

# Program Roll-Up

Oct 1, 2024 - Dec 31, 2024

Program	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	1,067	586	1,324	60.42%
Army Family Action Plan	1,144	537	1,355	67.9%
Army Family Web Portal	208	81	233	72.96%
Army Volunteer Corps	3,368	2,346	3,999	69.44%
Exceptional Family Member Program	8,342	5,512	10,802	59.16%
Information and Referral	736	283	848	73.23%
MD&SSO	1,905	1,123	2,268	64.42%
Relocation Readiness	3,246	1,952	4,215	65.01%
Survivor Outreach Services	2,553	1,944	3,046	61.13%
Soldier and Family Assistance Center	1,554	648	1,804	75.78%



# Program Roll-Up

Oct 1, 2024 - Dec 31, 2024

<b>Employment Readiness</b>	Total Users	New Users	Sessions	<b>Engagement Rate</b>
Employment Readiness Program	57,876	40,926	69,138	62.33%
Army Spouse Employment, Career and Education Information	3,666	389	4,413	83.3%

Family Advocacy Program	Total Users	New Users	Sessions	<b>Engagement Rate</b>
Family Advocacy Program	8,861	5,919	11,386	58.68%
New Parent Support Program	1,705	951	2,221	61.73%
Victim Advocacy Program	1,586	1,033	1,883	57.2%

Financial Readiness Program	Total Users	New Users	Sessions	<b>Engagement Rate</b>
Financial Readiness Program	8,320	5,181	11,222	62.13%
Army Emergency Relief	5,581	3,613	7,947	61.8%

Oct 1, 2024 - Dec 31, 2024 - Oct 31,



## Army Community Service

Views

169,751

Visits (pageviews) to your page

Engagement rate

60%

User Activity Level

Total users

90,455

The total number of users who visited your website

# What programs are users visiting?

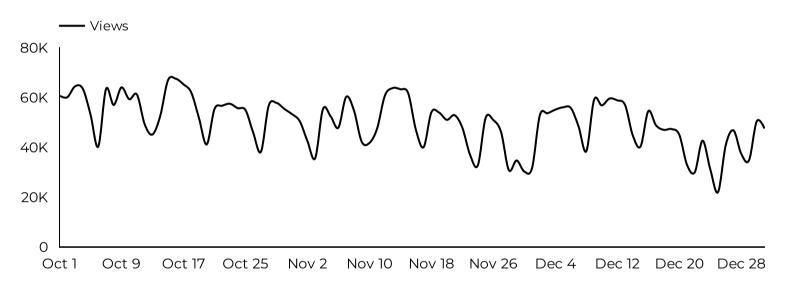
8,320

8,861

3,246

2,553

57,876





Survivor

Outreach Services



Facebook	305
YouTube	21
Other	13
Instagram	4
LinkedIn	1



## Army Family Team Building (AFTB)

Views 1,705

Sessions 1,324

Total users 1,067

<mark>2.4%</mark> Compared Y-o-Y

New users 586

**₽** -3.1%

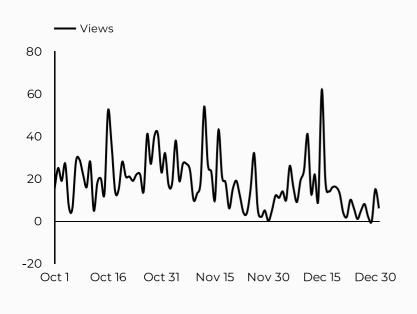
Avg. Session Time Engagement rate

01:36 60%

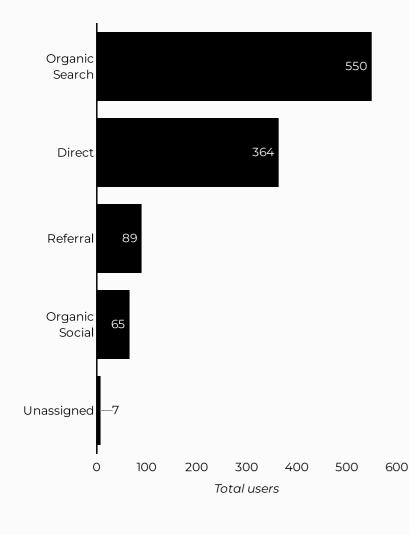
**■** -37.0%

**₽** -6.0%

#### How is site traffic trending?



## Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users ▼
www.armymwr.com	630
bliss.armymwr.com	61
campbell.armymwr.com	60
hawaii.armymwr.com	47
carson.armymwr.com	30
cavazos.armymwr.com	29
wiesbaden.armymwr.com	25
humphreys.armymwr.com	20
knox.armymwr.com	18
eisenhower.armymwr.com	17

Session source	Total users ▼
google	497
(direct)	364
bing	43
m.facebook.com	36
home.army.mil	31
installations.militaryonesource.mil	17
facebook.com	14
armyfamilywebportal.com	9
lm.facebook.com	9
(not set)	7



