



# Program Roll-Up

Apr 1, 2024 - Jun 30, 2024



Program	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	1,338	708	1,613	63.67%
Army Family Action Plan	1,129	458	1,329	69.9%
Army Family Web Portal	258	97	284	76.41%
Army Volunteer Corps	3,439	2,228	4,212	69.42%
Exceptional Family Member Program	9,629	6,694	12,992	60.95%
Information and Referral	643	190	755	76.16%
MD&SSO	2,096	1,085	2,464	63.96%
Relocation Readiness	4,430	2,481	5,641	66.5%
Survivor Outreach Services	3,828	2,913	4,392	54.8%
Soldier and Family Assistance Center	1,476	578	1,697	75.01%



# Program Roll-Up

Apr 1, 2024 - Jun 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
<b>Employment Readiness</b>				
Employment Readiness Program	55,221	33,323	68,748	63.41%
Army Spouse Employment, Career and Education Information	4,661	506	5,673	83.77%
<b>Family Advocacy Program</b>				
Family Advocacy Program	9,366	5,863	12,467	59.73%
New Parent Support Program	1,464	628	1,825	62.3%
Victim Advocacy Program	1,226	598	1,509	64.55%
<b>Financial Readiness Program</b>				
Financial Readiness Program	9,155	5,125	12,242	63.79%
Army Emergency Relief	6,840	4,101	9,559	62.22%



# Happenings Roll-Up

Apr 1, 2024 - Jun 30, 2024



	<b>Total users</b>	<b>New users</b>	<b>Sessions</b> ▾	<b>Engagement ra...</b>
Military Spouse Appreciation Day	1,982	1,021	2,160	64.81%
Volunteer Appreciation Week	297	148	332	68.07%
Child Abuse Prevention Month	397	197	441	63.04%
Memorial Day	3,829	1,888	4,373	68.56%
Gold Star Spouses	179	104	196	57.14%



