



Program Roll-Up

Oct 1, 2024 - Dec 31, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	9,436	5,291	12,631	71.58%
CYS Careers	1,856	935	2,229	75.41%
Family Child Care	6,739	3,608	8,356	67.41%
Parent Outreach Services	5,644	2,481	7,273	70.37%
School Age Centers	1,795	819	2,468	69.61%
School Support Services	6,004	3,654	7,705	65.46%
Youth Centers	6,425	3,377	8,195	68.72%
Youth Sports	17,795	8,612	24,525	69.56%



ARMY MWR

Child & Youth Services

Views
452,513

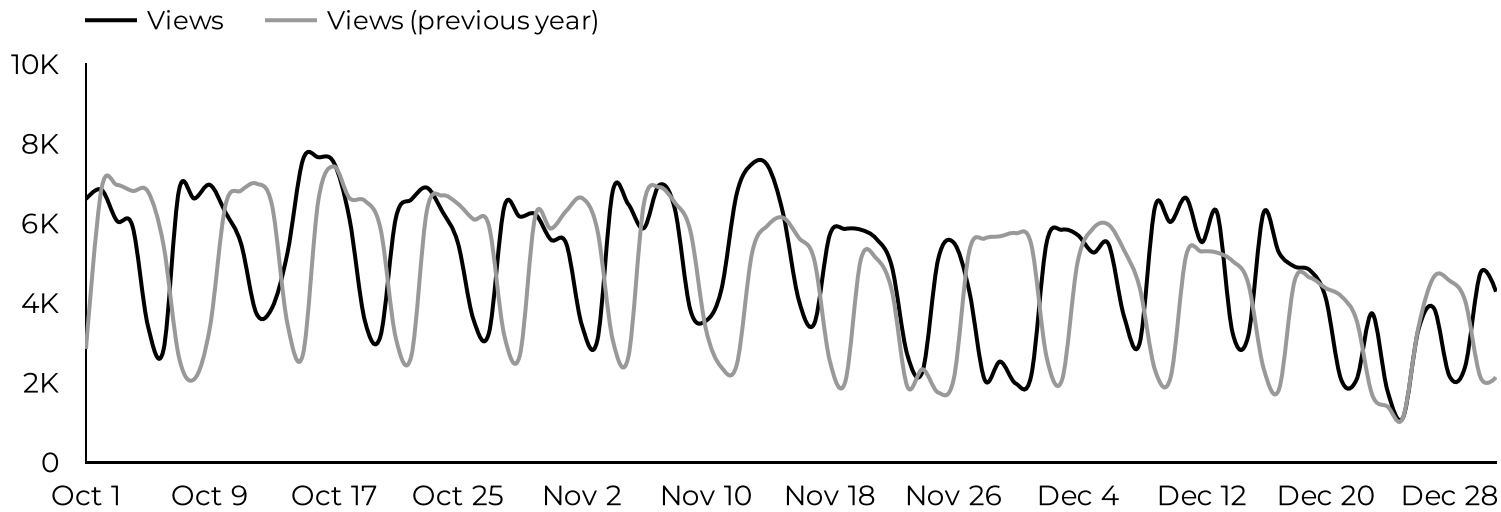
Visits (pageviews) to your page

Engagement rate
61%

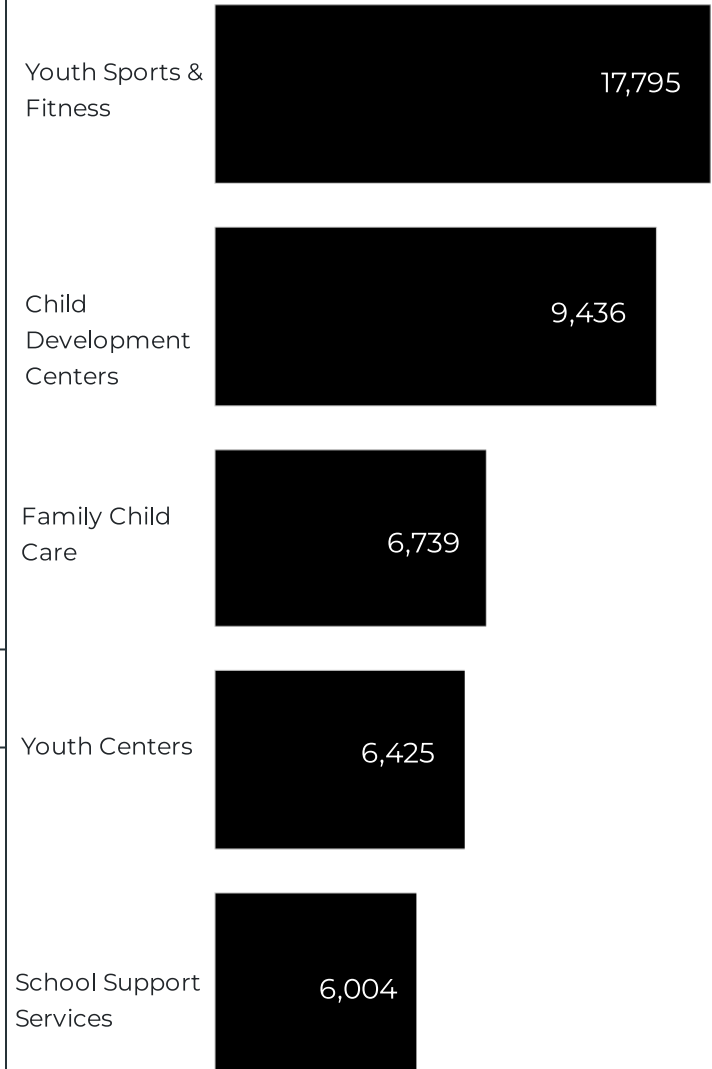
Average time people are engaged on your website

Total users
231,685

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	711
YouTube	42
Other	30
Instagram	11
LinkedIn	1
Twitter	1



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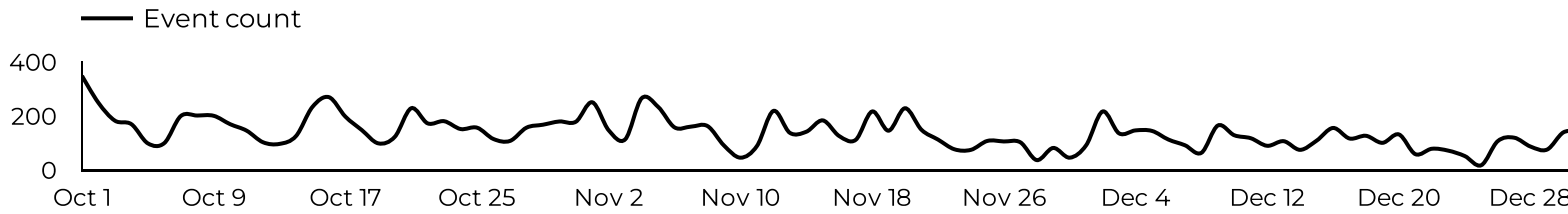
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