## Army Family Action Plan (AFAP)

Views 1,700 • -8.6% Sessions **1,355** 

Total users 1,144

Compared Y-o-Y

New users 537

**-5.3**%

Avg. Session Time Engagement rate

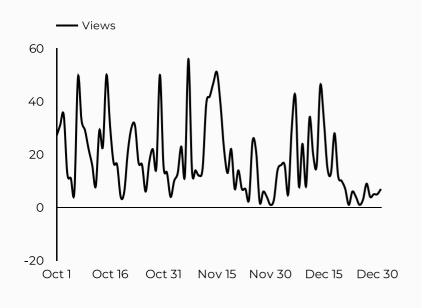
01:49

**=** -21.7%

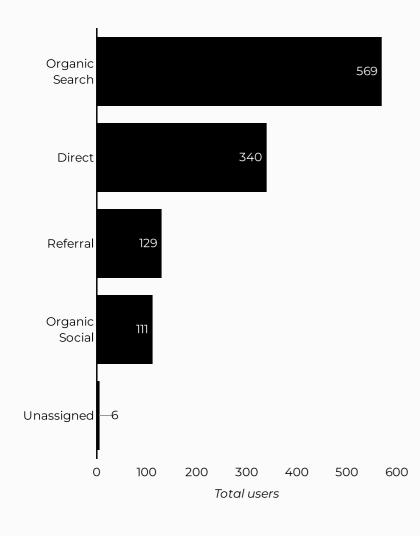
68%

**1** 7.7%

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total	% Δ
www.armymwr.com	509	-5.9% 🖡
carlisle.armymwr.com	56	69.7% 🛊
campbell.armymwr.com	54	28.6% 1
wiesbaden.armymwr.com	54	-67.3% 🖡
bliss.armymwr.com	53	71.0% 🛊
belvoir.armymwr.com	49	2,350.0% 🛊
hawaii.armymwr.com	39	-26.4% 🖡
sill.armymwr.com	35	52.2% 1
carson.armymwr.com	27	28.6% 🛊
leavenworth.armymwr.com	27	-80.6% 🖡

Session source	Total users 🔻
google	476
(direct)	340
bing	82
m.facebook.com	63
home.army.mil	34
army.mil	24
installations.militaryone	24
facebook.com	20
lm.facebook.com	14
l.facebook.com	11



## Army Family Web Portal (AFWP)

Views 256 **4.1%** 

Sessions 233 **1.7**% **1.7**%

Total users 208 0.0%

New users 81 **■** -8.0%

Avg. Session Time Engagement rate 01:11

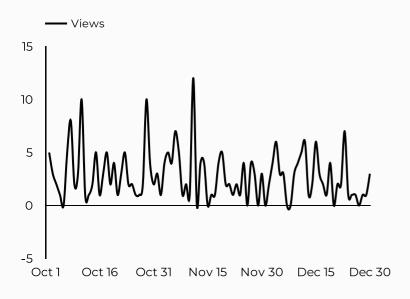
73%

-0.5%

Compared Y-o-Y

**★** 5.2%

#### How is site traffic trending?

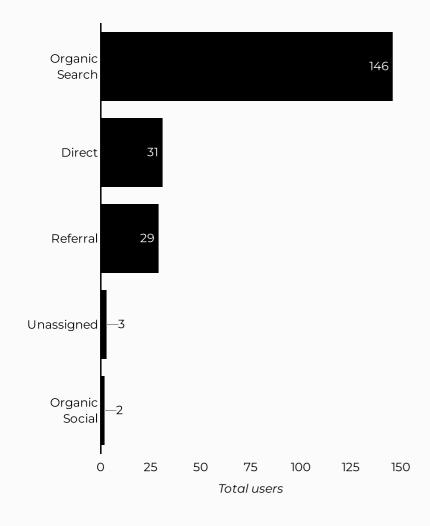


#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users ▼
www.armymwr.com	177
cavazos.armymwr.com	19
training.armymwr.com	8
jblm.armymwr.com	4

#### Which channels are driving traffic?



Session source	Total users ▼
google	126
(direct)	31
myarmybenefits.us.army.mil	17
bing	16
home.army.mil	4
yahoo	4
(not set)	3
army.mil	2
installations.militaryonesource.mil	2
m.facebook.com	2



## Army Volunteer Corps (AVC)

Views 4,831 **120.3**% **120.3**%

Sessions 3,999 Total users 3,368

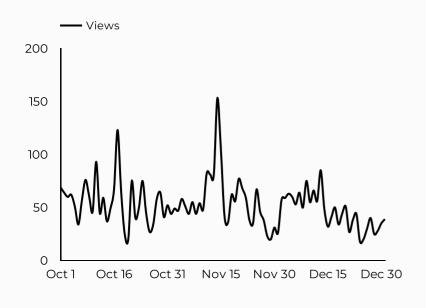
**126.5**% **126.5**%

New users 2,346 Avg. Session Time Engagement rate

02:34 69% **₹** -16.2%

**•** 0.1%

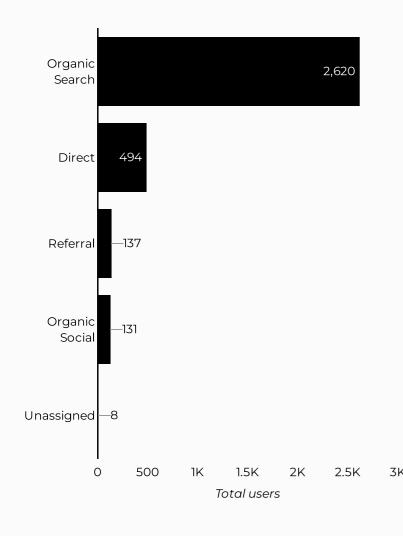
#### How is site traffic trending?