# ARMY MWR

## Army Community Service

Views

174,149

Visits (pageviews) to your page

Engagement rate

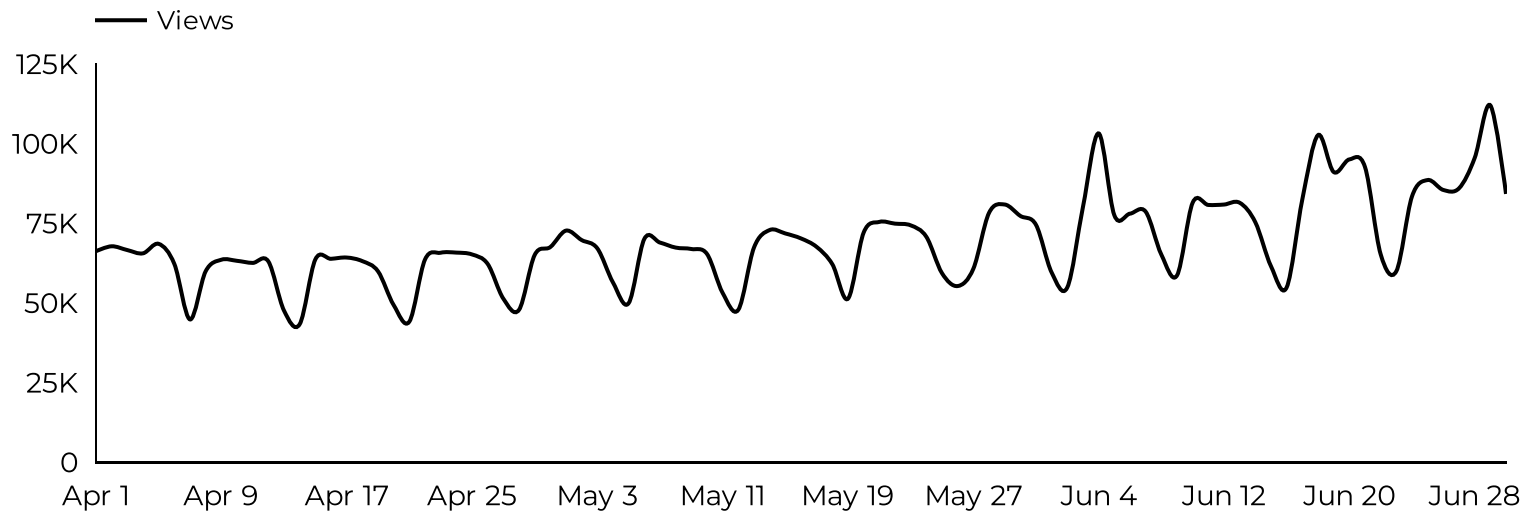
61%

Average time people are engaged on your website

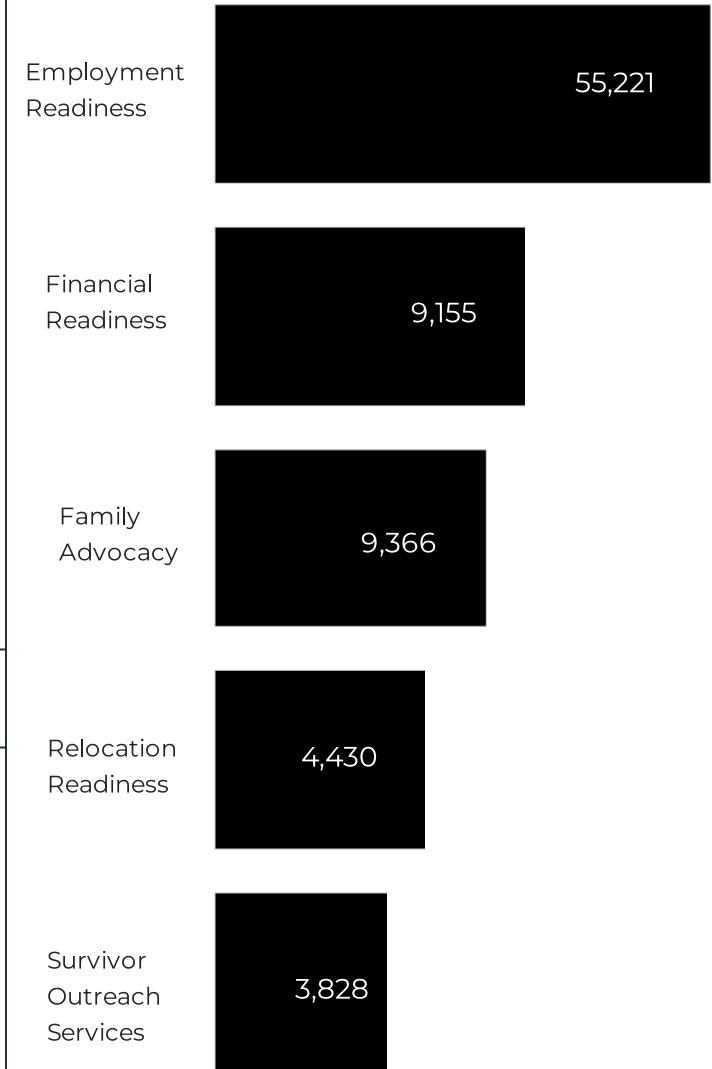
Total users

100,745

The total number of users who visited your website



### What programs are users visiting?



### Visits from social media.

Social Media	Total users
Facebook	407
YouTube	19
Other	10
Instagram	3



# ARMY MWR

## Army Family Team Building (AFTB)

Views  
**1,773**  
↓ -4.0%

Sessions  
**1,613**  
↑ 1.2%

Total users  
**1,338**  
↑ 5.3%

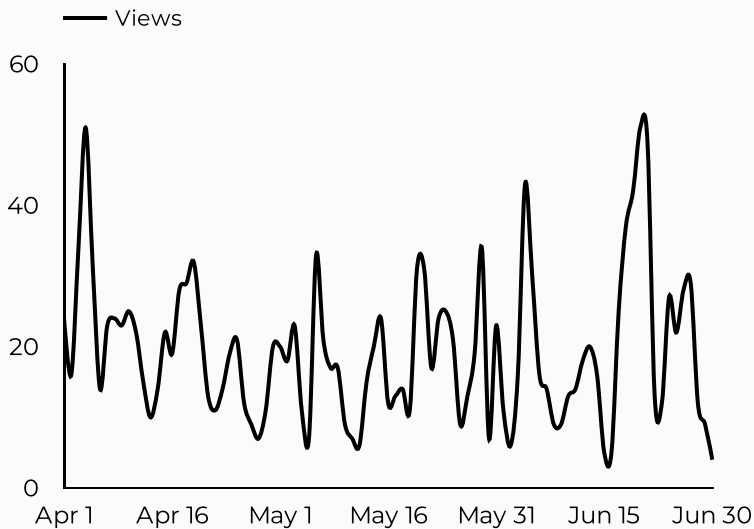
New users  
**708**  
↑ 47.5%

Avg. Session Time  
**01:53**  
↓ -50.7%

Engagement rate  
**64%**  
↑ 163.6%

Compared Y-o-Y

