.armymwr.com	5

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,169
(direct)	690
home.army.mil	109
bing	62
duckduckgo	32
referral	22
m.facebook.com	18
mymilitarynetwork.org	17
militaryonesource.mil	16
yahoo	16



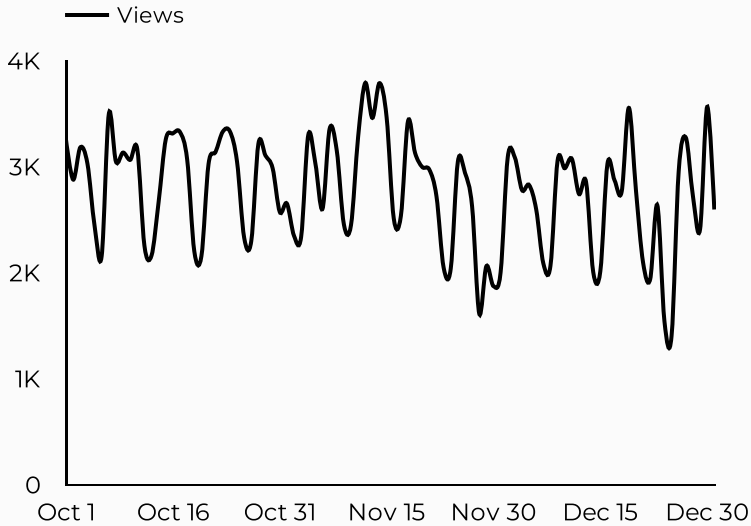
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Leisure Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
255,324	192,215	137,572	85,024	02:44	74%
↓ -3.2%	↓ -2.1%	↓ -3.9%	↓ -4.2%	↓ -1.6%	↓ -0.9%

Compared Y-o-Y

How is site traffic trending?

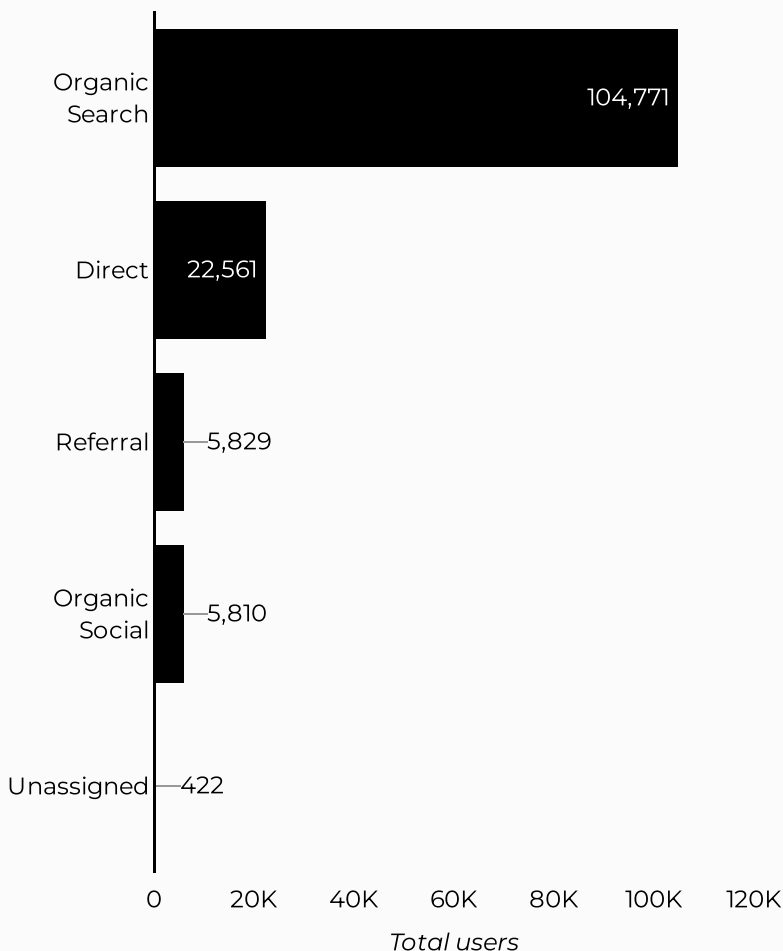


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	9,852
redstone.armymwr.com	8,772
belvoir.armymwr.com	8,700
jblm.armymwr.com	7,571
hawaii.armymwr.com	7,048
liberty.armymwr.com	6,441
carlisle.armymwr.com	5,897
moore.armymwr.com	5,863
jackson.armymwr.com	5,039
stewarhunter.armymwr.com	4,953

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	96,155
(direct)	22,561
bing	6,381
m.facebook.com	3,574
home.army.mil	1,529
militaryonesource.mil	1,479
yahoo	1,457
duckduckgo	1,090
lm.facebook.com	861
l.facebook.com	827



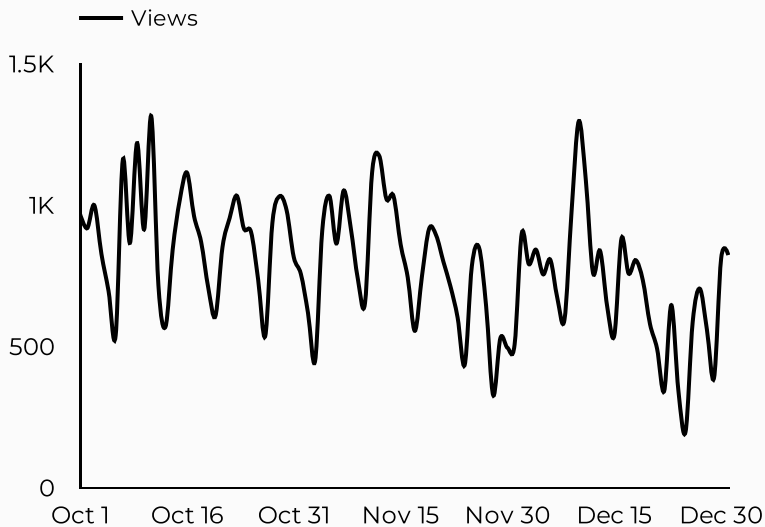
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Libraries

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
72,500	51,202	35,812	23,457	02:29	65%
↓ -5.8%	↓ -14.9%	↓ -7.8%	↓ -11.5%	↑ 0.8%	↑ 5.0%

Compared Y-o-Y

How is site traffic trending?

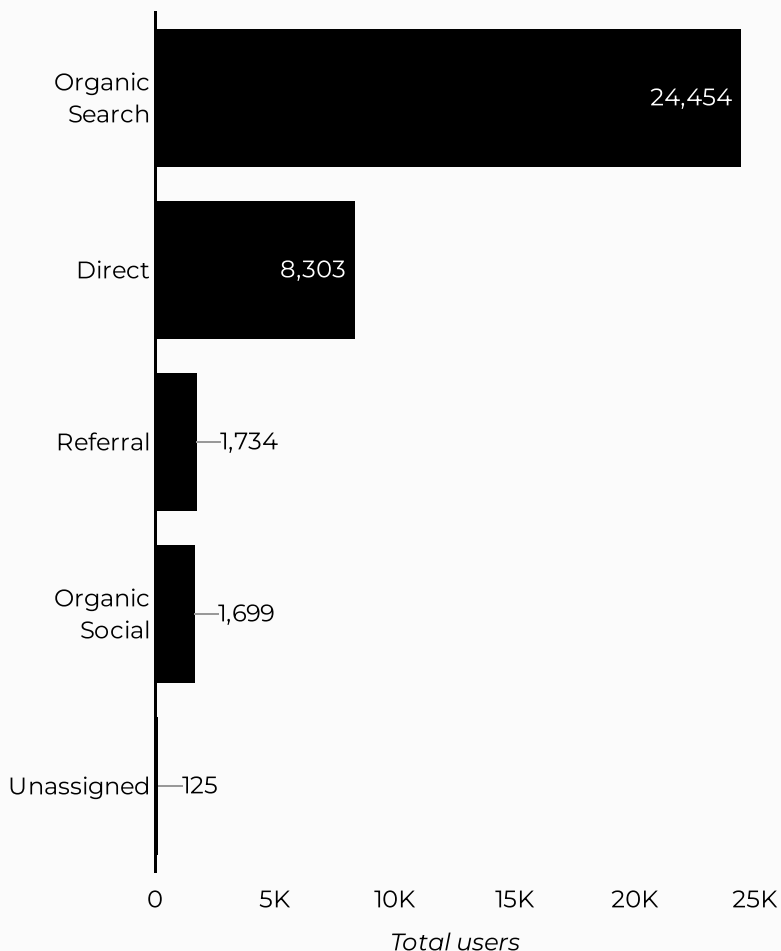


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	3,139
jblm.armymwr.com	3,054
liberty.armymwr.com	2,622
campbell.armymwr.com	1,560
hawaii.armymwr.com	1,517
moore.armymwr.com	1,398
humphreys.armymwr.com	1,374
knox.armymwr.com	1,296
wiesbaden.armymwr.com	1,269
cavazos.armymwr.com	1,248

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	22,456
(direct)	8,303
bing	1,484
m.facebook.com	1,035
army.dodmwrlibraries.org	513
home.army.mil	340
l.facebook.com	285
duckduckgo	269
yahoo	240
facebook.com	200



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Adventure Programs

Views
5,040
↑ 27.8%

Sessions
7,555
↑ 126.4%

Total users
6,106
↑ 124.8%

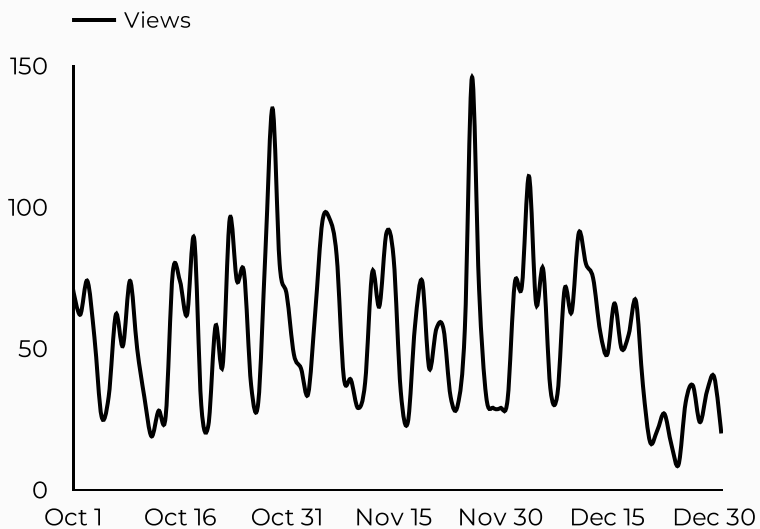
New users
3,766
↑ 164.5%

Avg. Session Time
02:35
↑ 18.0%

Engagement rate
54%
↓ -17.7%

Compared Y-o-Y

How is site traffic trending?