#### **Top US Army Installations** Sorted by Total Users

Installation	Total users 🕶
www.armymwr.com	1,589
carson.armymwr.com	348
bliss.armymwr.com	214
humphreys.armymwr.com	170
wiesbaden.armymwr.com	170
cavazos.armymwr.com	168
hawaii.armymwr.com	123
campbell.armymwr.com	106
eisenhower.armymwr.com	103
irwin.armymwr.com	84

#### Which channels are driving traffic?



Session source	Total users 🔻
google	2,355
(direct)	494
bing	207
m.facebook.com	69
home.army.mil	59
yahoo	27
duckduckgo	24
lm.facebook.com	23
l.facebook.com	17
safe.menlosecurity.com	17

#### Employment Readiness Program (ERP)

Views 85,155 **★** 63.6%

Sessions 69,138

Total users 57,876

40,926

New users

Avg. Session Time Engagement rate

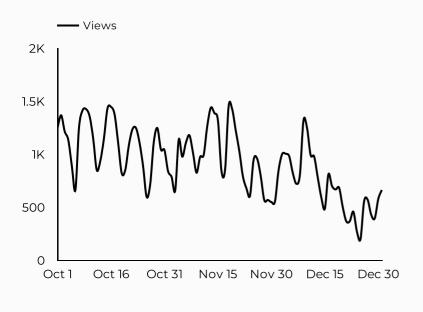
01:51

**‡** -20.8%

62%

**₹** -13.7%

#### How is site traffic trending?

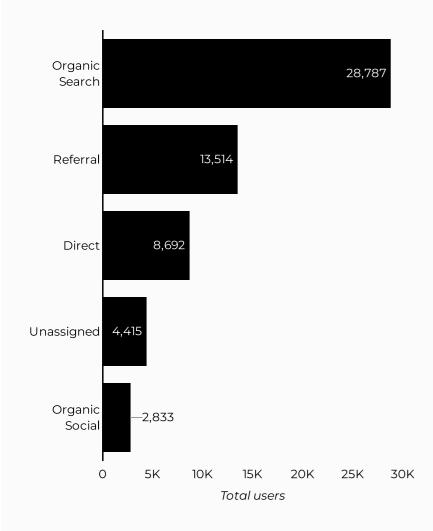


## **Top US Army Installations**

Sorted by Total Users

Installation	Total users ▼
www.armymwr.com	31,540
jblm.armymwr.com	4,173
hawaii.armymwr.com	2,505
redstone.armymwr.com	2,360
stewarthunter.armymwr.com	2,338
carson.armymwr.com	1,565
humphreys.armymwr.com	1,245
liberty.armymwr.com	975
jackson.armymwr.com	896
campbell.armymwr.com	892

#### Which channels are driving traffic?



Session source	Total users 🔻
google	25,808
syndicatedsearch.goog	9,656
(direct)	8,692
DSP_Display	3,859
bing	2,267
m.facebook.com	1,814
home.army.mil	1,140
lm.facebook.com	465
yahoo	454
usajobs.gov	366



# Army Spouse Employment, Career and Education Information

Views **4,796 ↓** -6.1% Sessions 4,413

Total users 3,666

**↓ -4.6%** Compared Y-o-Y

New users 389

**\$** 3.5%

Avg. Session Time Engagement rate

02:00

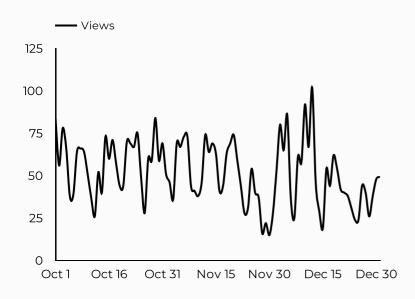
**₹** -14.0%

agement ra

83%

**■** -0.1%

#### How is site traffic trending?

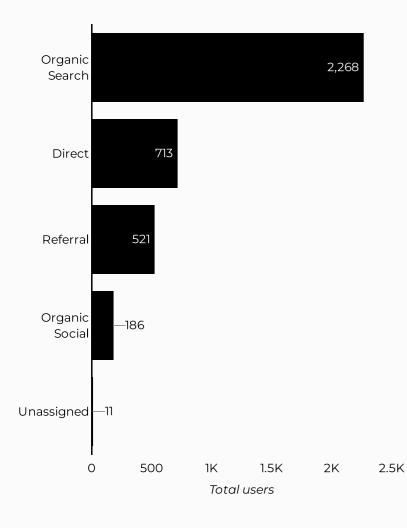


#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users 🕶
www.armymwr.com	3,666

## Which channels are driving traffic?



Session source	Total users ▼
google	2,075
(direct)	713
home.army.mil	288
bing	148
m.facebook.com	97
installations.militaryonesource.mil	79
l.facebook.com	55
yahoo	27
lm.facebook.com	24
military.com	20



## Military Spouse Appreciation Day

Views 35 **₹** -5.4% Sessions 28 **-17.6**%

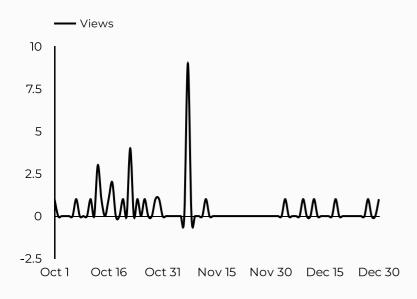
Total users New users 10 400.0%

Avg. Session Time Engagement rate 01:26

**22.9**%

82% **-12.7**%

#### How is site traffic trending?

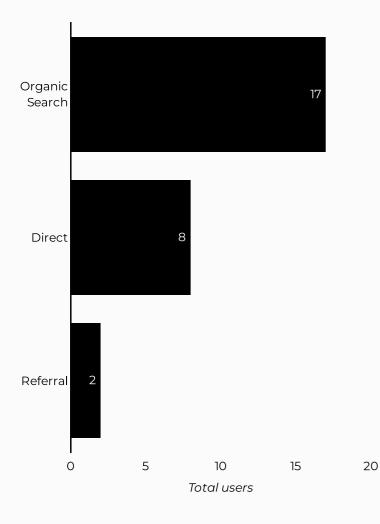


#### **Top US Army Installations**

Sorted by Total Users

InstallationTotal userswww.armymwr.com19sill.armymwr.com3jblm.armymwr.com2campbell.armymwr.com1grafenwoehr.armymwr.com1yuma.armymwr.com1		
sill.armymwr.com 3  jblm.armymwr.com 2  campbell.armymwr.com 1  grafenwoehr.armymwr.com 1	Installation	Total users 🕶
jblm.armymwr.com2campbell.armymwr.com1grafenwoehr.armymwr.com1	www.armymwr.com	19
campbell.armymwr.com 1 grafenwoehr.armymwr.com 1	sill.armymwr.com	3
grafenwoehr.armymwr.com 1	jblm.armymwr.com	2
	campbell.armymwr.com	1
yuma.armymwr.com 1	grafenwoehr.armymwr.com	1
	yuma.armymwr.com	1