### How is site traffic trending?

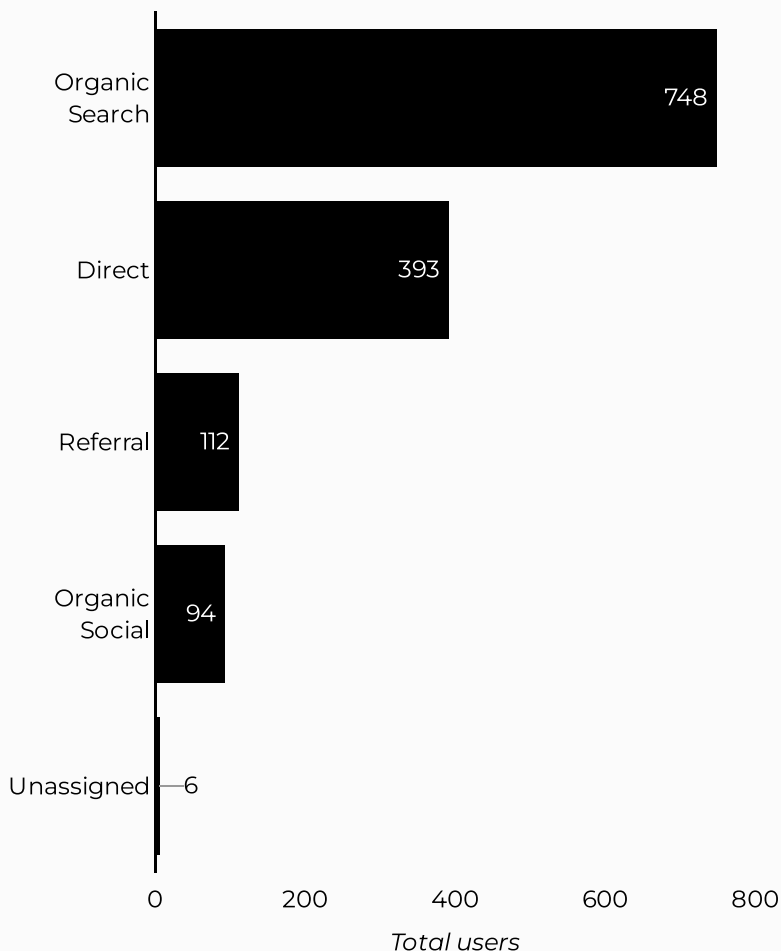


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	694
bliss.armymwr.com	112
johnson.armymwr.com	107
carson.armymwr.com	75
cavazos.armymwr.com	67
campbell.armymwr.com	58
hawaii.armymwr.com	49
knox.armymwr.com	22
eisenhower.armymwr.com	21
jackson.armymwr.com	20

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	662
(direct)	393
bing	68
m.facebook.com	66
home.army.mil	50
installations.militaryonesource.mil	15
lm.facebook.com	15
yahoo	13
l.facebook.com	12
(not set)	6



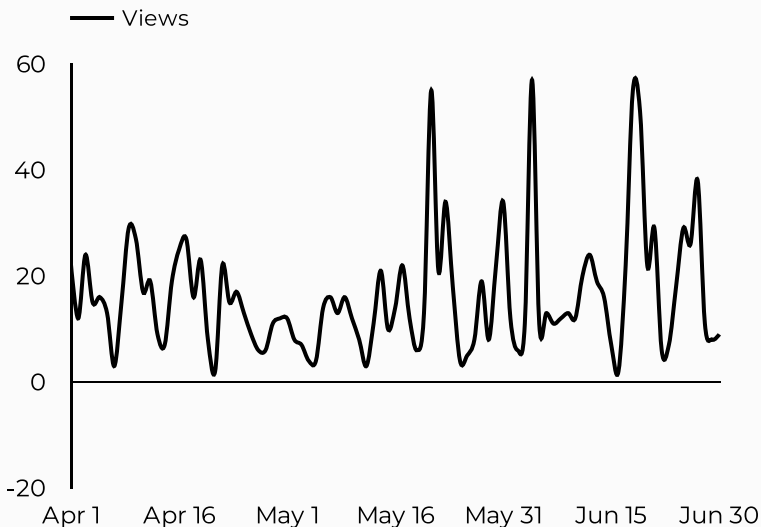
# ARMY MWR

## Army Family Action Plan (AFAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,490	1,329	1,129	458	02:13	70%
↑ 41.4%	↑ 34.1%	↑ 35.9%	↑ 53.7%	↑ 10.6%	↑ 182.7%