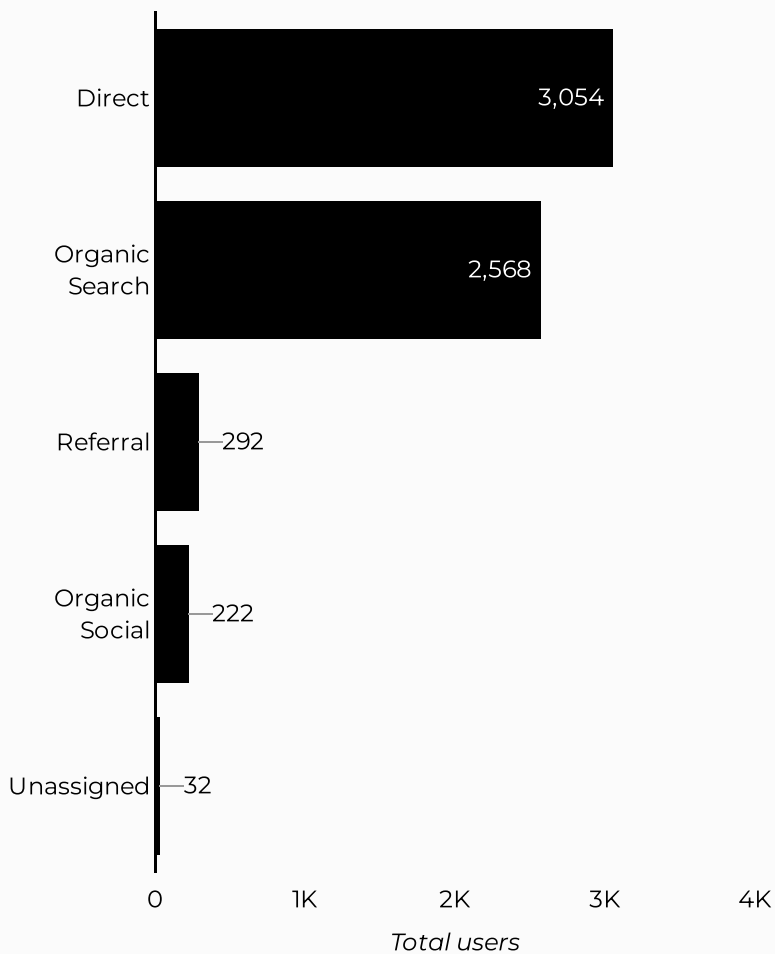


Top US Army Installations

Sorted by Total Users

Installation	Total users
academy.armymwr.com	2,940
www.armymwr.com	1,210
liberty.armymwr.com	525
cavazos.armymwr.com	354
jblm.armymwr.com	311
stewarthunter.armymwr.com	144
casey.armymwr.com	116
moore.armymwr.com	116
eisenhower.armymwr.com	115
campbell.armymwr.com	90

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	3,054
google	2,240
bing	278
m.facebook.com	138
safe.menlosecurity.com	94
home.army.mil	53
statics.dod.teams.microsoft.us	39
l.facebook.com	35
lm.facebook.com	32
(not set)	30



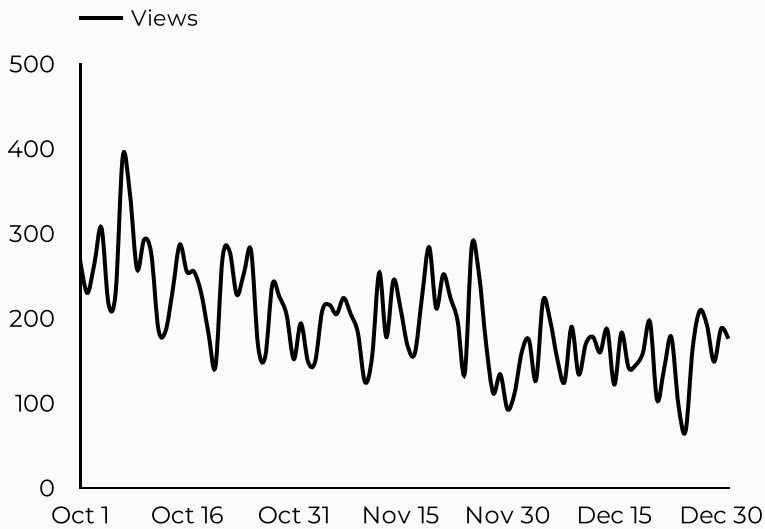
ARMY MWR

Equipment Rental

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
18,202	15,104	10,804	4,484	02:57	73%
↓ -12.0%	↓ -15.6%	↓ -13.7%	↓ -15.3%	↑ 3.8%	↑ 3.8%

Compared Y-o-Y

How is site traffic trending?

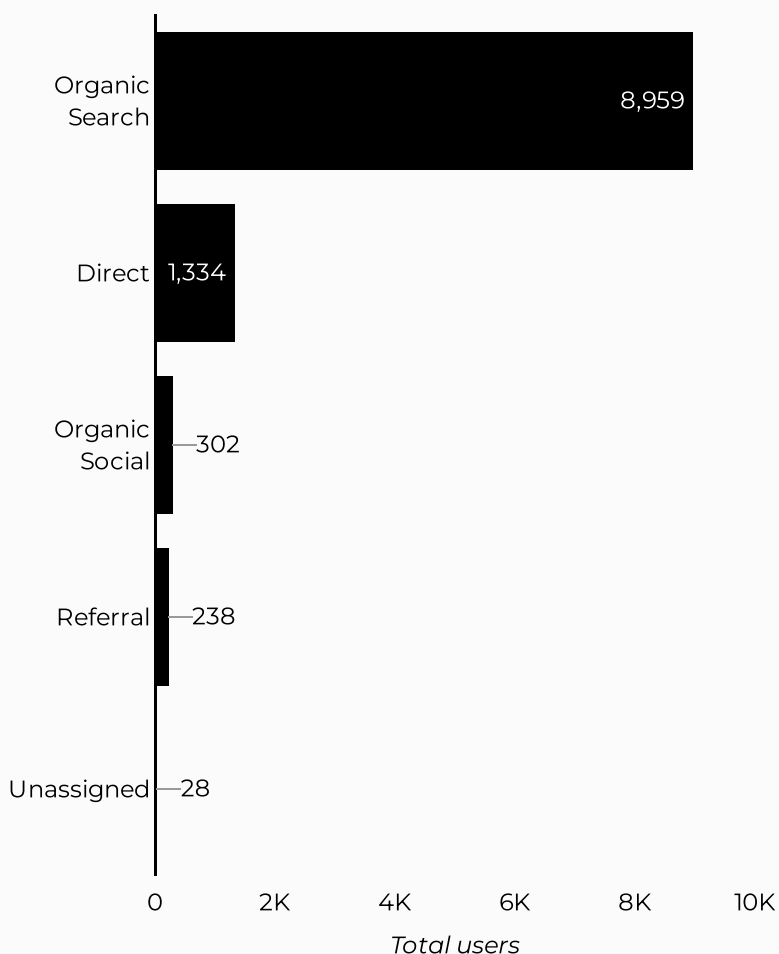


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	2,699
liberty.armymwr.com	2,096
cavazos.armymwr.com	987
redstone.armymwr.com	901
knox.armymwr.com	841
eisenhower.armymwr.com	673
sill.armymwr.com	610
riley.armymwr.com	572
humphreys.armymwr.com	377
mccoy.armymwr.com	264

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	8,302
(direct)	1,334
bing	528
m.facebook.com	193
duckduckgo	89
yahoo	82
home.army.mil	77
lm.facebook.com	40
l.facebook.com	39
safe.menlosecurity.com	31



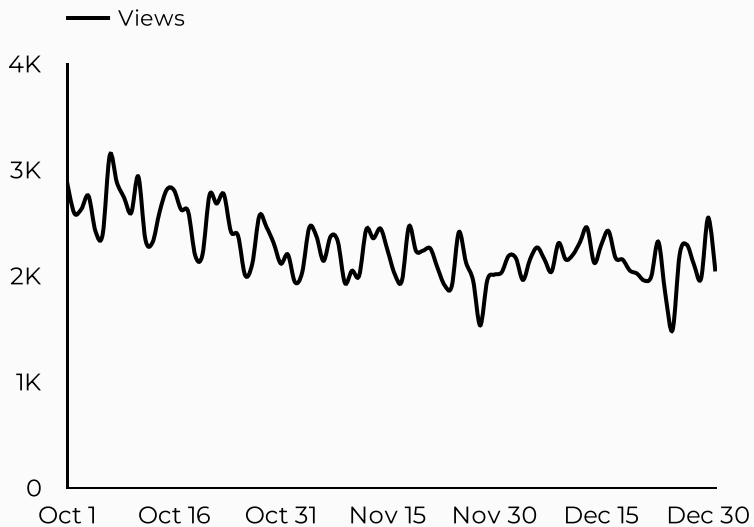
ARMY MWR

Recreational Lodging

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
209,914	166,419	122,957	83,870	02:43	73%
↓ -4.2%	↓ -6.6%	↓ -3.6%	↓ -5.1%	↓ -5.0%	↑ 2.8%

Compared Y-o-Y

How is site traffic trending?