#### Which channels are driving traffic?



Session source	Total users 🔻
google	14
(direct)	8
yahoo	2
bing	1
home.army.mil	1
homeadmin.army.mil	1



#### Exceptional Family Member Program (EFMP)

Views 12,482 **18.6**% **18.6**%

Sessions 10,802 **11.6**%

Total users 8,342

New users 5,512 **12.8% 12.8 1** 

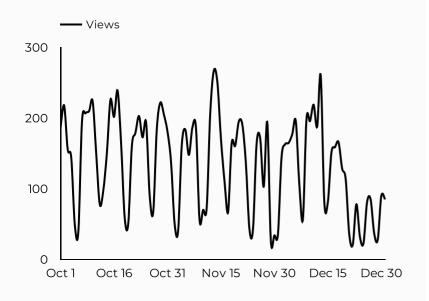
Avg. Session Time Engagement rate

**₹** -12.6%

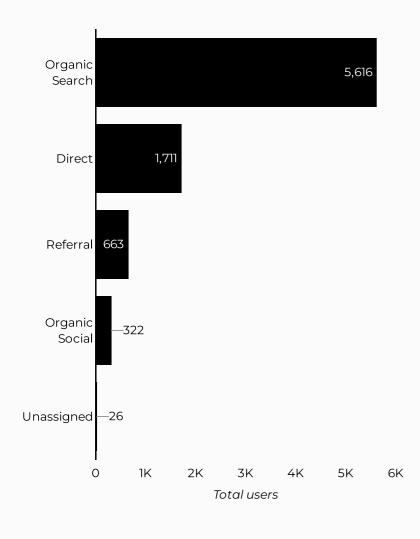
59%

**₹** -2.4%

#### How is site traffic trending?



## Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users 🔻
jblm.armymwr.com	879
bliss.armymwr.com	831
cavazos.armymwr.com	712
carson.armymwr.com	642
hawaii.armymwr.com	604
www.armymwr.com	576
moore.armymwr.com	416
campbell.armymwr.com	348
humphreys.armymwr.com	305
wainwright.armymwr.com	195

Session source	Total users ▼
google	5,022
(direct)	1,711
bing	509
m.facebook.com	168
home.army.mil	119
installations.militaryone	117
myarmybenefits.us.army	106
facebook.com	76
safe.menlosecurity.com	66
yahoo	50



### Family Advocacy Program (FAP)

Views 13,780 \$ 28.7% Sessions 11,386

Total users 8,861

18.4% Compared Y-o-

New users **5,919** 

**\$** 20.2%

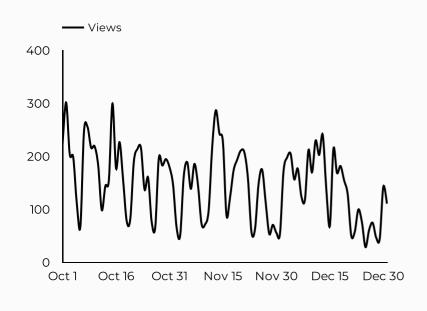
Avg. Session Time Engagement rate

02:23

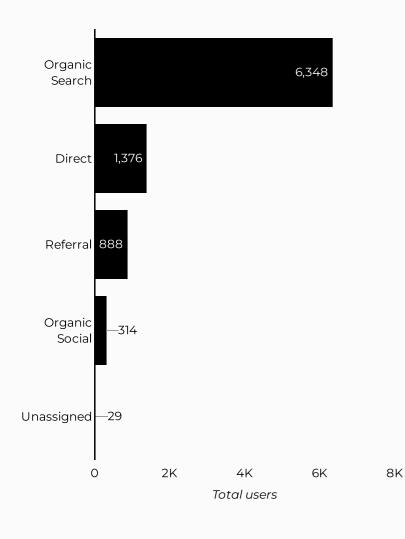
59%

**1** 2.2%

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users ▼
www.armymwr.com	2,097
bliss.armymwr.com	1,134
jblm.armymwr.com	821
cavazos.armymwr.com	597
campbell.armymwr.com	500
moore.armymwr.com	415
hawaii.armymwr.com	379
humphreys.armymwr.com	294
wiesbaden.armymwr.com	235
leavenworth.armymwr.com	155

Session source	Total users 🕶
google	5,643
(direct)	1,376
bing	655
home.army.mil	285
installations.militaryone	258
m.facebook.com	176
safe.menlosecurity.com	78
facebook.com	76
yahoo	55
armyresilience.army.mil	48