Compared Y-o-Y

### How is site traffic trending?

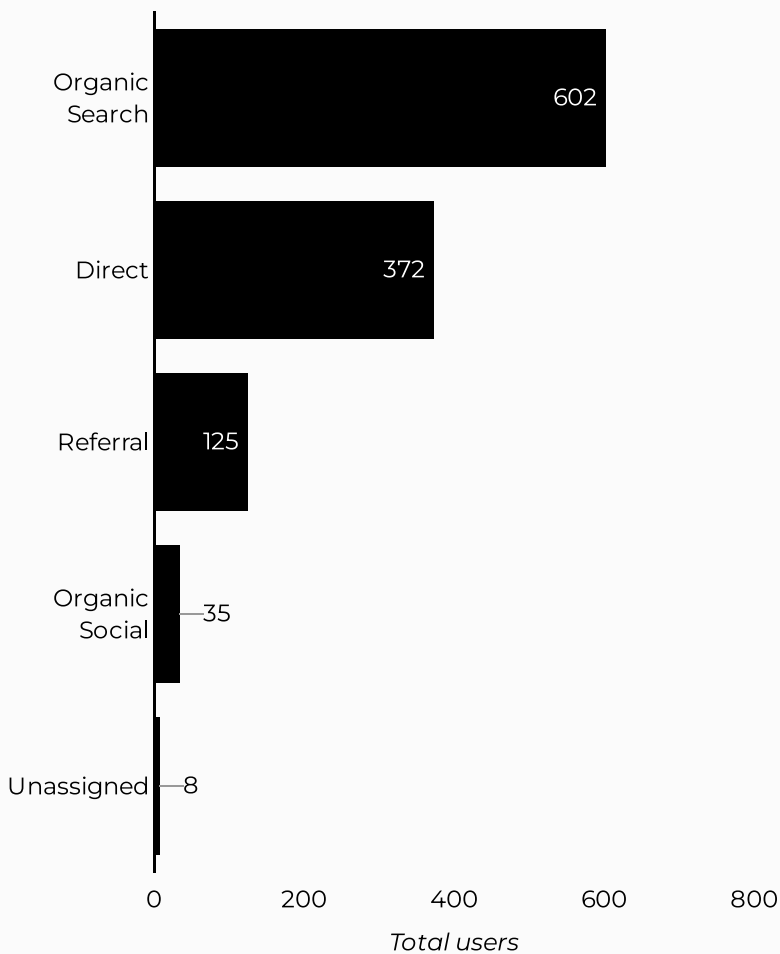


### Top US Army Installations

Sorted by Total Users

Installation	Total ...	% Δ
www.armymwr.com	546	22.4% ↑
wiesbaden.armymwr.com	86	258.3% ↑
campbell.armymwr.com	59	-
bliss.armymwr.com	53	10.4% ↑
carson.armymwr.com	44	-20.0% ↓
carlisle.armymwr.com	40	81.8% ↑
hawaii.armymwr.com	29	7.4% ↑
humphreys.armymwr.com	29	-27.5% ↓
eisenhower.armymwr.com	28	-
sill.armymwr.com	23	-17.9% ↓

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	517
(direct)	372
bing	75
home.army.mil	43
army.mil	24
m.facebook.com	23
installations.militaryone...	16
armyresilience.army.mil	9
(not set)	8
l.facebook.com	6



# ARMY MWR

## Army Family Web Portal (AFWP)

Views  
**283**  
↑ 38.7%

Sessions  
**284**  
↑ 50.3%

Total users  
**258**  
↑ 46.6%

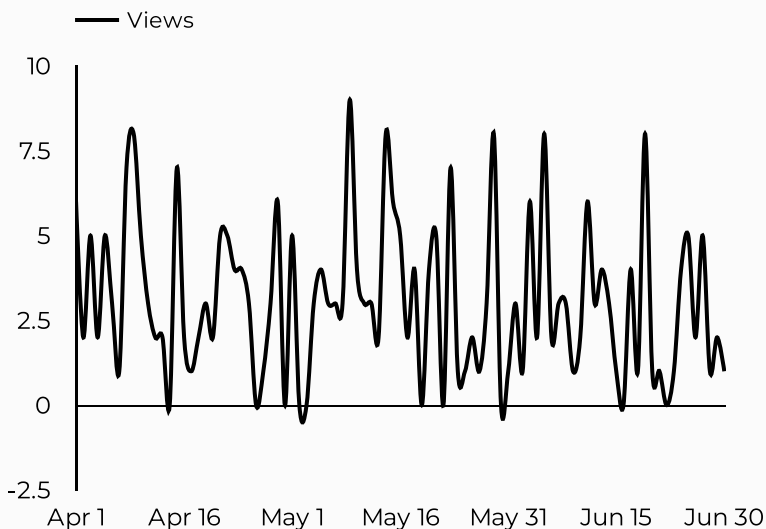
New users  
**97**  
↓ -4.0%

Avg. Session Time  
**01:16**  
↓ -23.2%

Engagement rate  
**76%**  
↑ 167.4%

Compared Y-o-Y

### How is site traffic trending?

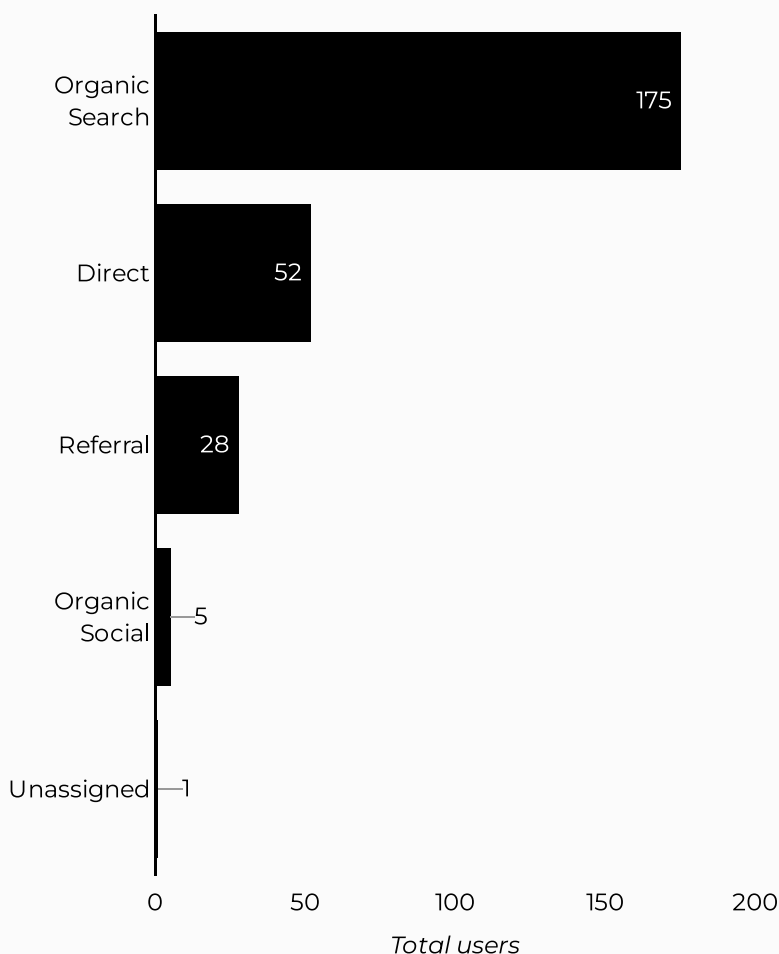


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	200
cavazos.armymwr.com	31
training.armymwr.com	22
jblm.armymwr.com	5