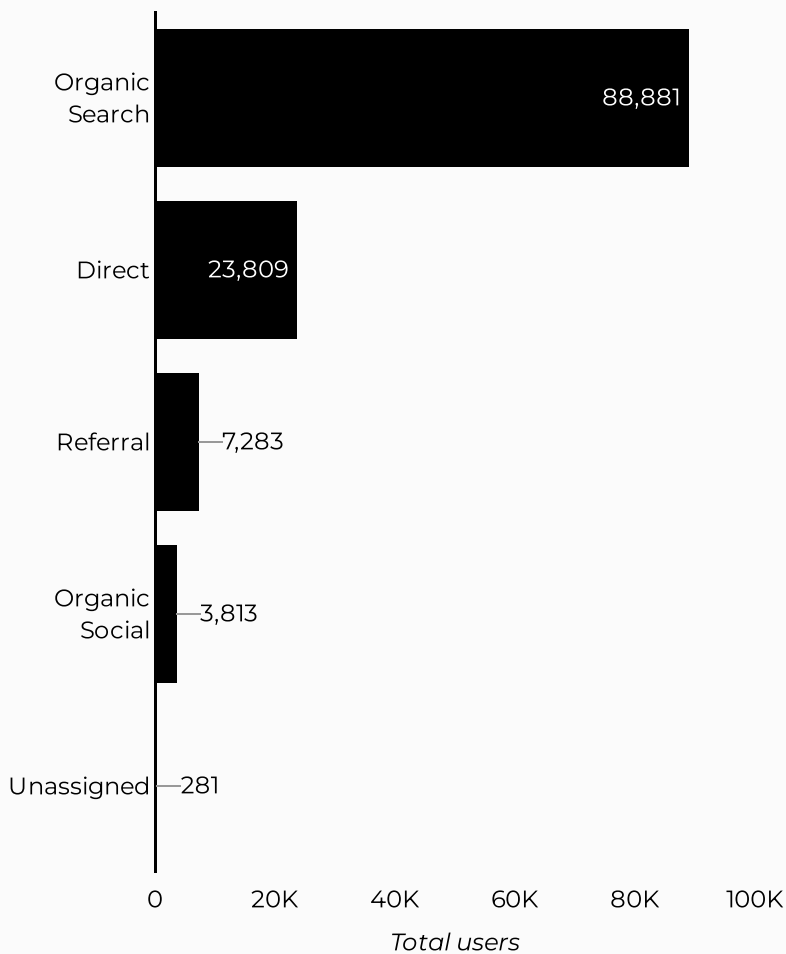


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	17,658
jackson.armymwr.com	8,813
moore.armymwr.com	8,368
belvoir.armymwr.com	7,082
liberty.armymwr.com	5,714
eisenhower.armymwr.com	4,086
meade.armymwr.com	3,865
redstone.armymwr.com	3,785
mccoy.armymwr.com	3,755
bliss.armymwr.com	3,519

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	82,890
(direct)	23,809
bing	4,433
m.facebook.com	2,278
home.army.mil	1,432
campgrounds.rvlife.com	1,028
militarycampgrounds.us	957
duckduckgo	927
yahoo	887
tripwizard.rvlife.com	735



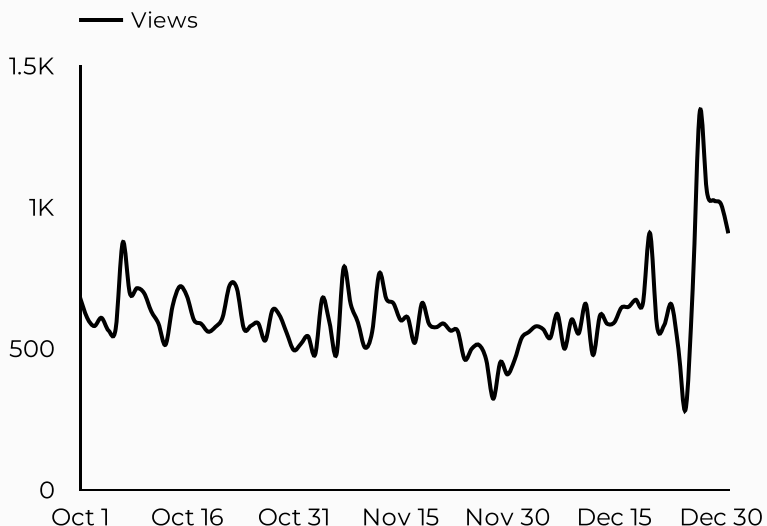
ARMY MWR

Aquatics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
56,865	45,562	32,656	16,974	02:03	66%
↓ -3.1%	↓ -6.5%	↓ -7.1%	↓ -9.0%	↓ -7.4%	↓ -2.3%

Compared Y-o-Y

How is site traffic trending?

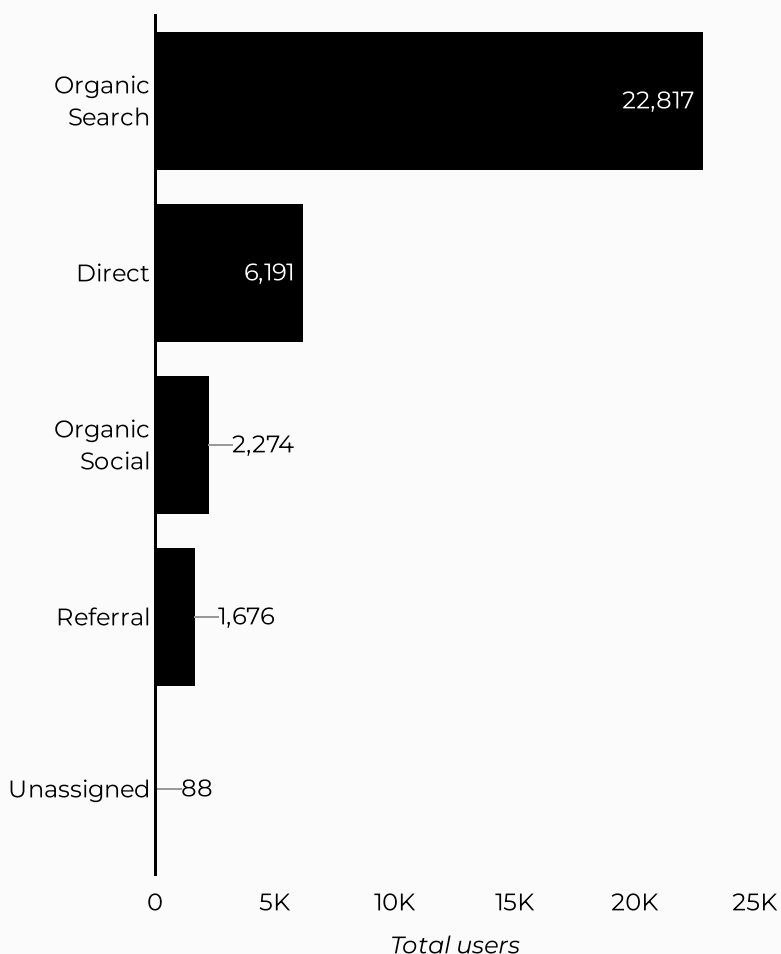


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	4,308
humphreys.armymwr.com	2,346
wainwright.armymwr.com	2,232
liberty.armymwr.com	2,100
bliss.armymwr.com	2,095
hawaii.armymwr.com	1,887
campbell.armymwr.com	1,882
huachuca.armymwr.com	1,168
belvoir.armymwr.com	999
eisenhower.armymwr.com	945

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	21,113
(direct)	6,191
m.facebook.com	1,542
bing	1,139
home.army.mil	568
lm.facebook.com	350
l.facebook.com	263
duckduckgo	253
yahoo	236
tripler.tricare.mil	186



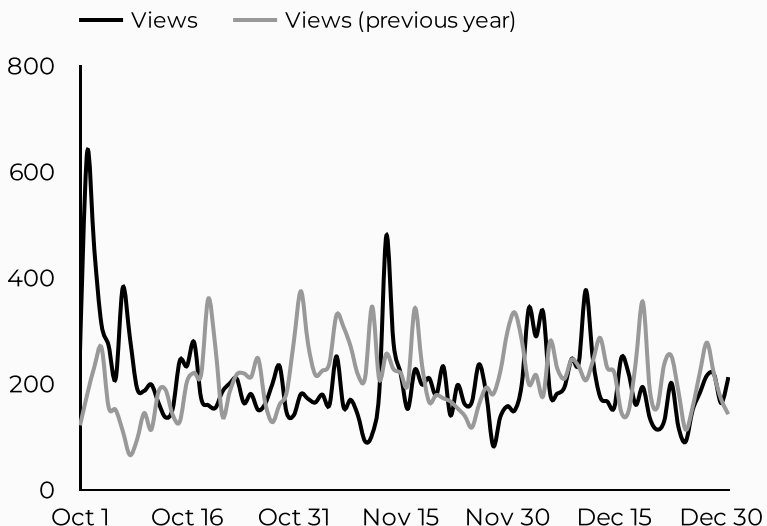
ARMY MWR

All Army Sports

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
18,924	8,925	7,354	4,733	02:13	69%
↓ -2.3%	↓ -8.0%	↓ -6.7%	↓ -13.2%	↓ -9.1%	↑ 4.4%

Compared Y-o-Y

How is site traffic trending?