12,872

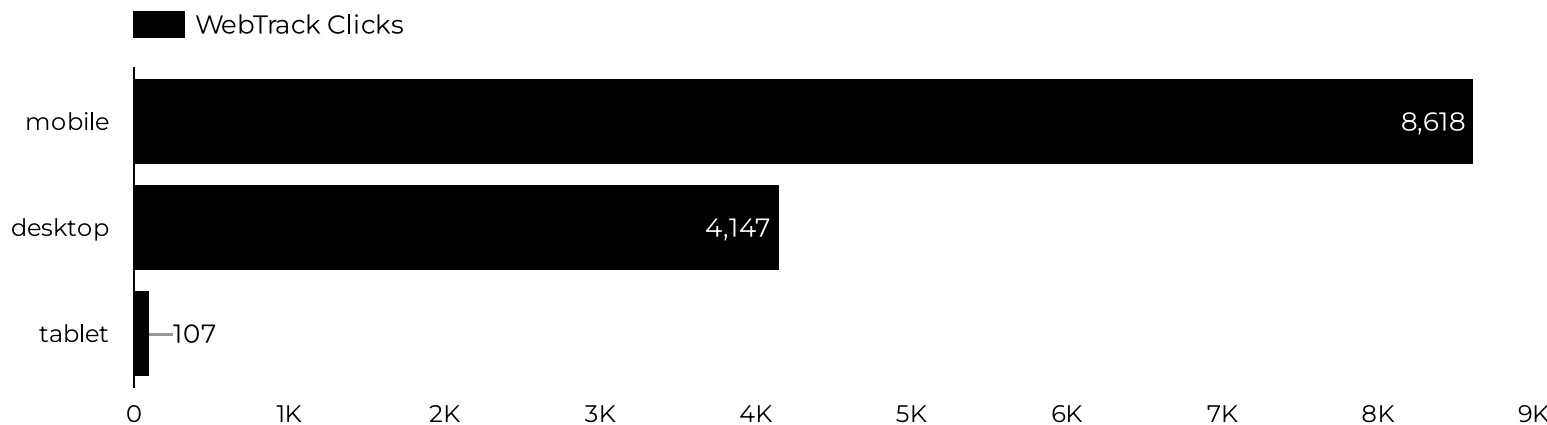
WebTrac trends

Total WebTrac clicks per day.

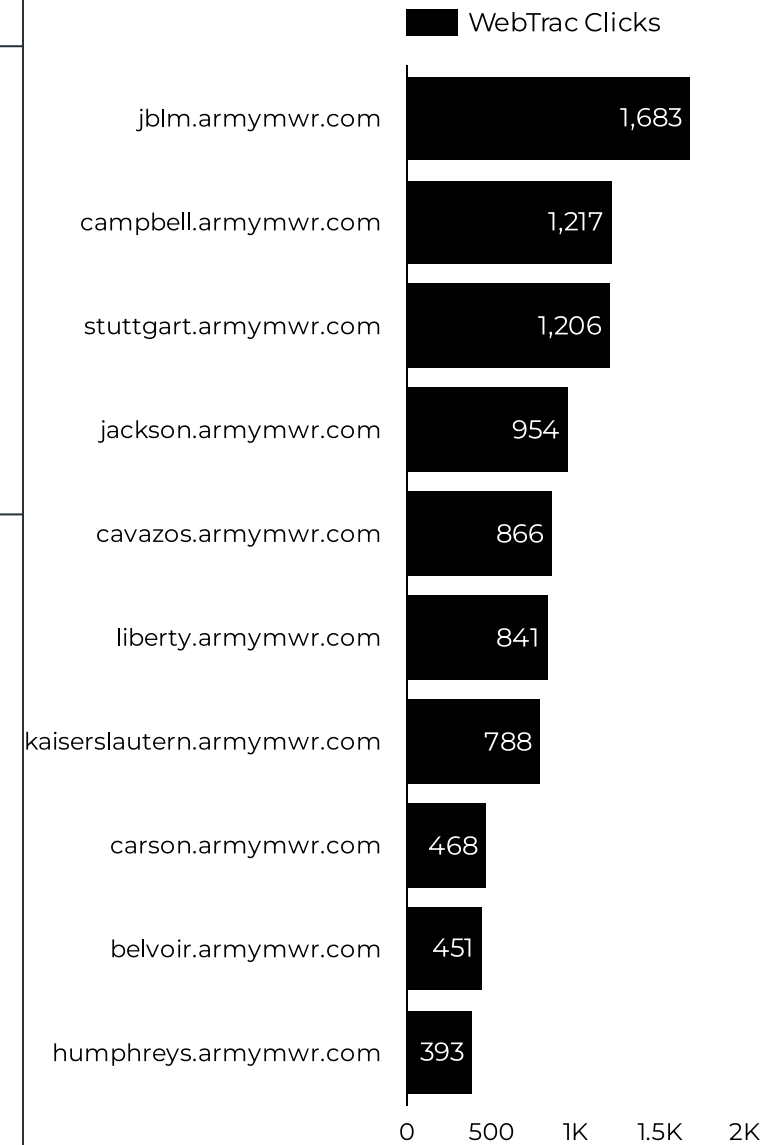


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?



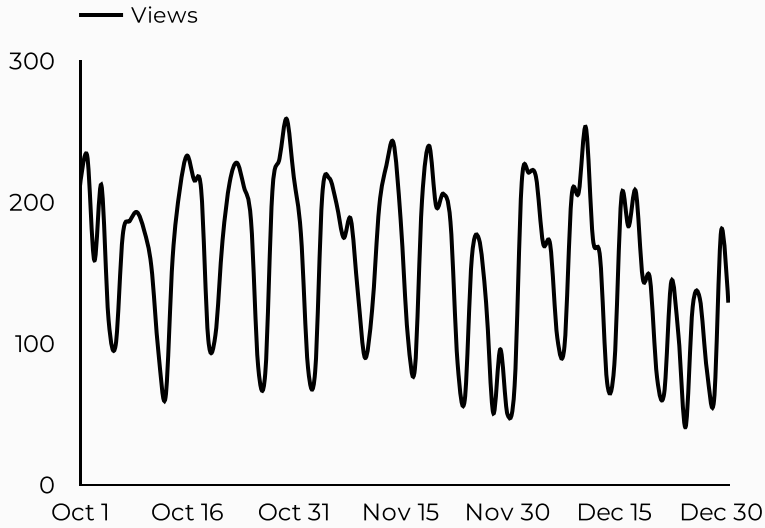


ARMY MWR Child Development Centers (CDC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
14,411	12,631	9,436	5,291	02:30	72%
↓ -4.9%	↓ -8.0%	↓ -12.1%	↓ -14.4%	↓ -0.1%	↑ 2.5%

Compared Y-o-Y

How is site traffic trending?

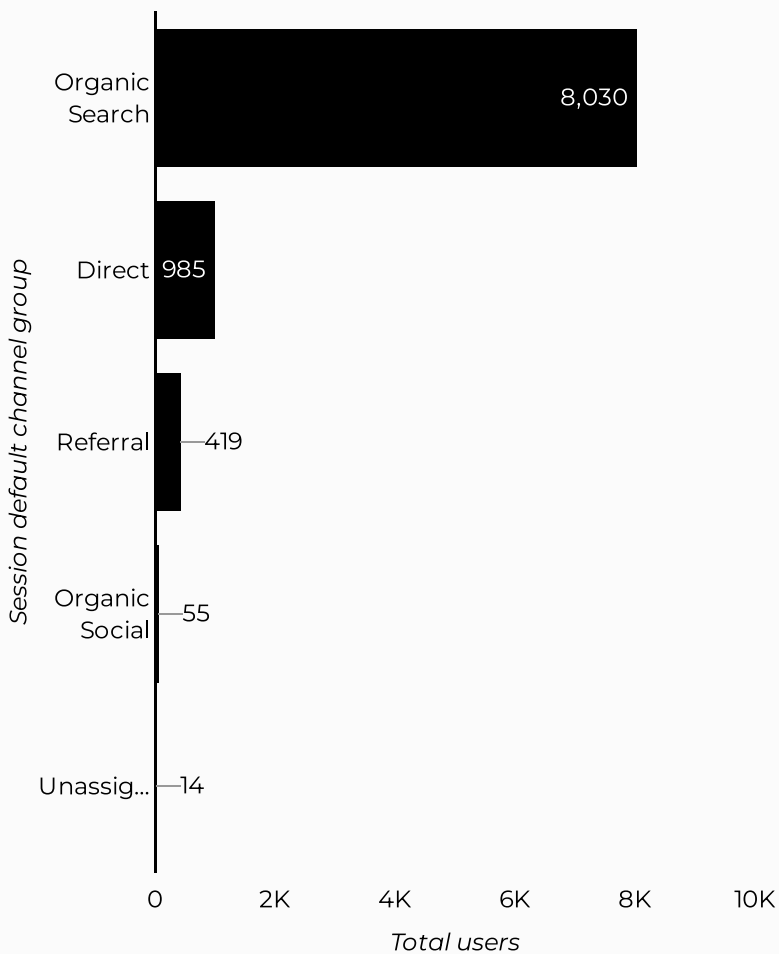


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	1,567
liberty.armymwr.com	1,533
bliss.armymwr.com	1,161
campbell.armymwr.com	984
www.armymwr.com	762
moore.armymwr.com	733
riley.armymwr.com	630
drum.armymwr.com	479
wainwright.armymwr.co...	341
aberdeen.armymwr.com	272