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	140
(direct)	52
bing	26
myarmybenefits.us.army.mil	20
yahoo	5
duckduckgo	4
home.army.mil	4
installations.militaryonesource.mil	2
m.facebook.com	2
(not set)	1



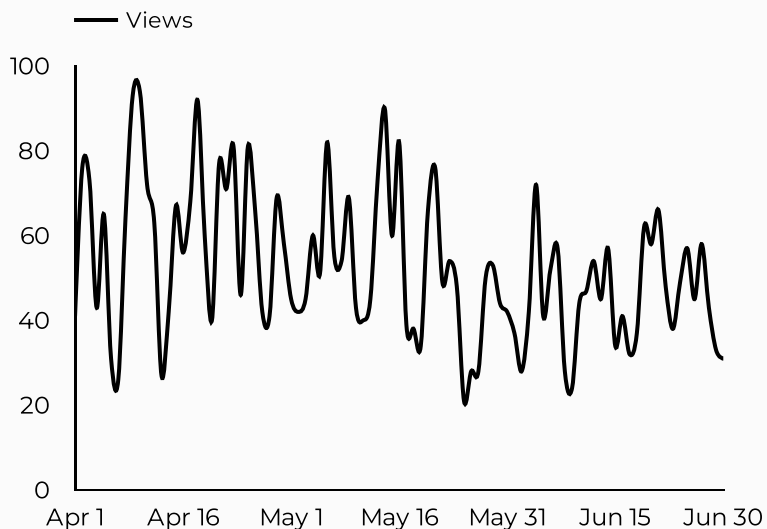
# ARMY MWR

# Army Volunteer Corps (AVC)

Views <b>4,791</b> ↑ 95.2%	Sessions <b>4,212</b> ↑ 91.3%	Total users <b>3,439</b> ↑ 104.1%	New users <b>2,228</b> ↑ 144.3%	Avg. Session Time <b>02:18</b> ↓ -22.1%	Engagement rate <b>69%</b> ↑ 60.4%
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Compared Y-o-Y

## How is site traffic trending?

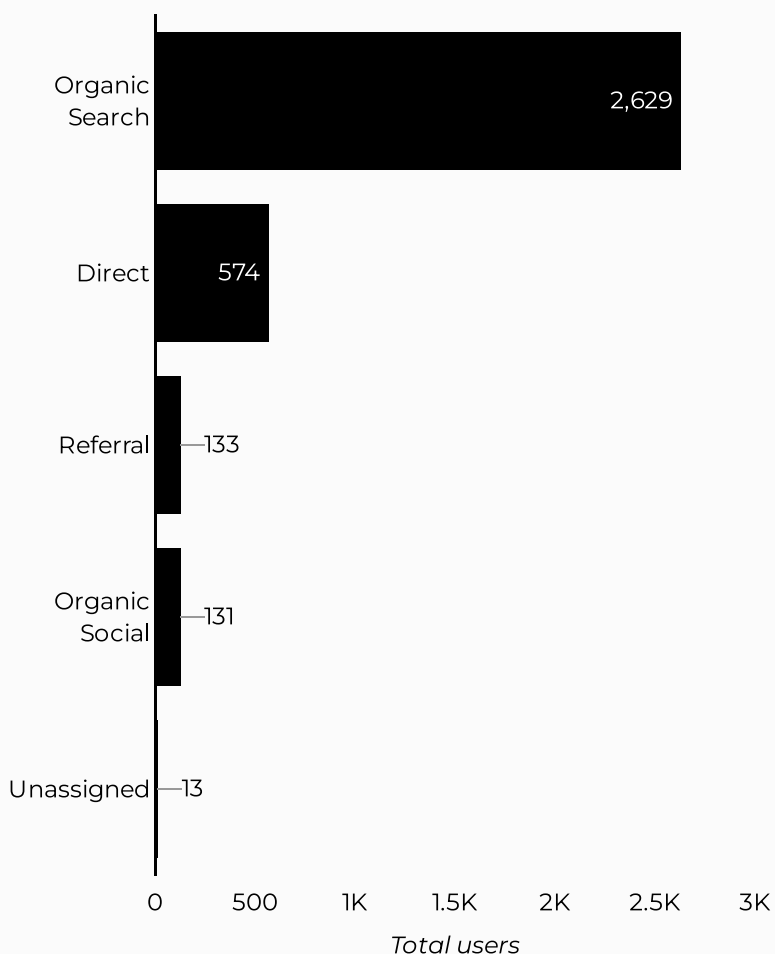


## Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,511
carson.armymwr.com	372
bliss.armymwr.com	230
campbell.armymwr.com	230
humphreys.armymwr.com	186
eisenhower.armymwr.com	149
cavazos.armymwr.com	145
wiesbaden.armymwr.com	132
hawaii.armymwr.com	110
jackson.armymwr.com	101