## New Parent Support Program (NPSP)

Views 2,747 **117.5**%

Sessions 2,221 Total users 1,705

New users 951

**187.3**% **187.3** 

Avg. Session Time Engagement rate

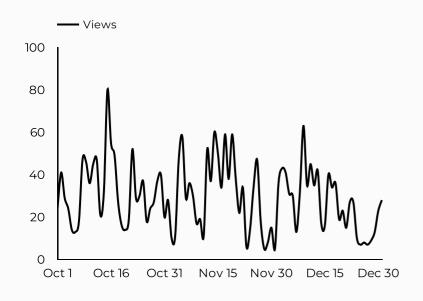
01:55

**‡** -24.0%

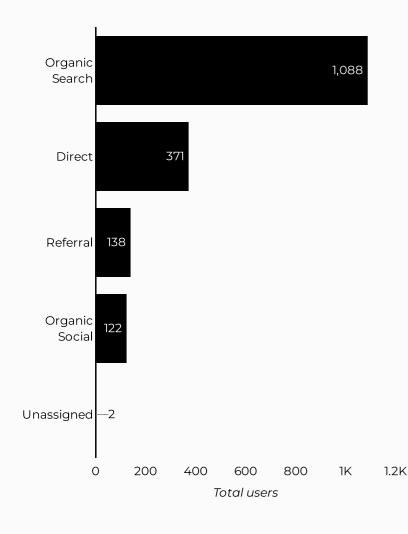
62%

**-11.0**%

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users ▼
www.armymwr.com	250
cavazos.armymwr.com	228
hawaii.armymwr.com	135
campbell.armymwr.com	120
stuttgart.armymwr.com	83
eisenhower.armymwr.com	69
bliss.armymwr.com	67
moore.armymwr.com	51
kaiserslautern.armymwr.com	48
sill.armymwr.com	48

Session source	Total users ▼
google	974
(direct)	371
bing	98
m.facebook.com	73
installations.militaryonesource.mil	47
home.army.mil	36
facebook.com	28
armyresilience.army.mil	17
safe.menlosecurity.com	16
l.facebook.com	12



## Victim Advocacy Program (VAP)

Views 2,276 **1** 95.0%

Sessions 1,883 Total users 1,586

1.033

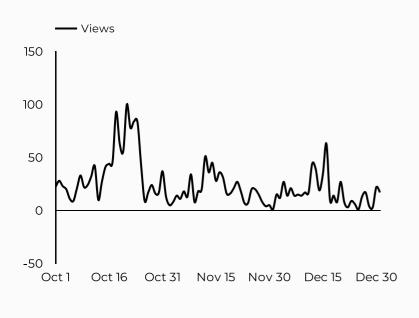
Avg. Session Time Engagement rate

01:54

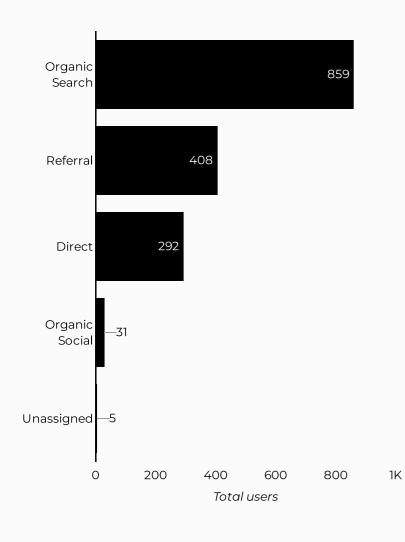
57%

-6.2%

#### How is site traffic trending?



## Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

New users

,	
Installation	Total users 🔻
www.armymwr.com	651
carson.armymwr.com	122
cavazos.armymwr.com	114
hawaii.armymwr.com	109
redstone.armymwr.com	70
bliss.armymwr.com	48
meade.armymwr.com	36
leonardwood.armymwr.com	29
grafenwoehr.armymwr.com	25
wiesbaden.armymwr.com	25

Session source	Total users ▼
google	739
home.army.mil	361
(direct)	292
bing	102
m.facebook.com	23
installations.militaryonesource.mil	12
yahoo	12
armyresilience.army.mil	9
duckduckgo	6
safe.menlosecurity.com	6

## ARMY MWR Domestic Violence Awareness Month

Views 718 -32.8%

Sessions 608 -40.2%

Total users 524

■ -40.0% Compared Y-o-Y

New users 193

**‡** -65.1%

Avg. Session Time Engagement rate

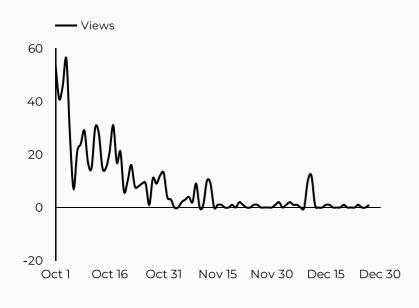
01:18

**-9.1**%

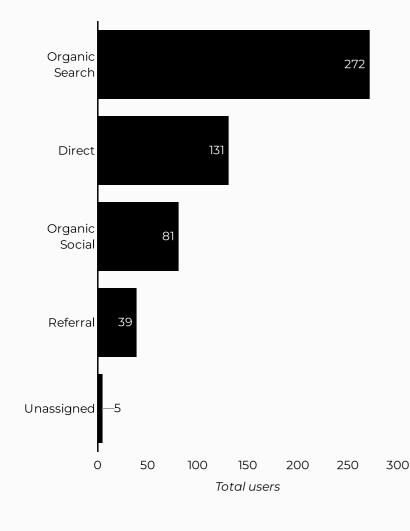
69%

**26.2%** 

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

, and the second	
Installation	Total users ▼
www.armymwr.com	224
leonardwood.armymwr.com	56
wiesbaden.armymwr.com	34
belvoir.armymwr.com	32
bliss.armymwr.com	29
meade.armymwr.com	28
carson.armymwr.com	19
whitesands.armymwr.com	19
casey.armymwr.com	15
novosel.armymwr.com	14

Session source	Total users ▼
google	241
(direct)	131
m.facebook.com	41
bing	25
home.army.mil	15
l.facebook.com	14
lm.facebook.com	12
facebook.com	10
(not set)	5
safe.menlosecurity.com	5