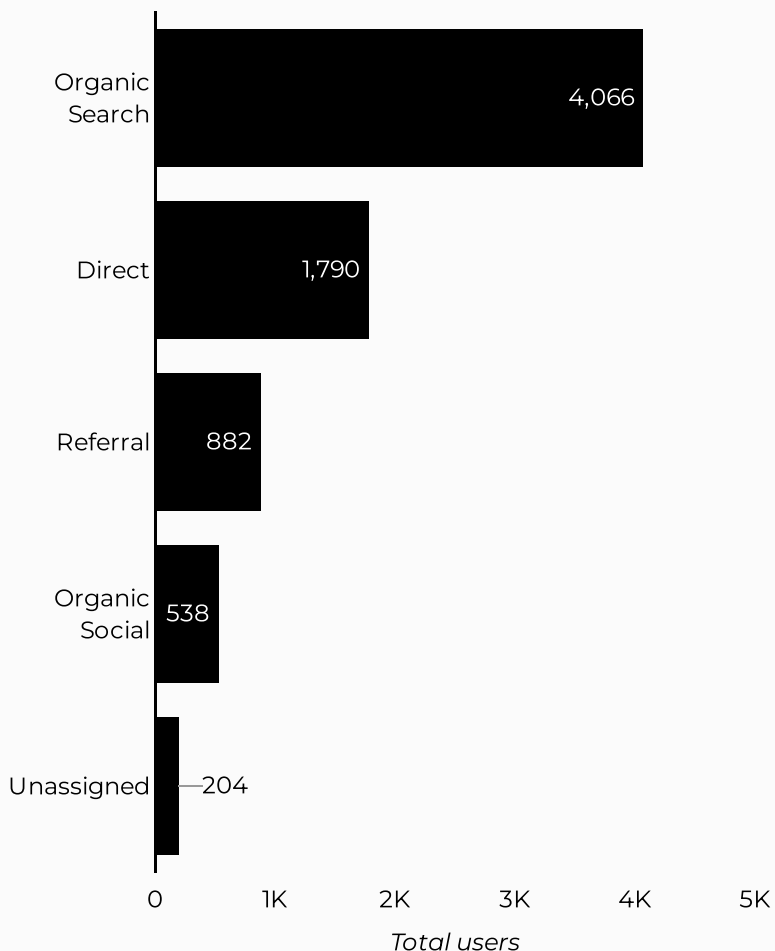


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	207
Apply now!	179
www.armedforcessports.com	102
All Army Application website	71
Instagram	34
Facebook	18
IMCOM Website	12
Grand total	706

Which channels are driving traffic?



What are the top sources?

Session source	Total users...	% Δ
google	3,502	-9.4% ↓
(direct)	1,790	6.5% ↑
armywcap.com	594	7.4% ↑
bing	487	81.7% ↑
l.instagram.com	222	146.7% ↑
(not set)	204	209.1% ↑
m.facebook.com	195	-55.8% ↓
home.army.mil	61	35.6% ↑
yahoo	51	6.3% ↑
apptrac.mwr.army.mil	44	-



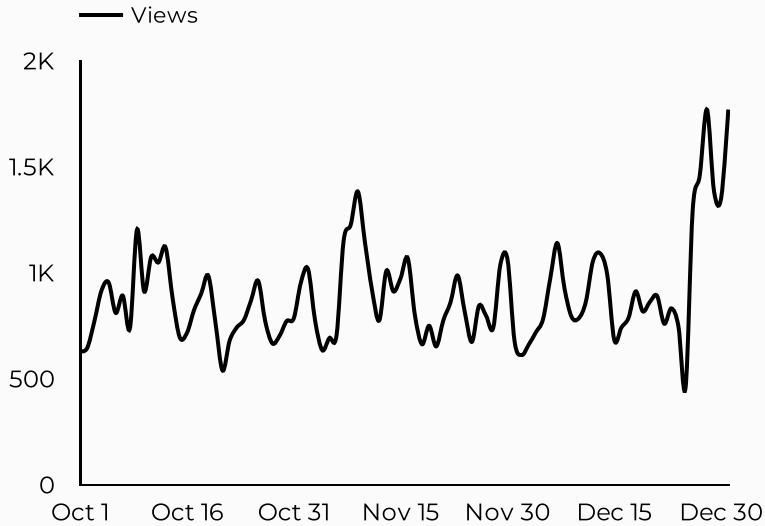
ARMY MWR

Bowling

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
82,234	67,106	49,079	34,543	02:23	62%
↓ -3.0%	↓ -6.0%	↓ -6.2%	↓ -9.5%	↑ 2.4%	↓ -0.4%

Compared Y-o-Y

How is site traffic trending?

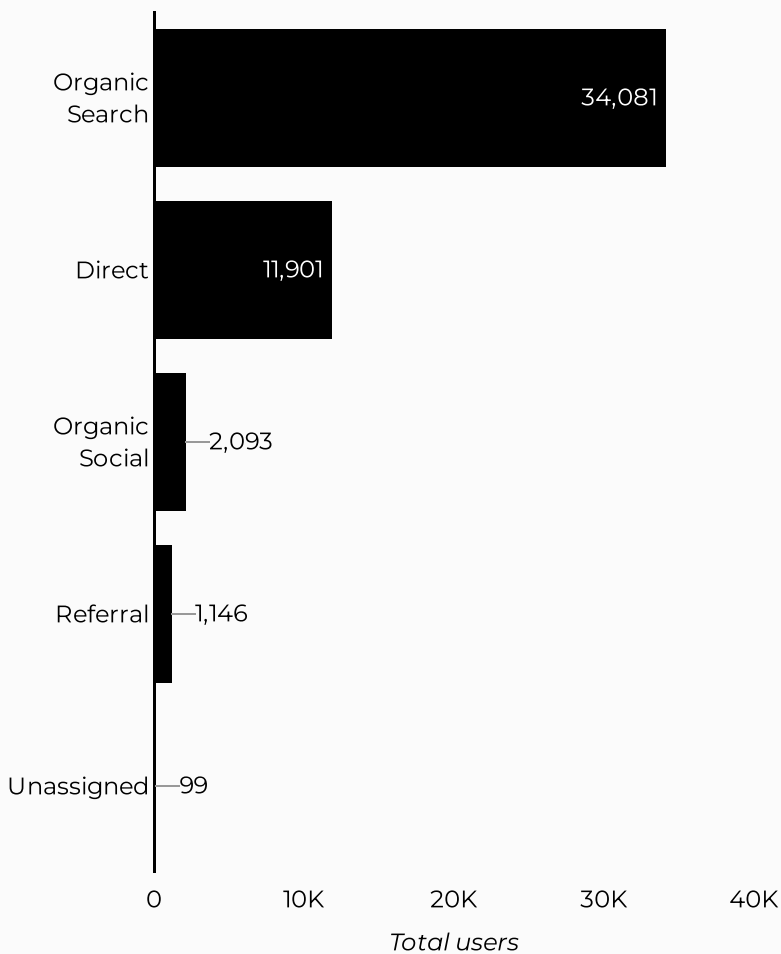


Top US Army Installations

Sorted by Total Users

Installation	Total use...	% Δ
hawaii.armymwr.com	3,626	-7.4% ↓
campbell.armymwr.com	3,083	-14.6% ↓
stewarhunter.armymwr...	2,618	6.6% ↑
stuttgart.armymwr.com	2,329	-6.4% ↓
jbmhh.armymwr.com	2,234	-6.9% ↓
redstone.armymwr.com	2,136	-1.6% ↓
bliss.armymwr.com	2,061	7.7% ↑
knox.armymwr.com	1,902	-8.7% ↓
liberty.armymwr.com	1,847	-15.6% ↓
gregg-adams.armymwr.c...	1,737	17.4% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	32,205
(direct)	11,901
bing	1,349
m.facebook.com	1,243
home.army.mil	419
yahoo	292
lm.facebook.com	291
l.facebook.com	275
duckduckgo	235
facebook.com	229



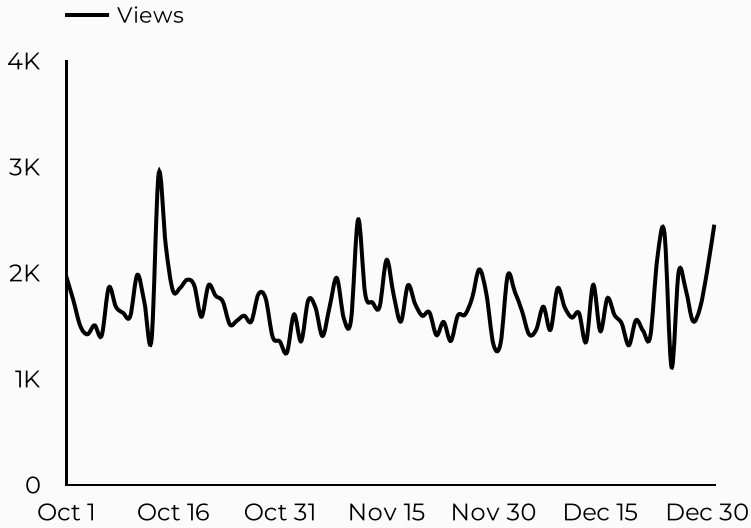
ARMY MWR

Fitness Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
155,843	121,263	85,354	58,746	02:24	62%
↓ -3.3%	↓ -7.5%	↓ -5.5%	↓ -7.5%	↓ -4.8%	↑ 3.9%

Compared Y-o-Y

How is site traffic trending?