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	2,404
(direct)	574
bing	182
home.army.mil	80
m.facebook.com	63
l.facebook.com	31
lm.facebook.com	28
yahoo	25
duckduckgo	15
(not set)	13





# ARMY MWR Volunteer Appreciation Week

Views

361

↑ 109.9%

Sessions

332

↑ 112.8%

Total users

297

↑ 107.7%

New users

148

↑ 957.1%

Avg. Session Time

01:31

↑ 10.4%

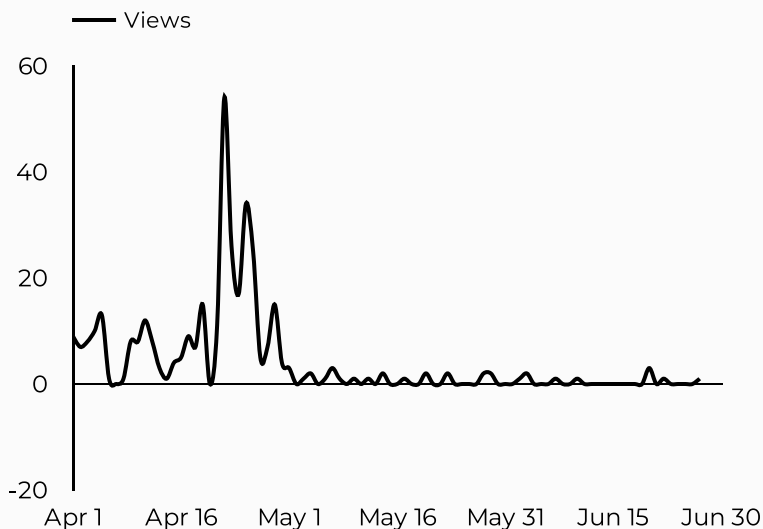
Engagement rate

68%

↑ 784.9%

Compared Y-o-Y

## How is site traffic trending?

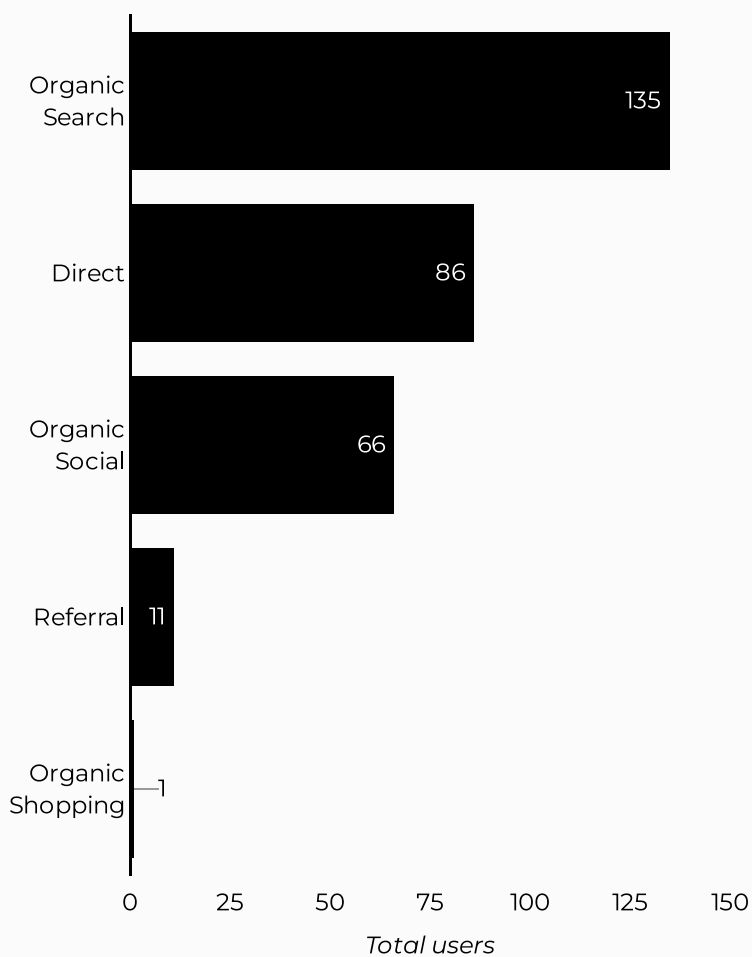


## Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	266
liberty.armymwr.com	35

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	109
(direct)	86
m.facebook.com	37
bing	20
lm.facebook.com	19
l.facebook.com	8
home.army.mil	3
yahoo	3
armyresilience.army.mil	2
duckduckgo	2