## Financial Readiness Program (FRP)

Views 13,064 \$ 22.6% Sessions 11,222

Total users 8,320

14.1% Compared Y-o-Y

New users **5,181 1**6.1%

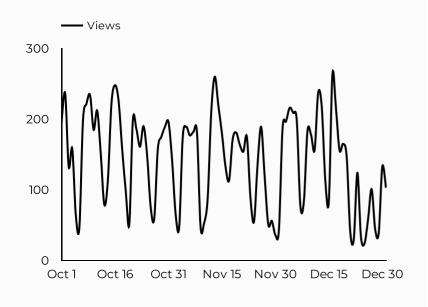
02:36 • -3.1%

Avg. Session Time Engagement rate

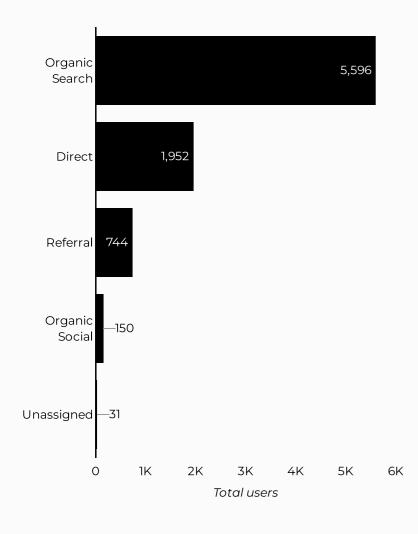
62%

**•** 0.6%

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users ▼
www.armymwr.com	1,183
liberty.armymwr.com	1,162
bliss.armymwr.com	1,154
carson.armymwr.com	780
jblm.armymwr.com	588
moore.armymwr.com	429
campbell.armymwr.com	367
humphreys.armymwr.com	291
eisenhower.armymwr.com	267
wiesbaden.armymwr.com	236

Session source	Total users ▼
google	4,935
(direct)	1,952
bing	561
home.army.mil	246
myarmybenefits.us.army.mil	132
installations.militaryonesource.mil	90
m.facebook.com	74
yahoo	68
safe.menlosecurity.com	37
(not set)	31



## Army Emergency Relief (AER)

Views 8,835 -6.6%

Sessions 7,947 Total users

5,581

Compared Y-o-Y

New users 3,613

**₹ -7.6**%

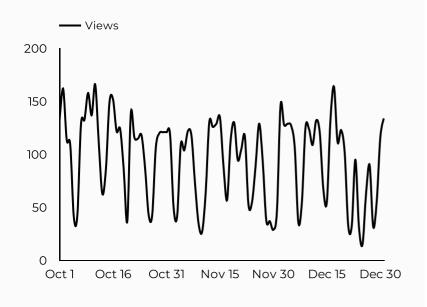
Avg. Session Time Engagement rate

02:29

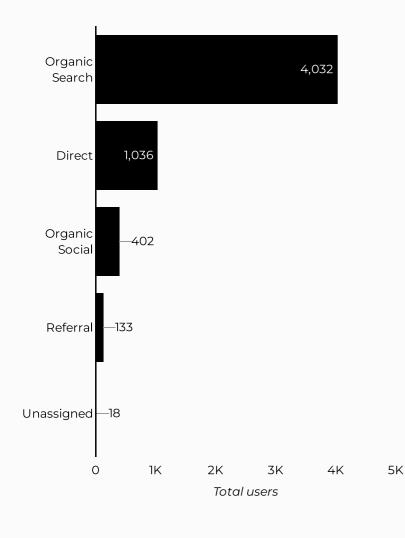
62%

**1** 2.1%

#### How is site traffic trending?



## Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users 🕶
humphreys.armymwr.com	1,388
carson.armymwr.com	780
bliss.armymwr.com	759
liberty.armymwr.com	652
moore.armymwr.com	297
eisenhower.armymwr.com	265
jblm.armymwr.com	161
gregg-adams.armymwr.com	131
wiesbaden.armymwr.com	125
sill.armymwr.com	121

Session source	Total users 🕶
google	3,650
(direct)	1,036
bing	306
m.facebook.com	281
lm.facebook.com	57
home.army.mil	48
yahoo	48
l.facebook.com	35
facebook.com	31
duckduckgo	22



## Information and Referral

Views **922** 

**★** 32.5%

Sessions 848

**★** 35.2%

736 \$\frac{1}{2} 37.6\%

Compared Y-o-Y

New users

 O1:23

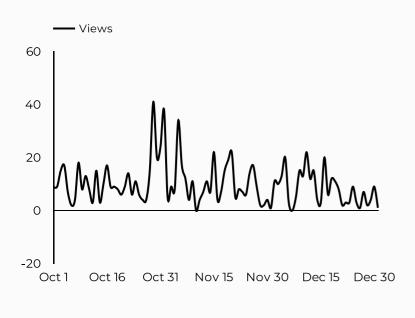
**₹** -12.0%

Avg. Session Time Engagement rate

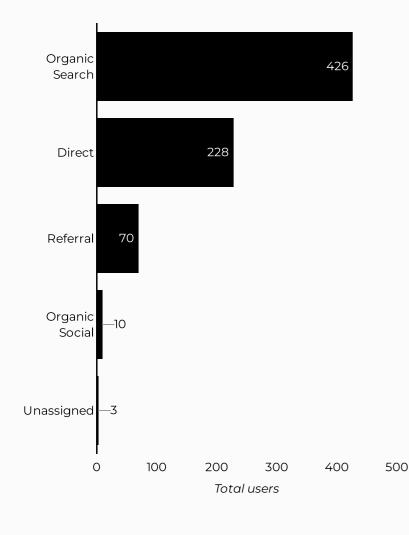
73%

**₹** -3.7%

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Total users 🔻
305
206
52
42
31
29
26
15
11
11

Session source	Total users ▼
google	372
(direct)	228
bing	48
home.army.mil	21
installations.militaryonesource.mil	17
l.facebook.com	7
army.mil	5
duckduckgo	4
(not set)	3
military.com	3