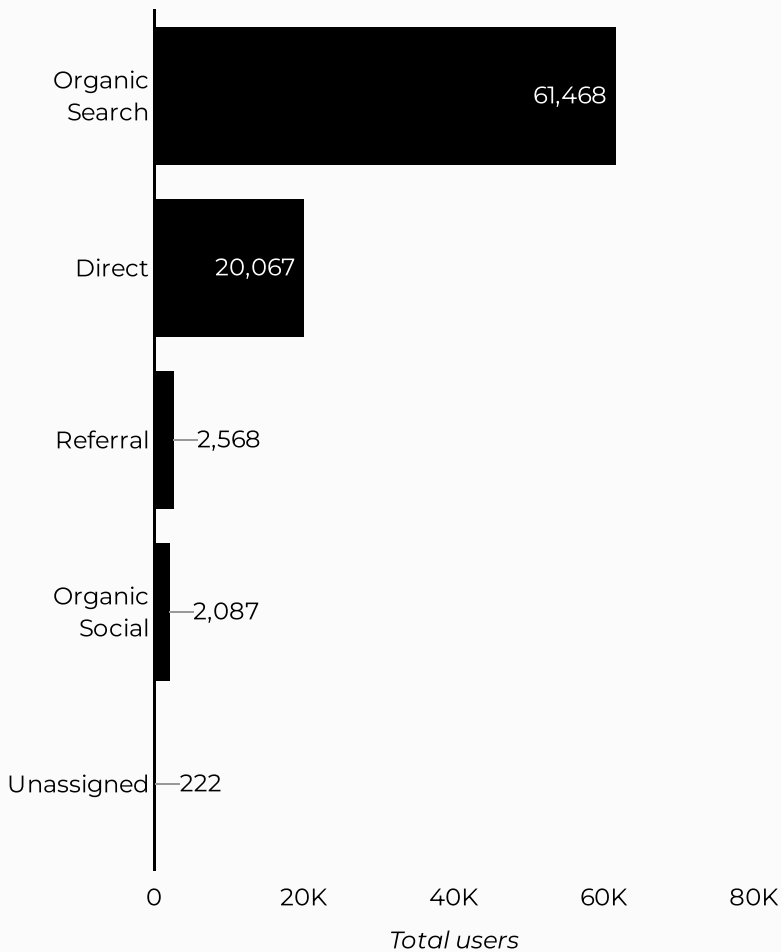


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	5,963
cavazos.armymwr.com	5,048
humphreys.armymwr.com	4,749
hawaii.armymwr.com	4,739
jblm.armymwr.com	4,654
carson.armymwr.com	4,489
bliss.armymwr.com	4,095
campbell.armymwr.com	4,072
meade.armymwr.com	3,920
moore.armymwr.com	3,615

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	58,389
(direct)	20,067
bing	2,323
m.facebook.com	1,332
home.army.mil	1,077
duckduckgo	541
yahoo	420
tripler.tricare.mil	344
l.facebook.com	294
(not set)	209



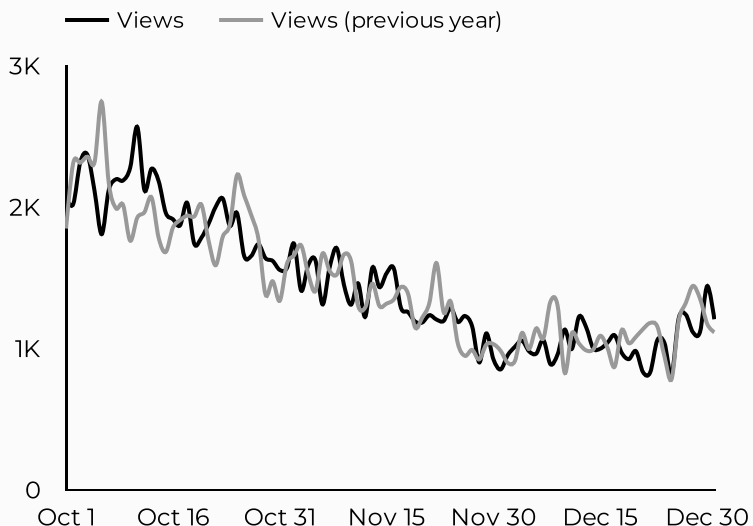
ARMY MWR

Golf

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
134,259	102,952	70,797	56,348	02:25	65%
↓ -0.3%	↓ -3.0%	↓ -8.0%	↓ -8.8%	↓ -8.6%	↓ -1.0%

Compared Y-o-Y

How is site traffic trending?

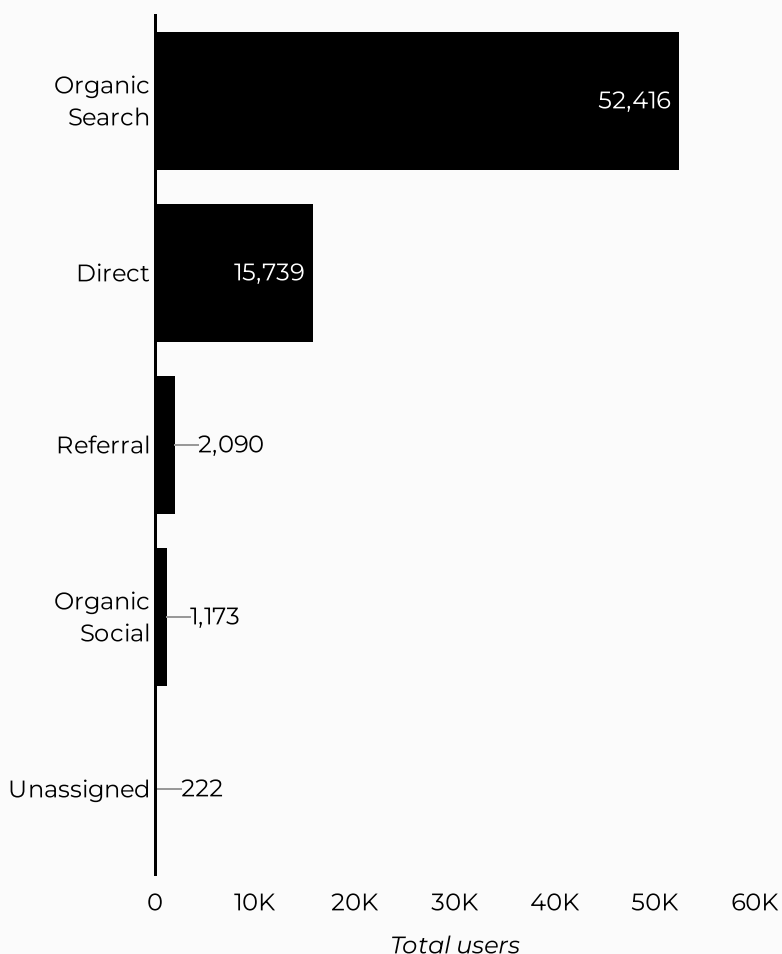


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	7,824
westpoint.armymwr.com	6,237
jblm.armymwr.com	4,109
belvoir.armymwr.com	3,850
liberty.armymwr.com	3,588
jackson.armymwr.com	3,144
carson.armymwr.com	3,135
stewarhunter.armymwr.com	2,967
humphreys.armymwr.com	2,735
zama.armymwr.com	2,618

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	48,154
(direct)	15,739
bing	2,792
yahoo	644
m.facebook.com	630
duckduckgo	472
home.army.mil	312
l.facebook.com	191
facebook.com	171
(not set)	155



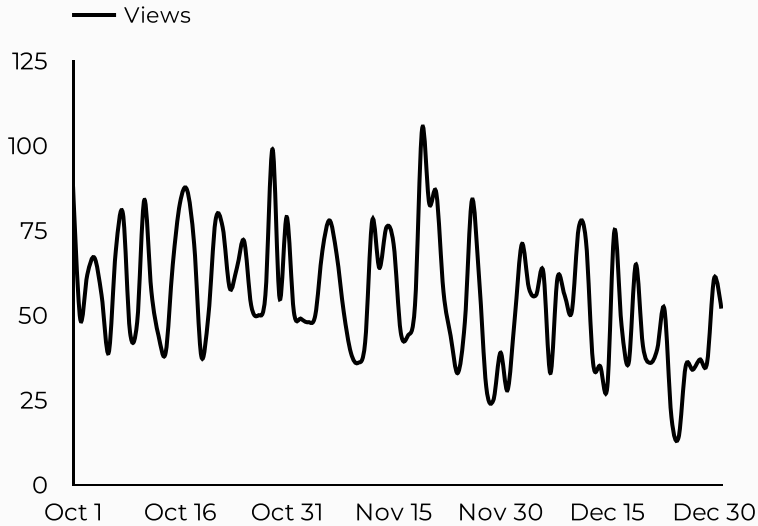
ARMY MWR

Intramural Sports

Views 5,122 ↓ -9.6%	Sessions 4,360 ↓ -7.1%	Total users 3,580 ↓ -6.0%	New users 1,214 ↓ -5.1%	Avg. Session Time 02:01 ↑ 1.9%	Engagement rate 79% ↓ -1.6%
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Compared Y-o-Y

How is site traffic trending?