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	875
bing	74
home.army.mil	26
(direct)	23
yahoo	13
installations.militaryonesource...	9
duckduckgo	5
military.com	5
myarmybenefits.us.army.mil	5
nafbenefits.com	5



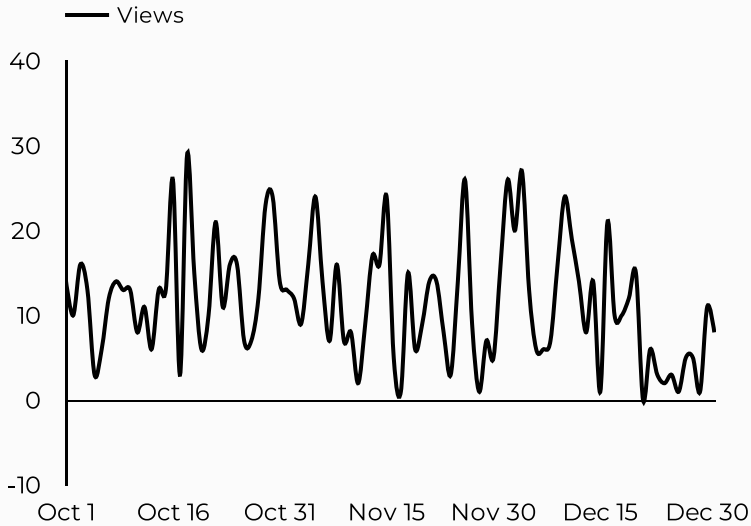
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Child Care Fee Assistance

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,066	876	737	307	02:59	71%
↓ -31.6%	↓ -31.6%	↓ -33.0%	↓ -48.7%	↑ 48.0%	↓ 0.0%

Compared Y-o-Y

How is site traffic trending?

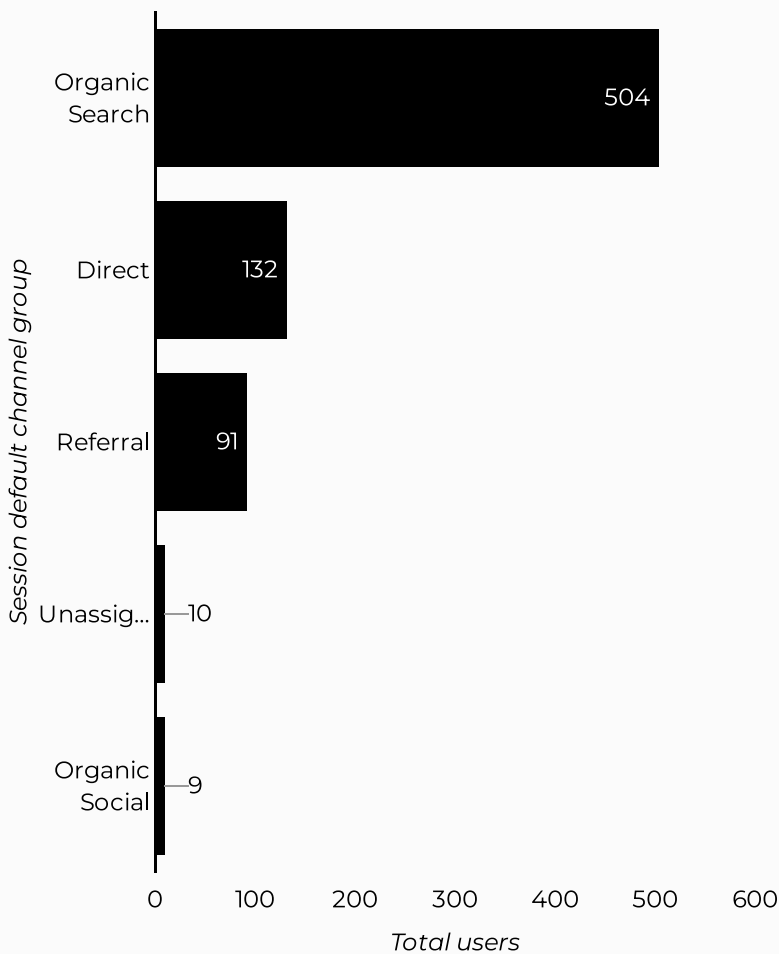


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	723
parks.armymwr.com	16

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	427
(direct)	132
bing	72
myarmybenefits.us.army...	48
(not set)	10
army.mil	10
installations.militaryone...	5
m.facebook.com	5
home.army.mil	4
nafbenefits.com	4



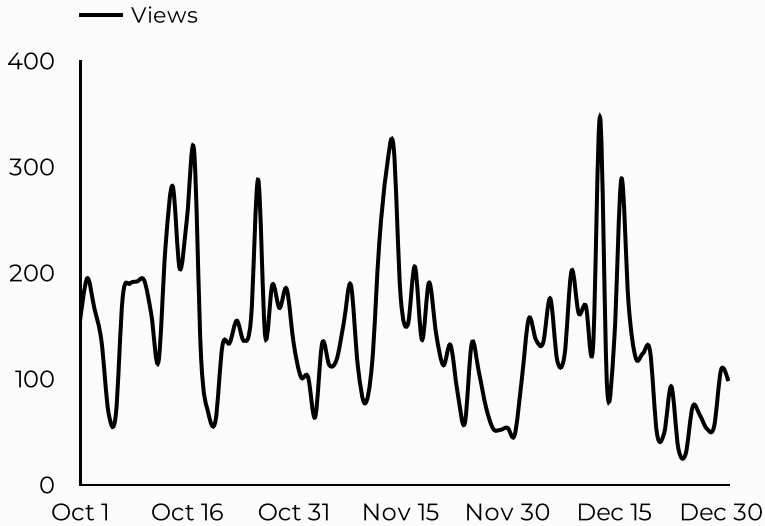
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Family Child Care (FCC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
12,911	8,356	6,739	3,608	02:31	67%
↑ 20.1%	↑ 2.3%	↑ 3.9%	↑ 8.4%	↓ -0.5%	↓ -6.0%

Compared Y-o-Y

How is site traffic trending?