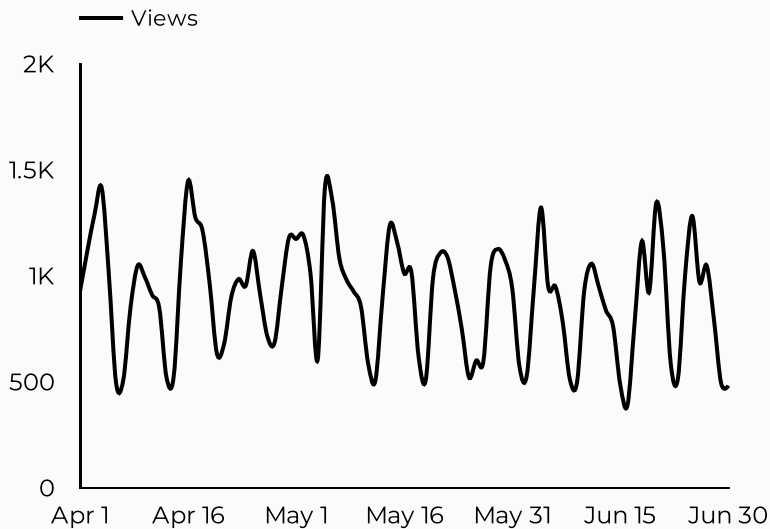
# ARMY MWR

## Employment Readiness Program (ERP)

Views <b>82,100</b> ↑ 34.1%	Sessions <b>68,748</b> ↑ 38.5%	Total users <b>55,221</b> ↑ 38.9%	New users <b>33,323</b> ↑ 60.0%	Avg. Session Time <b>02:01</b> ↓ -8.7%	Engagement rate <b>63%</b> ↑ 75.1%
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Compared Y-o-Y

### How is site traffic trending?

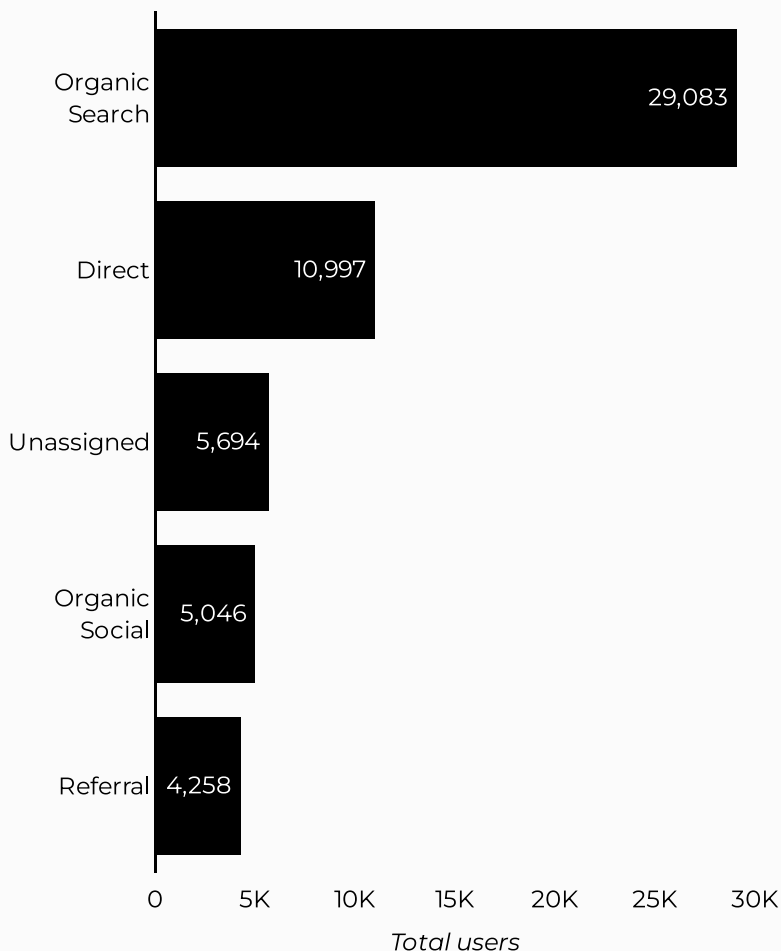


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	22,226
jblm.armymwr.com	5,232
redstone.armymwr.com	3,333
hawaii.armymwr.com	3,120
stewarhunter.armymwr.com	2,012
liberty.armymwr.com	1,845
carson.armymwr.com	1,610
jackson.armymwr.com	1,553
bliss.armymwr.com	1,177
humphreys.armymwr.com	1,029

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	25,607
(direct)	10,997
DSP_Display	4,971
m.facebook.com	3,434
bing	2,575
home.army.mil	1,735
lm.facebook.com	920
yahoo	565
l.facebook.com	537
usajobs.gov	455



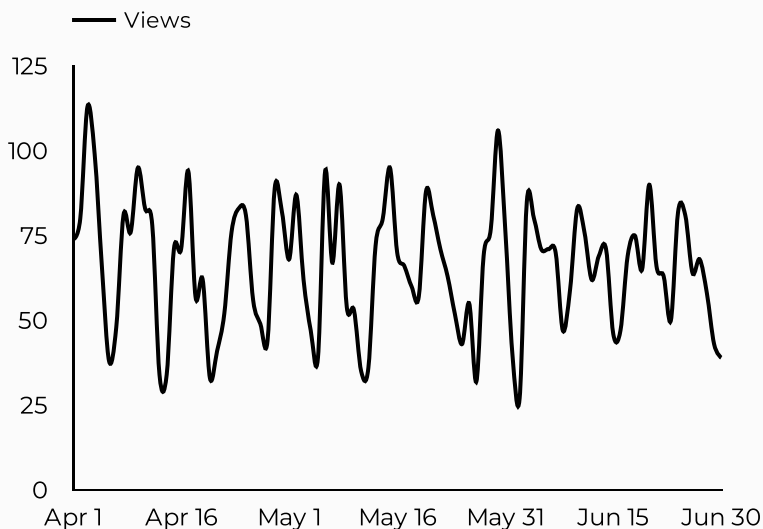
# ARMY MWR

## Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,003	5,673	4,661	506	02:02	84%
↑ 7.7%	↑ 6.6%	↑ 4.3%	↑ 8.4%	↑ 7.6%	↑ 1,163.1%