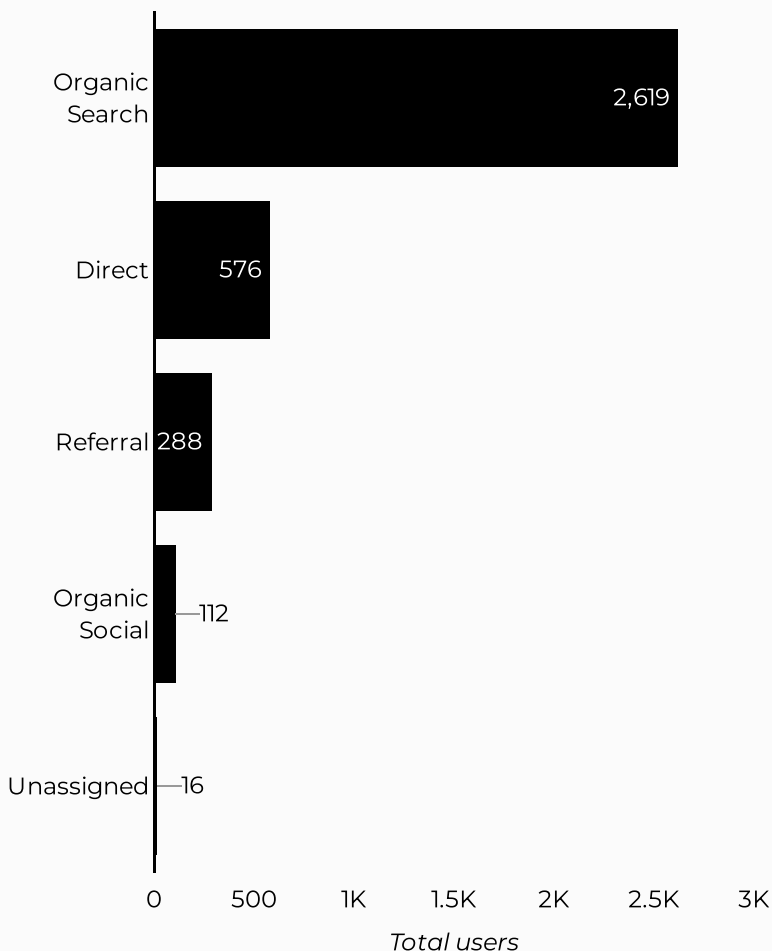


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	564
liberty.armymwr.com	496
www.armymwr.com	439
campbell.armymwr.com	291
hawaii.armymwr.com	262
carson.armymwr.com	255
cavazos.armymwr.com	222
wiesbaden.armymwr.com	208
jbmhh.armymwr.com	111
riley.armymwr.com	110

Which channels are driving traffic?



What are the top sources?

Session source	Total users	% Δ
google	2,399	-6.3% ↓
(direct)	576	-15.2% ↓
bing	179	34.6% ↑
home.army.mil	109	1.9% ↑
m.facebook.com	72	-24.2% ↓
armywcap.com	48	4.3% ↑
l.facebook.com	22	-47.6% ↓
safe.menlosecurity...	22	-
yahoo	21	-4.5% ↓
duckduckgo	19	-32.1% ↓



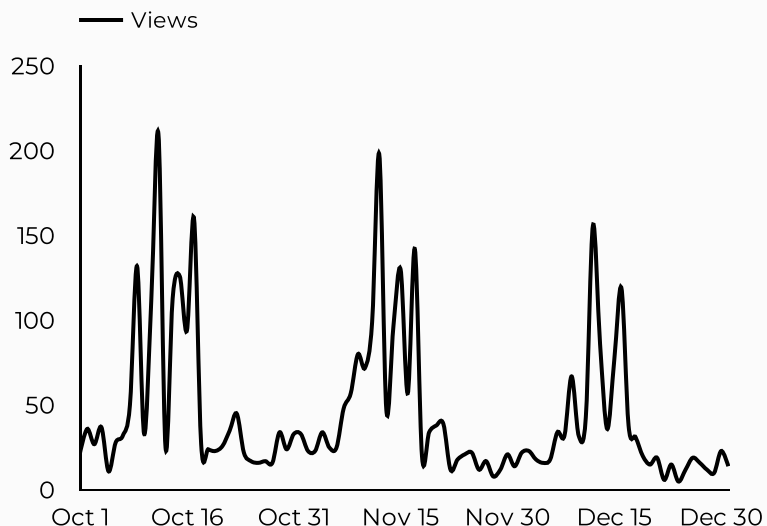
ARMY MWR

Strong B.A.N.D.S

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
4,119	2,283	2,004	725	58	75%
↑ 101.6%	↑ 44.1%	↑ 35.7%	↑ 181.0%	↓ -36.9%	↓ -15.8%

Compared Y-o-Y

How is site traffic trending?

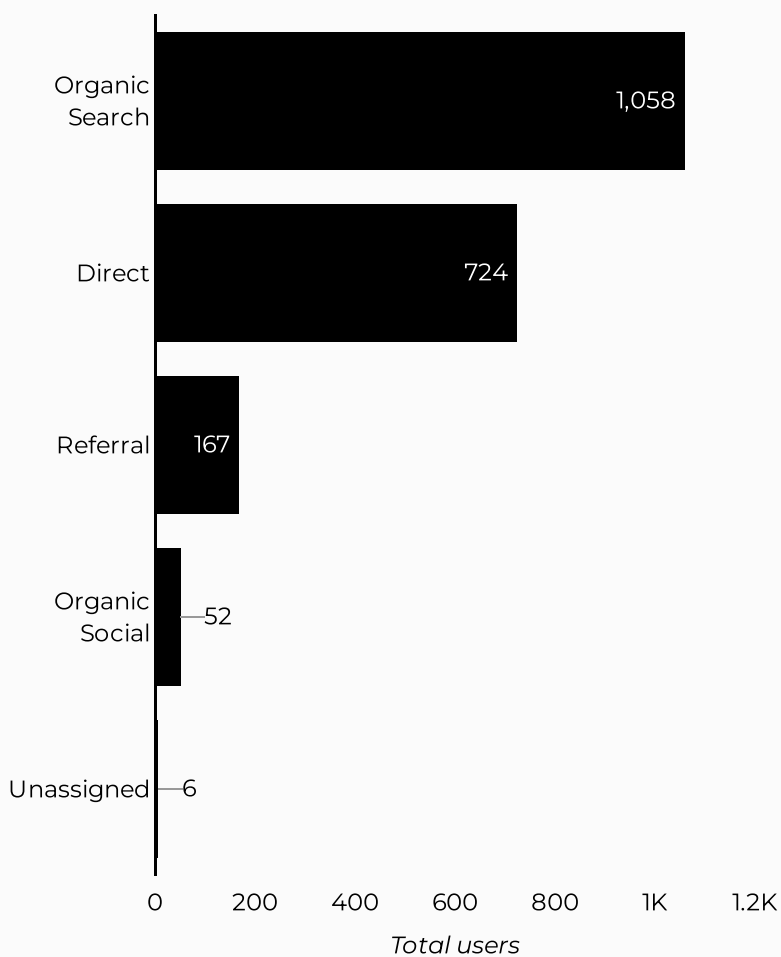


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	316
wiesbaden.armymwr.com	78
blacksea.armymwr.com	65
liberty.armymwr.com	64
humphreys.armymwr.com	59
jblm.armymwr.com	54
belvoir.armymwr.com	52
devens.armymwr.com	52
drum.armymwr.com	50
detrick.armymwr.com	49
hawaii.armymwr.com	49
mcalester.armymwr.com	46
carson.armymwr.com	45
sotocano.armymwr.com	45
wainwright.armymwr.com	45
knox.armymwr.com	44
bliss.armymwr.com	43
stewarhunter.armymwr.com	43
jbmhh.armymwr.com	35
johnson.armymwr.com	35
greely.armymwr.com	34
eisenhower.armymwr.com	33
leonardwood.armymwr.com	33
moore.armymwr.com	30
presidio.armymwr.com	30
zama.armymwr.com	29
stuttgart.armymwr.com	28
carlisle.armymwr.com	26

Which channels are driving traffic?





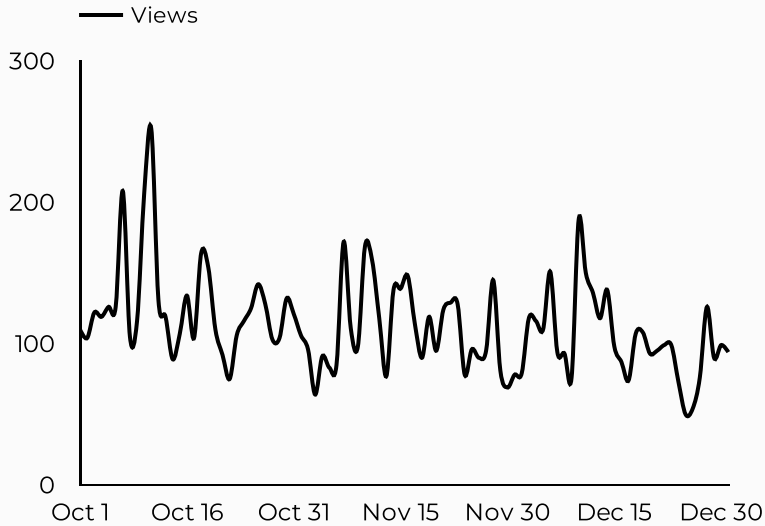
ARMY MWR

Warrior Zone

Views 10,424 ↓ -2.9%	Sessions 11,960 ↑ 29.3%	Total users 9,487 ↑ 34.8%	New users 5,831 ↑ 40.4%	Avg. Session Time 02:20 ↑ 14.3%	Engagement rate 61% ↓ -10.8%
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Compared Y-o-Y

How is site traffic trending?