## MD&SSO

Views **7 1 7 7** 

3,133

Sessions 2,268

Total users 1,905

**1** 24.3% Compared Y-o-

New users 1.123

**1** 34.3%

Avg. Session Time Engagement rate

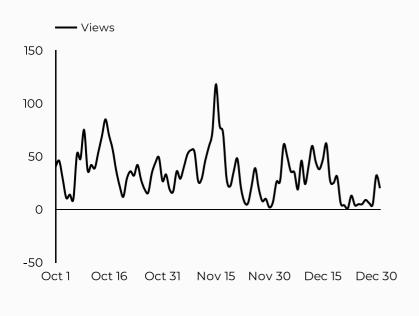
01:55

**‡** -16.9%

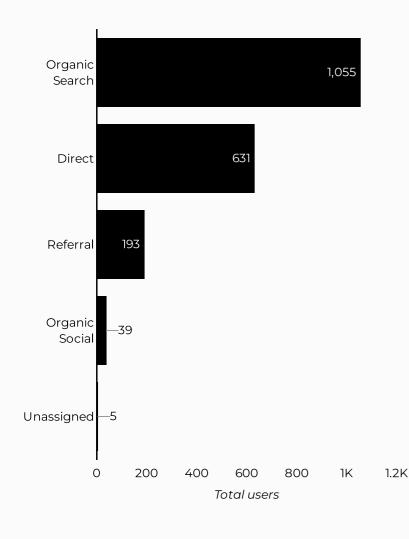
64%

-4.7%

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users ▼
liberty.armymwr.com	319
www.armymwr.com	258
cavazos.armymwr.com	226
carson.armymwr.com	211
bliss.armymwr.com	179
hawaii.armymwr.com	84
jblm.armymwr.com	70
humphreys.armymwr.com	45
eisenhower.armymwr.com	27
jbmhh.armymwr.com	27

Session source	Total users ▼
google	866
(direct)	631
bing	171
home.army.mil	65
installations.militaryonesource.mil	39
m.facebook.com	22
myarmybenefits.us.army.mil	19
safe.menlosecurity.com	15
army.mil	14
yahoo	10



## Relocation Readiness

Views 5,070 1.2% Sessions 4,215

Total users 3,246

-5.4% Compared Y-o-\

New users 1,952

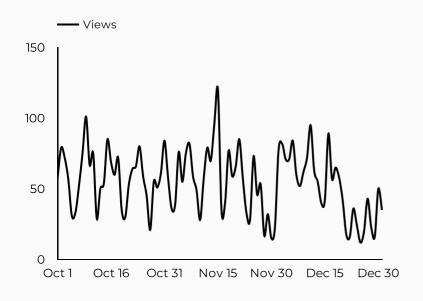
02:54

Avg. Session Time Engagement rate

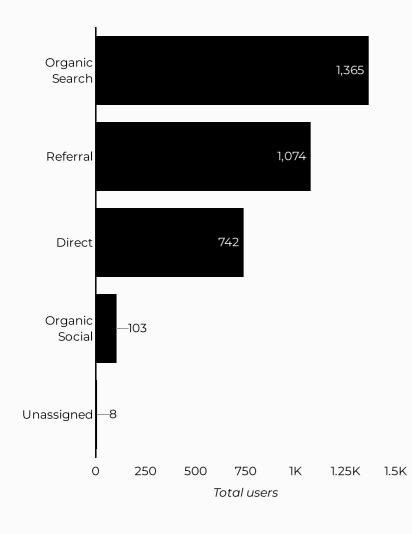
65%

**£** 6.9%

#### How is site traffic trending?



#### Which channels are driving traffic?



#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users 🔻
carson.armymwr.com	1,010
www.armymwr.com	482
bliss.armymwr.com	372
hawaii.armymwr.com	244
eisenhower.armymwr.com	210
campbell.armymwr.com	196
wiesbaden.armymwr.com	167
moore.armymwr.com	94
humphreys.armymwr.com	78
gregg-adams.armymwr.com	57
gregg-adams.armymwr.com	57

Session source	Total users ▼
google	1,214
(direct)	742
home.army.mil	628
installations.militaryonesource.mil	236
bing	128
m.facebook.com	64
myarmybenefits.us.army.mil	37
europeafrica.army.mil	25
army.mil	22
safe.menlosecurity.com	18



## Survivor Outreach Services (SOS)

Views 4,032 **19.0%** 

Sessions 3,046 Total users 2,553

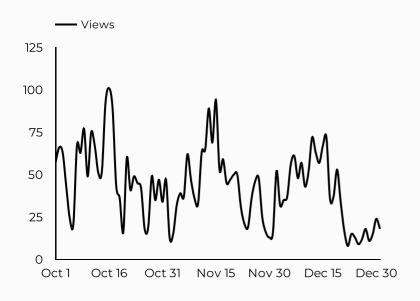
New users 1,944 **1.9**% Compared Y-o-Y

Avg. Session Time Engagement rate

02:03 61% **•** 0.5%

-0.9%

#### How is site traffic trending?

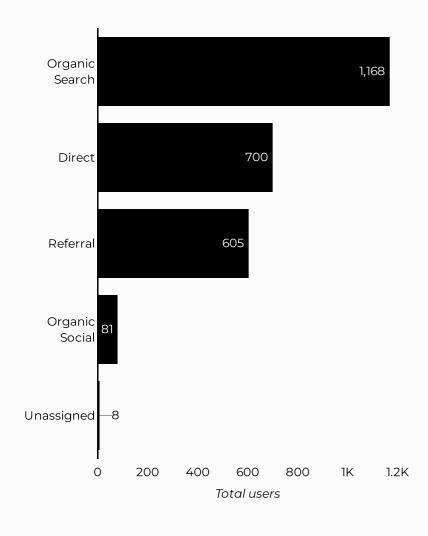


#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users 🔻
www.armymwr.com	1,352
jblm.armymwr.com	102
bliss.armymwr.com	95
liberty.armymwr.com	95
campbell.armymwr.com	92
hawaii.armymwr.com	69
carson.armymwr.com	55
cavazos.armymwr.com	48
moore.armymwr.com	39
redstone.armymwr.com	36