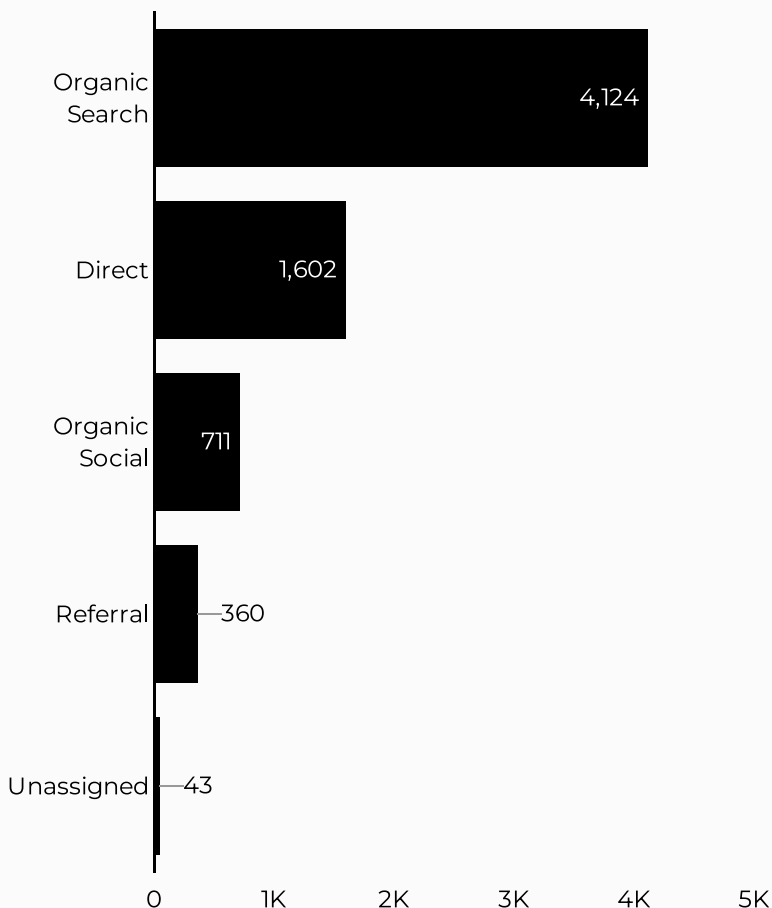


FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Download...	% Δ
www.armymwr.com	298	-3.9% ↓
campbell.armymwr.com	74	12.1% ↑
liberty.armymwr.com	58	45.0% ↑
stewarthunter.armymwr....	42	23.5% ↑
drum.armymwr.com	36	260.0% ↑
hawaii.armymwr.com	34	41.7% ↑
bliss.armymwr.com	28	-30.0% ↓
cavazos.armymwr.com	28	-17.6% ↓
knox.armymwr.com	16	33.3% ↑
belvoir.armymwr.com	14	75.0% ↑
riley.armymwr.com	14	40.0% ↑
carson.armymwr.com	12	-53.8% ↓
leonardwood.armymwr.c...	12	-53.8% ↓
baumholder.armymwr.co...	10	150.0% ↑
sill.armymwr.com	10	-50.0% ↓
eisenhower.armymwr.com	8	-33.3% ↓
gregg-adams.armymwr.c...	8	-33.3% ↓
wainwright.armymwr.com	8	-76.5% ↓
huachuca.armymwr.com	6	-
johnson.armymwr.com	6	-66.7% ↓
meade.armymwr.com	4	100.0% ↑
novosel.armymwr.com	4	0.0%
westpoint.armymwr.com	4	-66.7% ↓
whitesands.armymwr.com	4	100.0% ↑
ansbach.armymwr.com	2	-50.0% ↓
picatinny.armymwr.com	2	0.0%
rockisland.armymwr.com	2	-
Grand total	744	-5.1% ↓

Which channels are driving traffic?





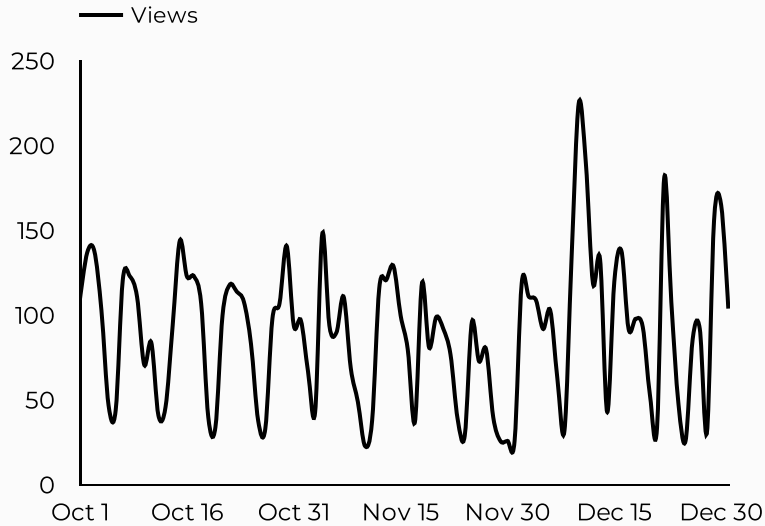
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Parent Outreach Services (PO)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
8,288	7,273	5,644	2,481	02:22	70%
↑ 2.4%	↓ -1.2%	↑ 1.3%	↓ -0.6%	↓ -23.9%	↓ -0.1%

Compared Y-o-Y

How is site traffic trending?

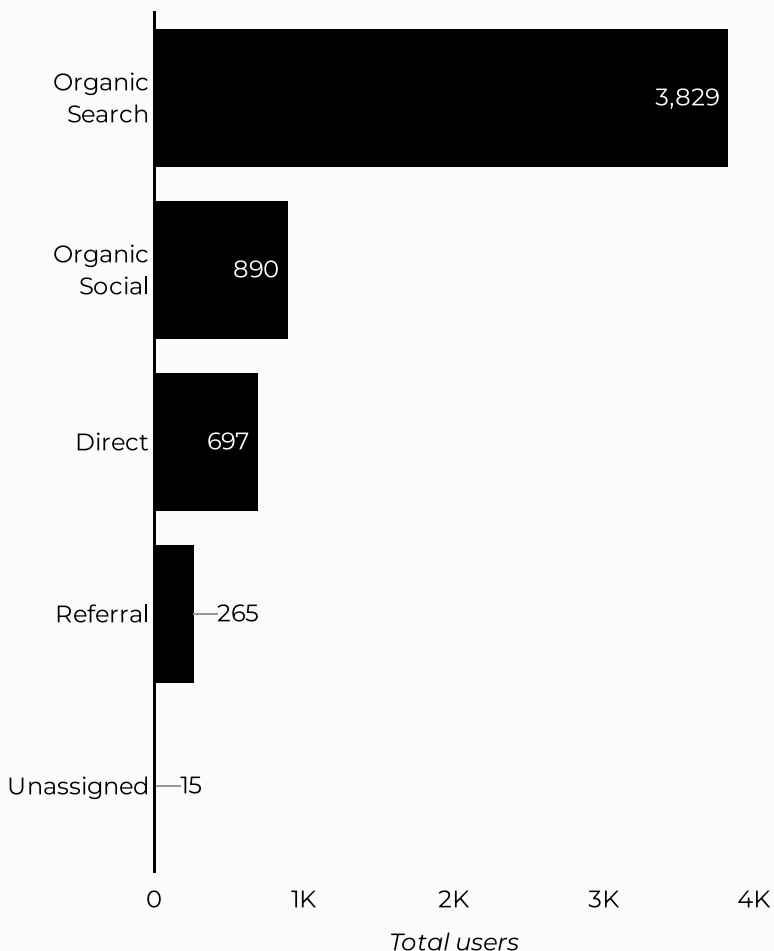


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	890
riley.armymwr.com	695
bliss.armymwr.com	688
liberty.armymwr.com	659
cavazos.armymwr.com	494
meade.armymwr.com	421
belvoir.armymwr.com	273
gregg-adams.armymwr...	225
eisenhower.armymwr.co...	176
westpoint.armymwr.com	173

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	673
bing	67
installations.militaryonesource...	45
m.facebook.com	31
(direct)	25
home.army.mil	13
l.facebook.com	13
yahoo	8
duckduckgo	4
lm.facebook.com	4



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School Age Centers

Views
2,742
↑ 17.3%

Sessions
2,468
↑ 16.2%

Total users
1,795
↑ 14.6%

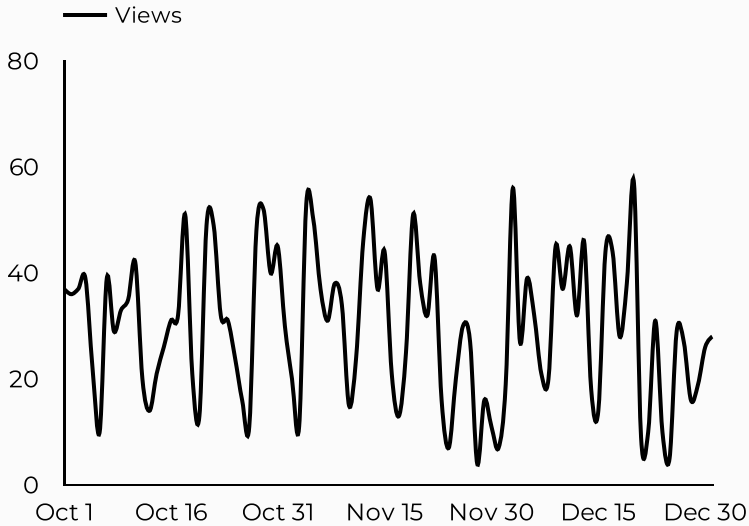
New users
819
↑ 17.7%

Avg. Session Time
02:26
↓ -5.0%

Engagement rate
70%
↑ 1.2%

Compared Y-o-Y

How is site traffic trending?