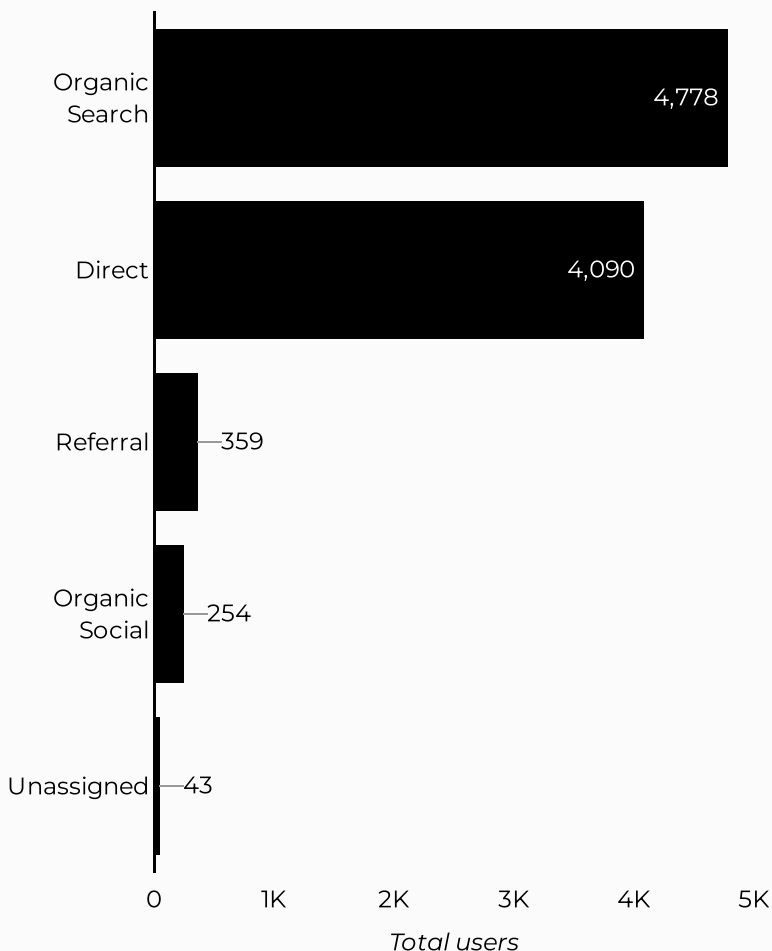


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
academy.armymwr.com	2,982	-
jblm.armymwr.com	1,722	-20.2% ↓
campbell.armymwr.com	1,030	-6.6% ↓
wainwright.armymwr.com	774	-17.1% ↓
riley.armymwr.com	691	-24.0% ↓
bliss.armymwr.com	547	741.5% ↑
humphreys.armymwr.com	476	-17.6% ↓
italy.armymwr.com	452	-13.2% ↓
grafenwoehr.armymwr.com	211	-14.2% ↓
irwin.armymwr.com	127	-1.6% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total us...
google	4,468
(direct)	4,090
bing	242
m.facebook.com	145
safe.menlosecurity.com	95
home.army.mil	91
l.facebook.com	54
(not set)	40
statics.dod.teams.microsoft.us	40
duckduckgo	34

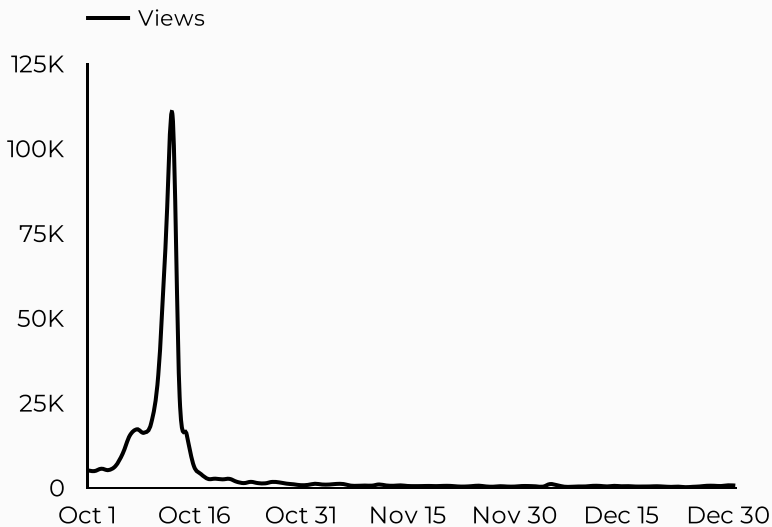


ARMY MWR

Army Ten Miler (ATM)

Views 435,376 ↑ 1.1%	Sessions 216,291 ↑ 9.0%	Total users 103,919 ↑ 2.8% Compared Y-o-y	New users 97,117 ↑ 5.4%	Engagement rate 53% ↓ -7.8%
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How is site traffic trending?

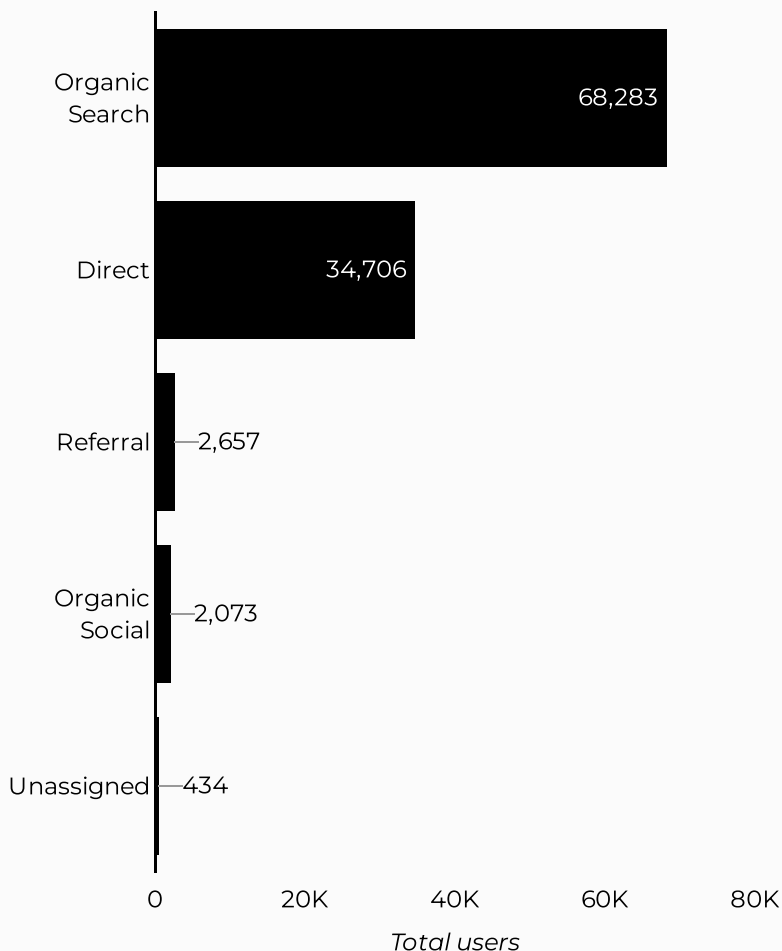


Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	56,111
Race Day Schedule :: Army Ten-Miler	20,072
The Course :: Army Ten-Miler	20,040
In-Person Race: Track A Runner :: Army Ten-Miler	18,981
In-Person Race :: Army Ten-Miler	15,967
Arrive & Depart :: Army Ten-Miler	15,459
Wave Start & Scoring :: Army Ten-Miler	11,255
Results :: Army Ten-Miler	11,178
Packet Pickup :: Army Ten-Miler	10,858

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	63,635
(direct)	34,706
bing	3,068
m.facebook.com	980
yahoo	818
duckduckgo	794
l.instagram.com	434
(not set)	423
l.facebook.com	245
washington.org	215



ARMY MWR World Class Athlete Program (WCAP)

Views
50,342
↑ 27.1%

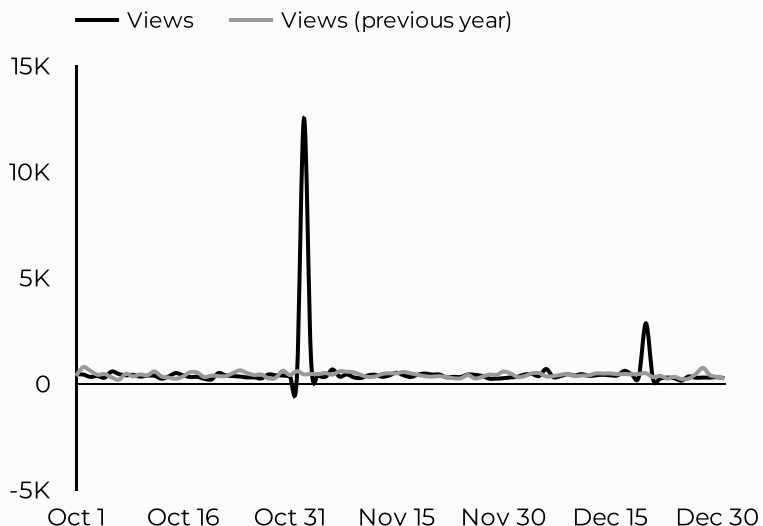
Sessions
18,915
↑ 4.0%

Total users
15,778
↑ 7.4%
Compared Y-o-Y

New users
15,707
↑ 8.2%

Engagement rate
55%
↓ -9.7%

How is site traffic trending?