#### Which channels are driving traffic?



Session source	Total users ▼
google	1,002
(direct)	700
home.army.mil	311
bing	124
army.mil	85
hrc.army.mil	67
armylinks.com	51
m.facebook.com	37
yahoo	25
l.facebook.com	20



#### Soldier and Family Assistance Center (SFAC)

Views 2,091 **12.5**% **12.5**%

Sessions 1,804 Total users 1,554

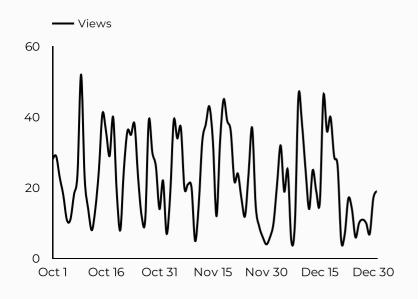
648 Compared Y-o-Y

Avg. Session Time Engagement rate

01:46 76% -0.6%

**1** 2.3%

#### How is site traffic trending?



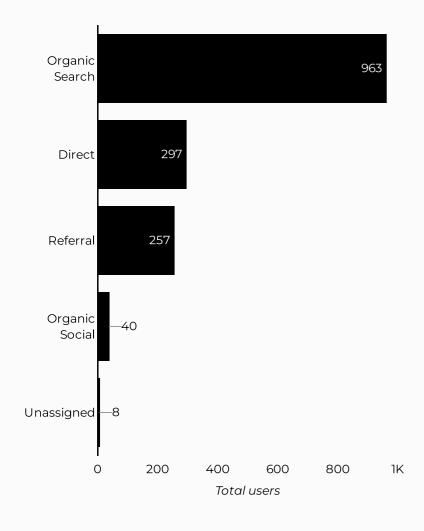
#### **Top US Army Installations**

Sorted by Total Users

New users

Installation	Total users 🕶
www.armymwr.com	743
bliss.armymwr.com	292
cavazos.armymwr.com	255
belvoir.armymwr.com	122
carson.armymwr.com	83
drum.armymwr.com	29
mccoy.armymwr.com	24
wiesbaden.armymwr.com	24
yuma.armymwr.com	5
irwin.armymwr.com	4

#### Which channels are driving traffic?



Session source	Total users ▼
google	831
(direct)	297
bing	111
home.army.mil	67
army.mil	48
installations.militaryonesource.mil	40
m.facebook.com	21
syndicatedsearch.goog	19
yahoo	15
l.facebook.com	9



## Military Family Month

Views 1,503 1,503

Sessions **1,415** 

New users 865

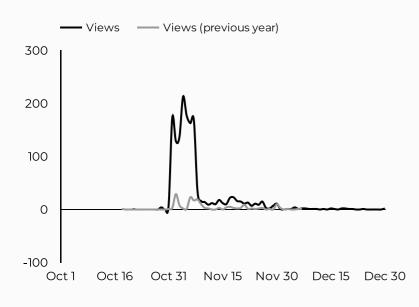
₹ 731.7% from previous year

Engagement rate

65%

**2**6.3%

#### How is site traffic trending?

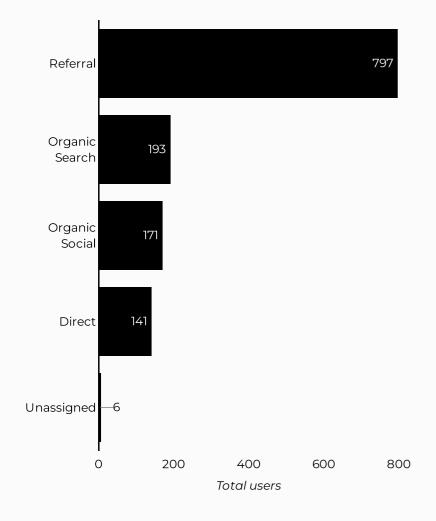


#### **Top US Army Installations**

Sorted by Total Users

Installation	Total users ▼	
www.armymwr.com	1,298	
buchanan.armymwr.com	1	
westpoint.armymwr.com	1	

## Which channels are driving traffic?



Session source	Total users 🕶
home.army.mil	768
google	170
(direct)	141
m.facebook.com	86
lm.facebook.com	66
bing	16
l.facebook.com	16
(not set)	6
military.com	4
militaryonesource.mil	3



## Search

Search	Total Searches 🔻	Total users	Search count per user	Bounce rate
finance	345	272	1.27	2.18%
aer	169	138	1.22	2.72%
acs	163	115	1.42	0%
sfrg	123	101	1.22	3.67%
jobs	122	95	1.28	2.06%
mflc	121	106	1.14	0.93%
volunteer	102	87	1.17	1.14%
discovery	67	42	1.6	0%
efmp	59	52	1.13	0%
job	57	37	1.54	13.64%
employment	55	51	1.08	0%
resume	53	44	1.2	10.2%
wic	52	45	1.16	2.08%
lending closet	48	44	1.09	0%
housing	48	43	1.12	2.22%
sharp	43	35	1.23	0%
anger management	42	39	1.08	0%
careers	41	40	1.03	0%
counseling	40	37	1.08	2.7%
fap	38	36	1.06	0%
deployment	37	27	1.37	0%
employment readiness group	35	11	3.18	0%
job fair	35	32	1.09	0%
cpr	32	24	1.33	8%
divorce	31	23	1.35	4.17%
army emergency relief	31	30	1.03	0%
Grand total	8,607	6,418	1.34	2.34%
				1 - 100 / 3372