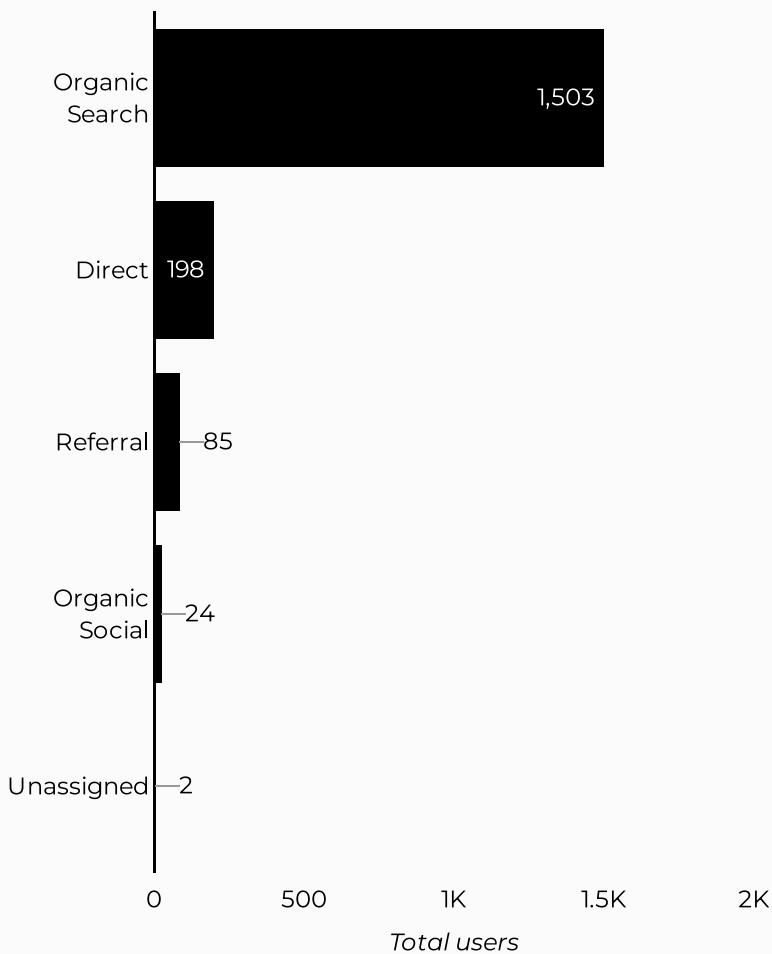


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	533
liberty.armymwr.com	372
campbell.armymwr.com	306
www.armymwr.com	210
bliss.armymwr.com	191
stewarthunter.armymwr...	191
hohenfels.armymwr.com	2
carson.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	138
bing	5
m.facebook.com	3
(direct)	2
home.army.mil	2
nafbenefits.com	2
yahoo	2
duckduckgo	1
fortcampbellhousing.com	1
l.facebook.com	1



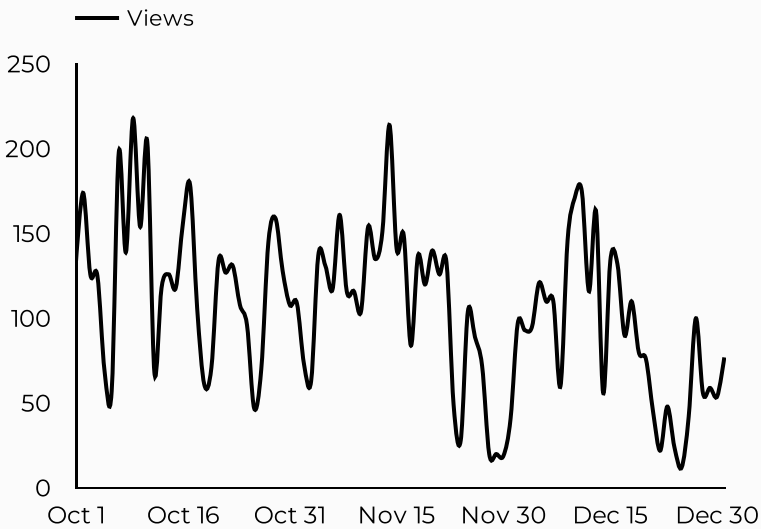
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School Support Services

Views 9,781 ↑ 25.7%	Sessions 7,705 ↑ 17.3%	Total users 6,004 ↑ 14.0%	New users 3,654 ↑ 11.9%	Avg. Session Time 02:24 ↓ -15.3%	Engagement rate 65% ↓ -5.4%
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Compared Y-o-Y

How is site traffic trending?

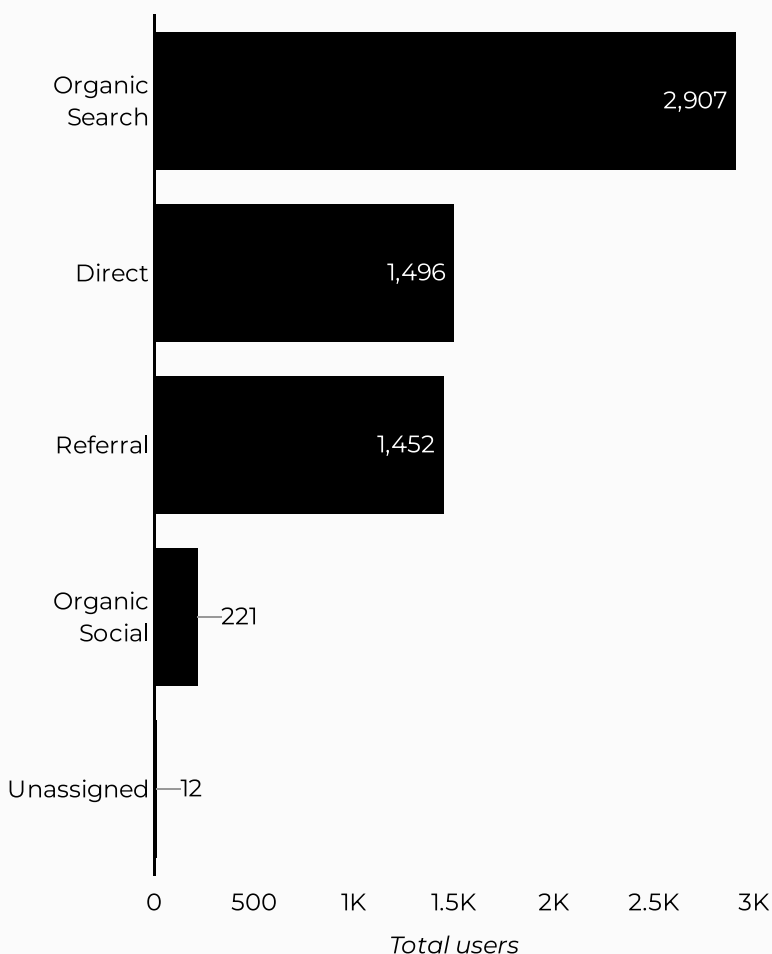


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	417
kaiserslautern.armymwr.com	377
bliss.armymwr.com	374
moore.armymwr.com	343
carson.armymwr.com	335
italy.armymwr.com	318
hawaii.armymwr.com	303
www.armymwr.com	280
drum.armymwr.com	265
jblm.armymwr.com	257