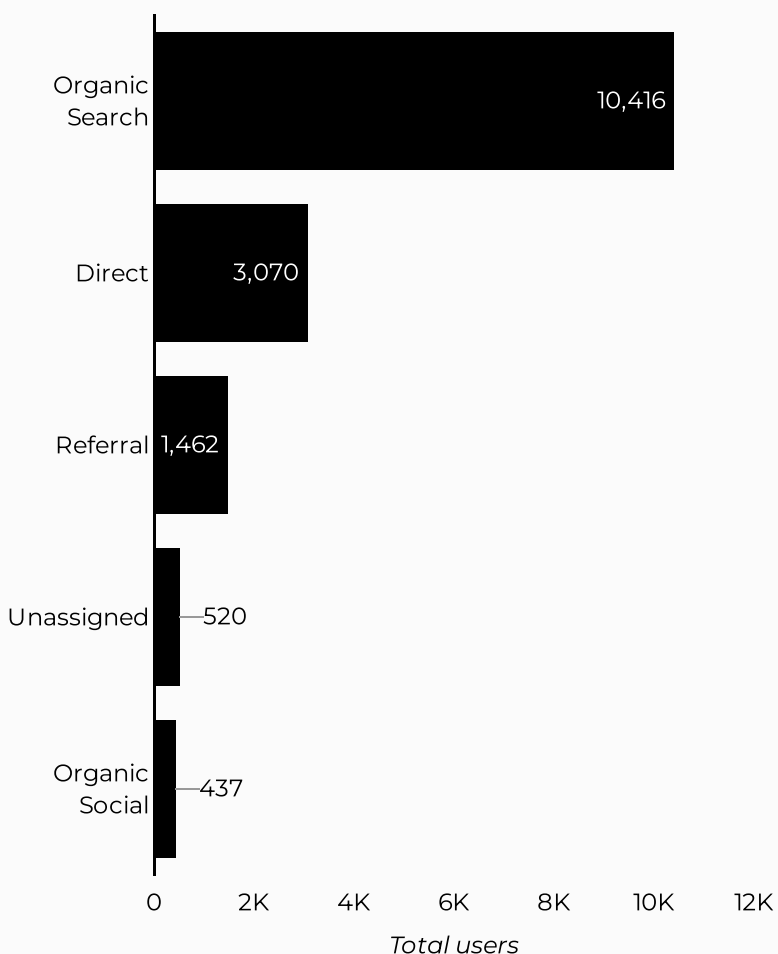


Top WCAP Pages

Sorted by Total Users

Page title	Total users	% Δ
Home :: WCAP	3,881	11.8% ↑
Boxing :: WCAP	2,400	-7.6% ↓
Entry Standards & Apply :: WCAP	2,029	-3.2% ↓
Wrestling :: WCAP	1,724	-21.6% ↓
Track & Field :: WCAP	1,403	6.8% ↑
About :: WCAP	1,379	-1.0% ↓
CPT Samantha Sullivan :: WCAP	846	-
PARIS 2024 :: WCAP	609	117.5% ↑
Soldiers :: WCAP	474	1.1% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	9,927
(direct)	3,070
goarmy.com	1,026
(not set)	518
bing	357
m.facebook.com	176
l.instagram.com	109
armymwr.com	72
facebook.com	66
yahoo	56

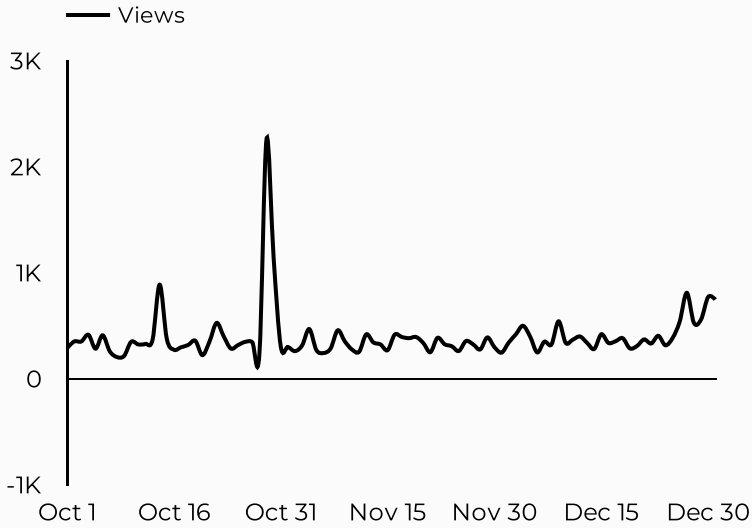


	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	disney	275	241	1.14	2.02%
2.	tickets	233	198	1.18	1.47%
3.	rental	200	131	1.53	2.94%
4.	rentals	180	110	1.64	0.88%
5.	auction	170	128	1.34	2.92%
6.	golf	166	118	1.41	2.4%
7.	mwr	152	117	1.3	1.68%
8.	discovery	142	58	2.45	0%
9.	bowling	135	101	1.34	2.8%
10.	jobs	128	104	1.23	4.55%
11.	lodging	126	104	1.21	0.94%
12.	sports	124	93	1.33	3.88%
13.	disneyland	118	100	1.18	4.76%
14.	cys	115	85	1.35	0%
15.	camping	109	81	1.35	1.18%
16.	bingo	106	80	1.33	1.16%
17.	youth sports	97	84	1.15	3.49%
18.	rv	97	74	1.31	0%
19.	rv rental	95	57	1.67	4.92%
20.	hunting	91	74	1.23	3.8%
21.	boss	91	61	1.49	1.56%
22.	disney tickets	84	74	1.14	0%
23.	basketball	82	67	1.22	2.86%
24.	christmas lights	82	77	1.06	2.56%
25.	travel	80	60	1.33	1.56%
26.	lights	76	73	1.04	1.35%
27.	ski	75	64	1.17	0%
28.	cruise	74	58	1.28	0%
29.	fishing	71	51	1.39	1.82%
30.	halloween	69	55	1.25	1.75%
	Grand total	24,230	15,625	1.55	2.25%



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
36,479	10,310	7,464	7,202	03:44	58%

How is site traffic trending?

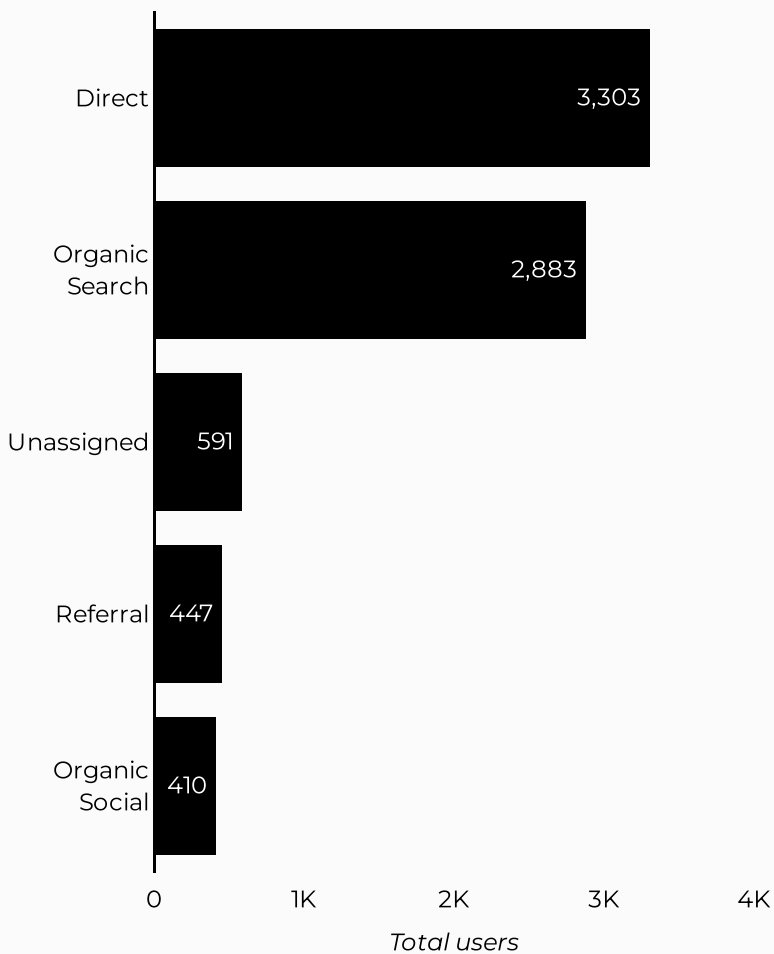


Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	5,670
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	3,013
Booking Rates :: Seward Military Resort	2,978
Tickets & Tours :: Seward Military Resort	1,444
Eligibility :: Seward Military Resort	1,240
Contact Us :: Seward Military Resort	956
Amenities :: Seward Military Resort	643
Townhouses :: Seward Military Resort	551
Charter Fishing :: Seward Military Resort	547

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	3,303
google	2,493
(not set)	590
militaryonesource.mil	356
bing	268
m.facebook.com	259
lm.facebook.com	70
yahoo	65
duckduckgo	60
l.facebook.com	40