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	353
installations.militaryonesource.com	114
(direct)	52
home.army.mil	38
bing	29
fcps.edu	18
hawaiipublicschools.org	18
military.com	9
l.facebook.com	8
m.facebook.com	8



Views
32,169
↑ 6.9%

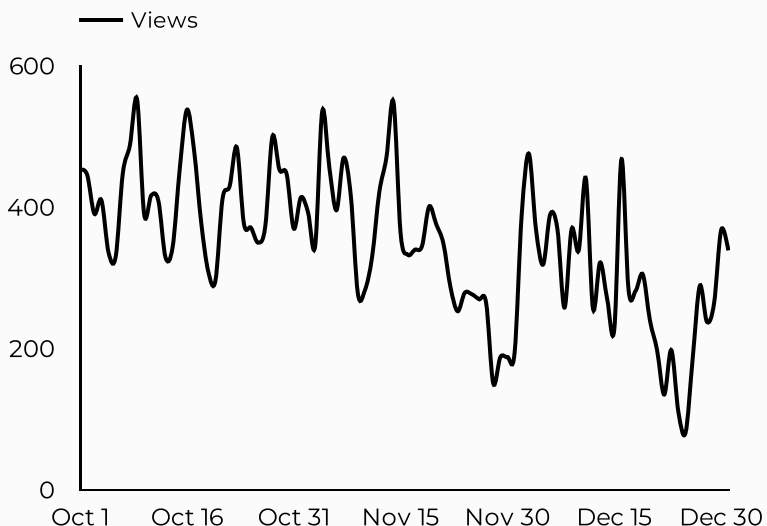
Sessions
24,525
↑ 6.8%

Total users
17,795
↑ 4.1%

New users
8,612
↑ 2.1% from previous year

Engagement rate
70%
↓ -5.6%

How is site traffic trending?

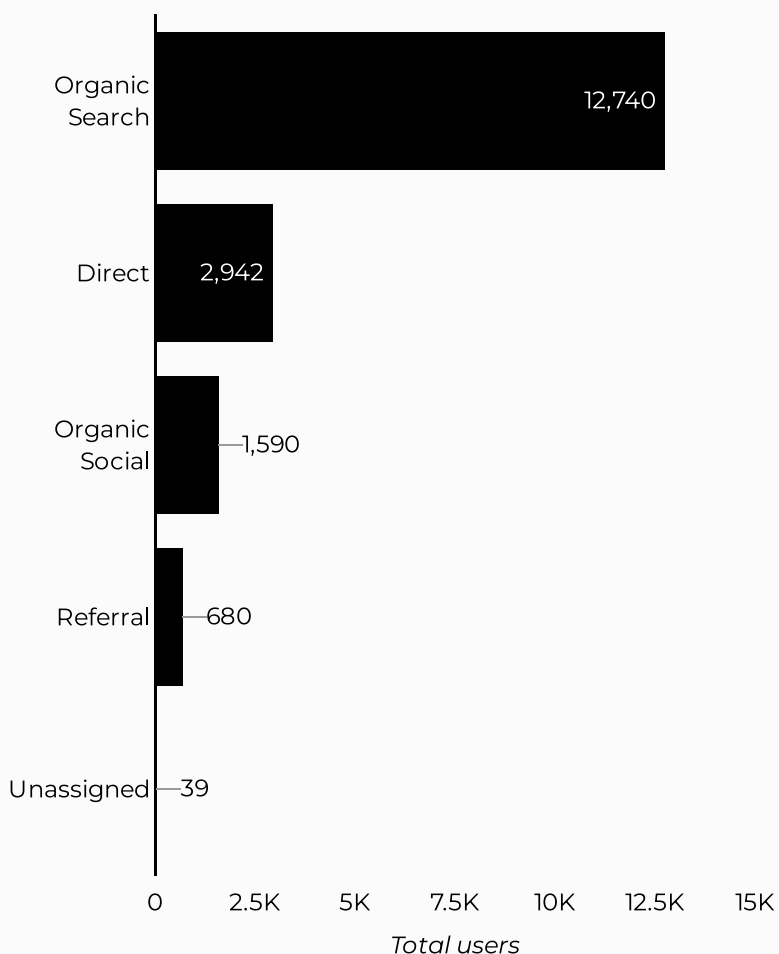


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	1,657
jblm.armymwr.com	1,545
campbell.armymwr.com	1,167
belvoir.armymwr.com	976
bliss.armymwr.com	905
moore.armymwr.com	789
humphreys.armymwr.com	747
liberty.armymwr.com	693
www.armymwr.com	676
stewarhunter.armymwr.com	652

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	2,280
bing	152
m.facebook.com	135
(direct)	102
l.facebook.com	56
home.army.mil	35
nflflag.com	25
yahoo	23
webtrac.mwr.army.mil	22
duckduckgo	18



Views
2,757
↓ -11.8%

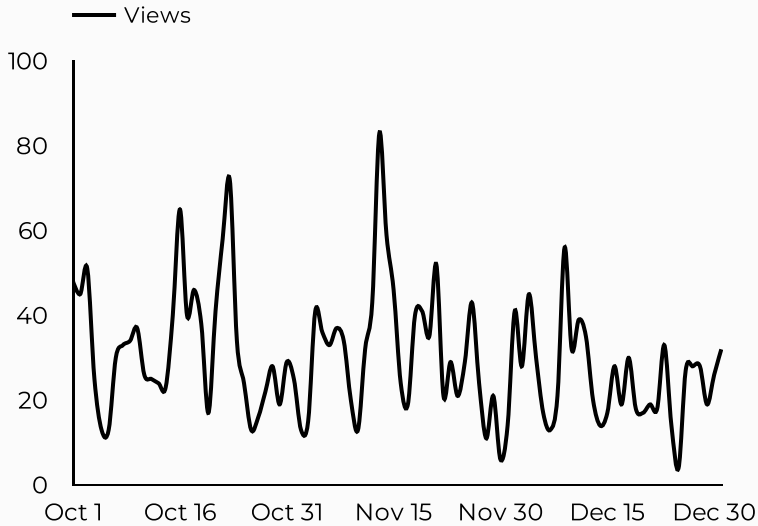
Sessions
2,229
↓ -12.8%

Total users
1,856
↓ -9.4%

New users
935
↓ -5.7%

Engagement rate
75%
↑ 5.9%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

KPI link clicks to USAJOBS.gov.

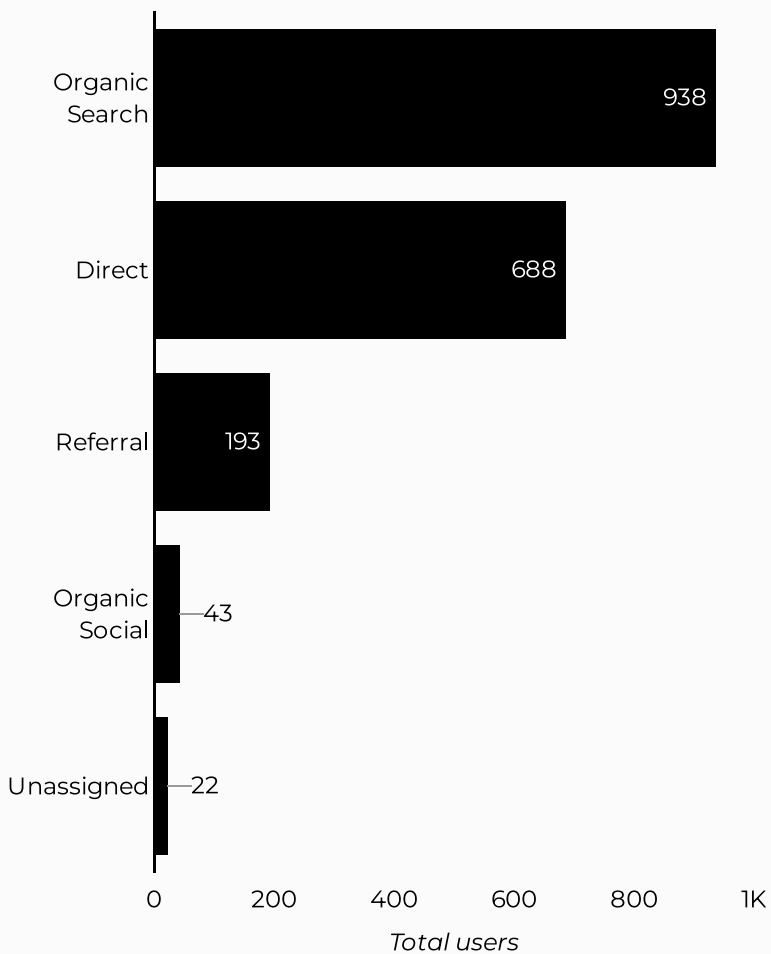
Name	Link Clicks
USAJOBS.gov	864

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	364
Rack Card	42

Which channels are driving traffic?



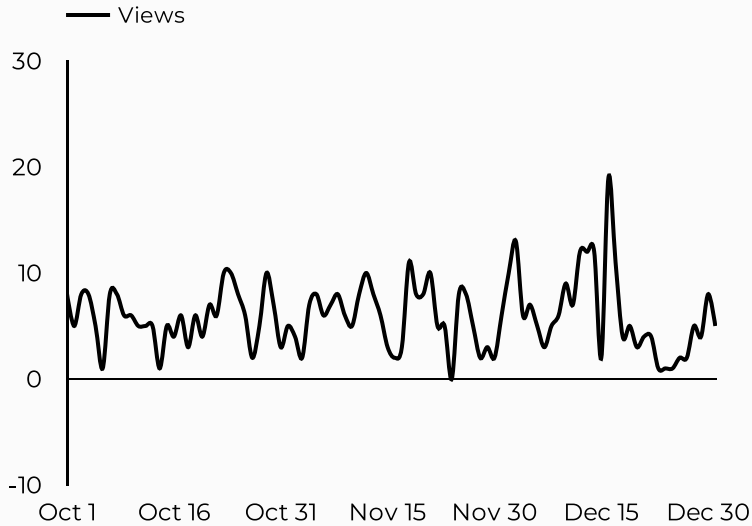


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CYS Profession

Views	Sessions	Total users	New users	Engagement rate
548	523	462	182	84%
↓ -18.7%	↓ -14.1%	↓ -14.1%	↓ -37.5% from previous year	↑ 10.2%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

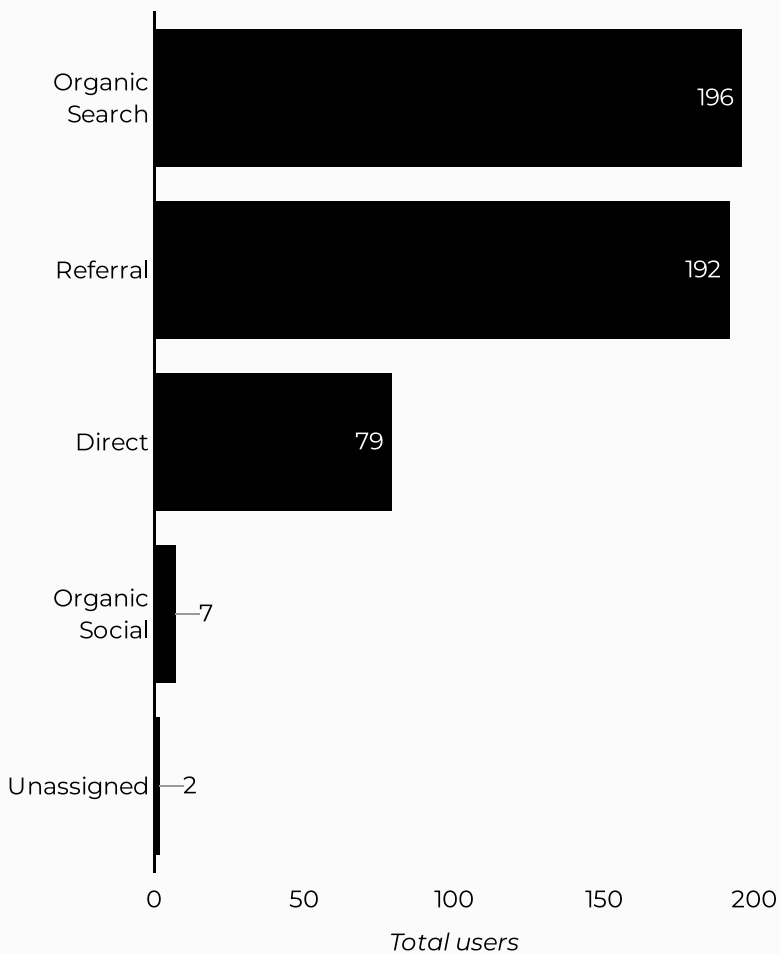
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	114
https://www.usajobs.gov/	4

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	94

Which channels are driving traffic?





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Month of the Military Child

Views
505

↓ -76.0%

Sessions
367

↓ -80.6%

Total users
326

↓ -78.0%

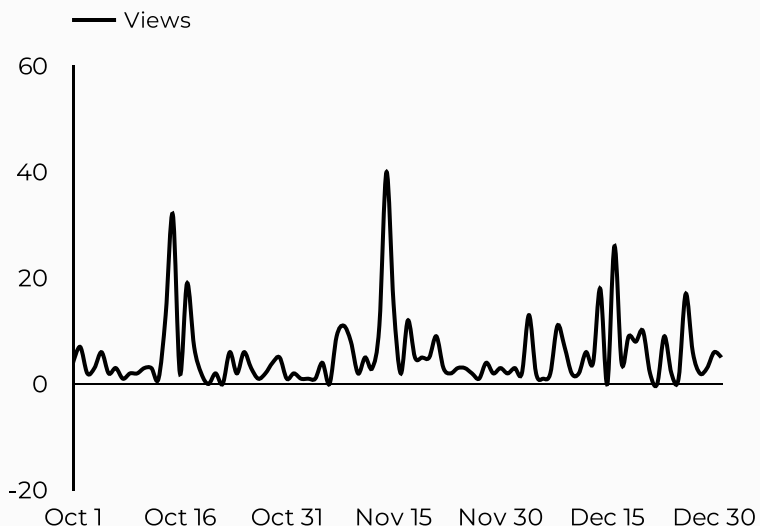
New users
186

↓ -77.9%

Engagement rate
65%

↑ 38.0%

How is site traffic trending?

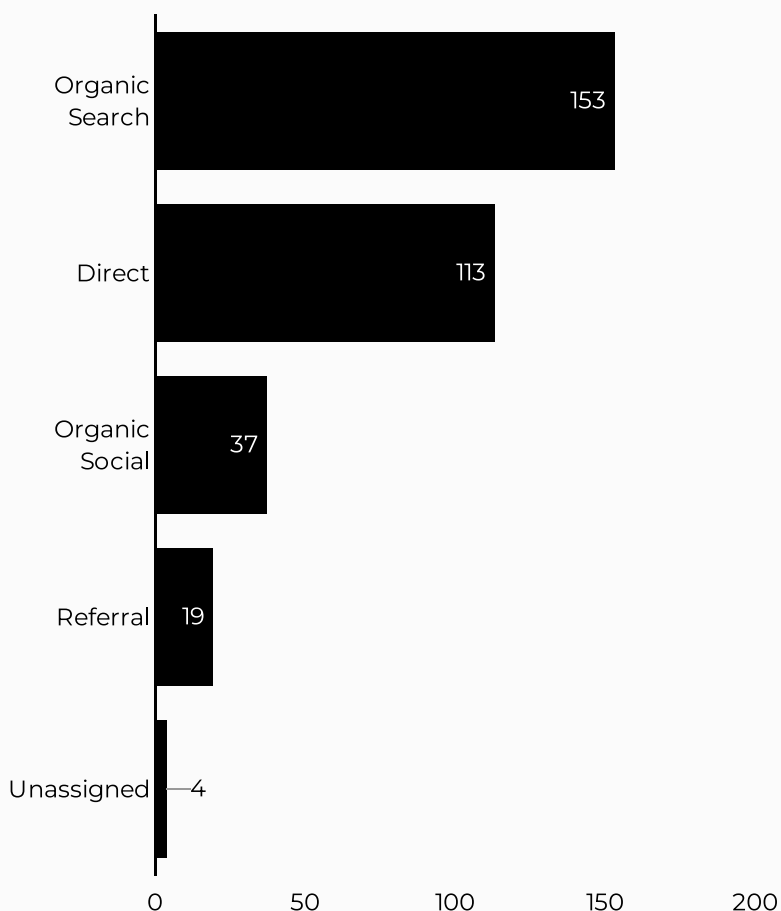


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	186
miami.armymwr.com	37
leonardwood.armymwr.com	23
campbell.armymwr.com	15
carson.armymwr.com	11
leavenworth.armymwr.com	9
wainwright.armymwr.com	7
gregg-adams.armymwr.com	6
hamilton.armymwr.com	6
stewarhunter.armymwr.com	5

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	7
(direct)	1
l.facebook.com	1
na.network-auth.com	1
t.co	1

Grand total **7**



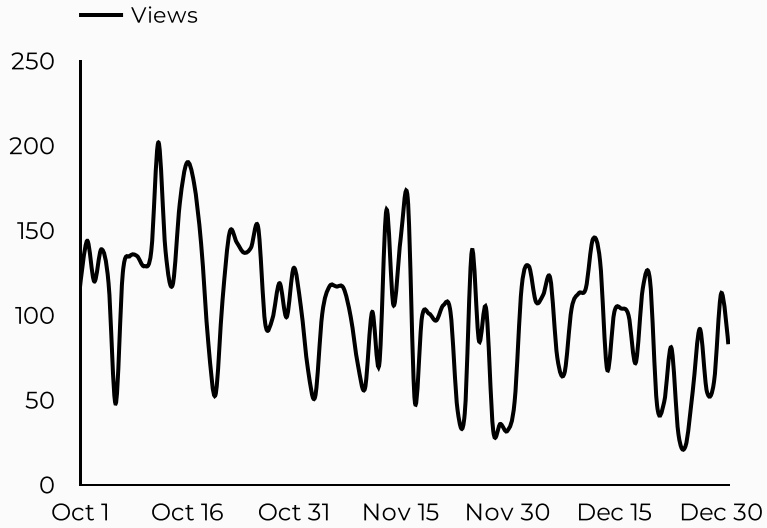
ARMY MWR

Youth Centers

Views 9,474 ↑ 23.5%	Sessions 8,195 ↑ 23.5%	Total users 6,425 ↑ 20.7%	New users 3,377 ↑ 25.8%	Avg. Session Time 01:59 ↓ -29.4%	Engagement rate 69% ↓ -4.1%
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Compared Y-o-Y

How is site traffic trending?

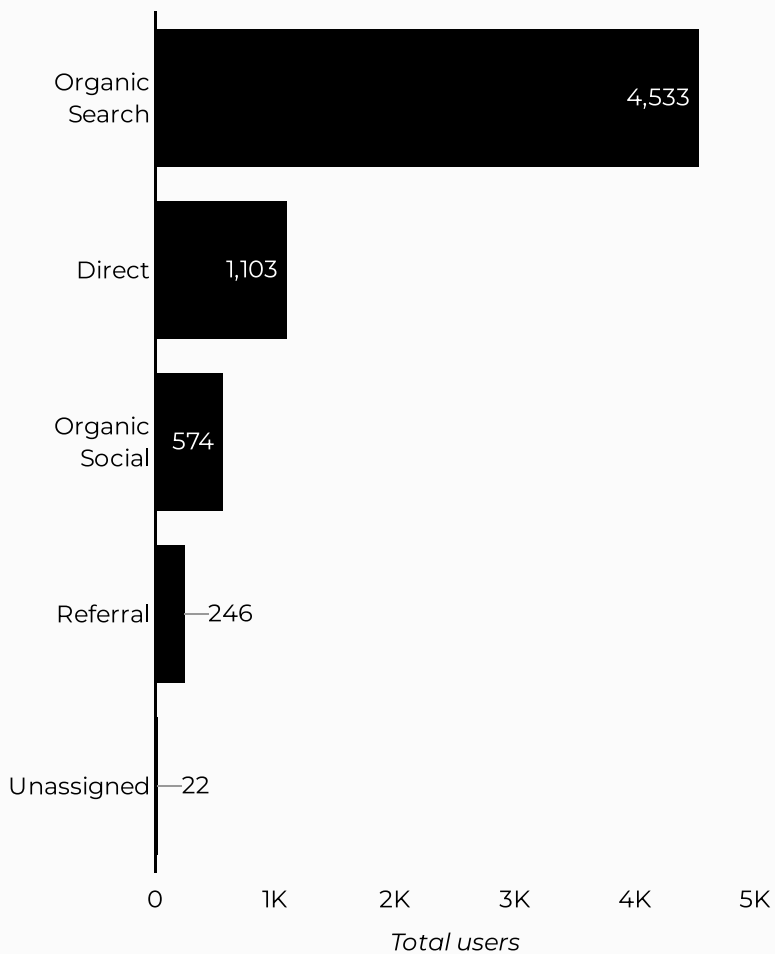


Top US Army Installations

Sorted by Total Users

Installation	Total users
kaiserslautern.armymwr.com	538
www.armymwr.com	501
stuttgart.armymwr.com	359
liberty.armymwr.com	356
presidio.armymwr.com	323
bliss.armymwr.com	292
hawaii.armymwr.com	280
carson.armymwr.com	277
humphreys.armymwr.com	244
stewarhunter.armymwr.com	241

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	376
l.facebook.com	28
bing	23
(direct)	13
installations.militaryonesource...	12
m.facebook.com	12
home.army.mil	10
duckduckgo	2
lm.facebook.com	2
nafbenefits.com	2



	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	cys	111	80	1.39	3.45%
2.	sports	61	55	1.11	0%
3.	jobs	53	46	1.15	2.13%
4.	basketball	45	37	1.22	2.7%
5.	teaching strategies	40	23	1.74	5.88%
6.	discovery	33	17	1.94	0%
7.	youth	32	12	2.67	0%
8.	cdc	31	26	1.19	7.14%
9.	family	30	13	2.31	6.25%
10.	child care	30	18	1.67	0%
11.	babysitting	29	18	1.61	0%
12.	careers	28	24	1.17	0%
13.	youth sports	26	24	1.08	0%
14.	soccer	26	22	1.18	8.33%
15.	gymnastics	24	18	1.33	0%
16.	webtrac	23	22	1.05	0%
17.	auction	21	21	1	4.76%
18.	employment	19	18	1.06	0%
19.	ballet	17	7	2.43	14.29%
20.	youth center	16	13	1.23	0%
21.	childcare	15	10	1.5	0%
22.	parent central services	14	11	1.27	0%
23.	wrestling	14	12	1.17	0%
24.	cys sports	14	12	1.17	0%
25.	cys employee engagement survey	13	5	2.6	0%
26.	skies	13	13	1	0%
27.	job	13	13	1	0%
28.	boss	13	7	1.86	0%
29.	family services	13	1	13	0%
30.	flag football	12	9	1.33	0%
31.	cys acceptable use	12	1	12	0%
	Grand total	3,715	2,562	1.45	2.26%