Compared Y-o-Y

### How is site traffic trending?

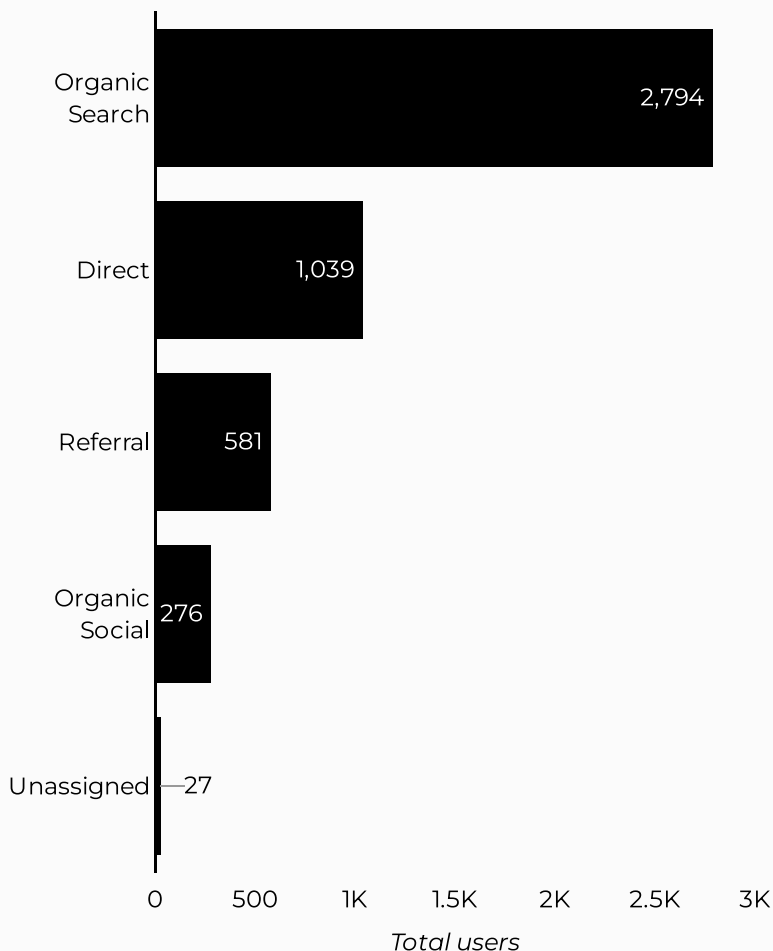


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,661

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	2,529
(direct)	1,039
home.army.mil	275
bing	186
m.facebook.com	167
installations.militaryonesource.mil	97
l.facebook.com	55
yahoo	46
lm.facebook.com	42
military.com	34



# ARMY MWR

## Military Spouse Appreciation Day

Views  
**2,355**  
↑ 174.5%

Sessions  
**2,160**  
↑ 167.7%

Total users  
**1,982**  
↑ 175.3%

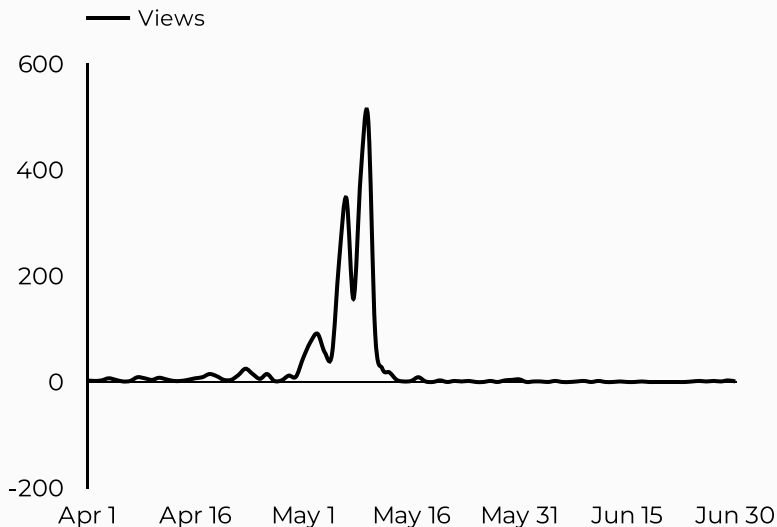
New users  
**1,021**  
↑ 226.2%

Avg. Session Time  
**55**  
↓ -18.0%

Engagement rate  
**65%**  
↑ 160.2%

Compared Y-o-Y

### How is site traffic trending?

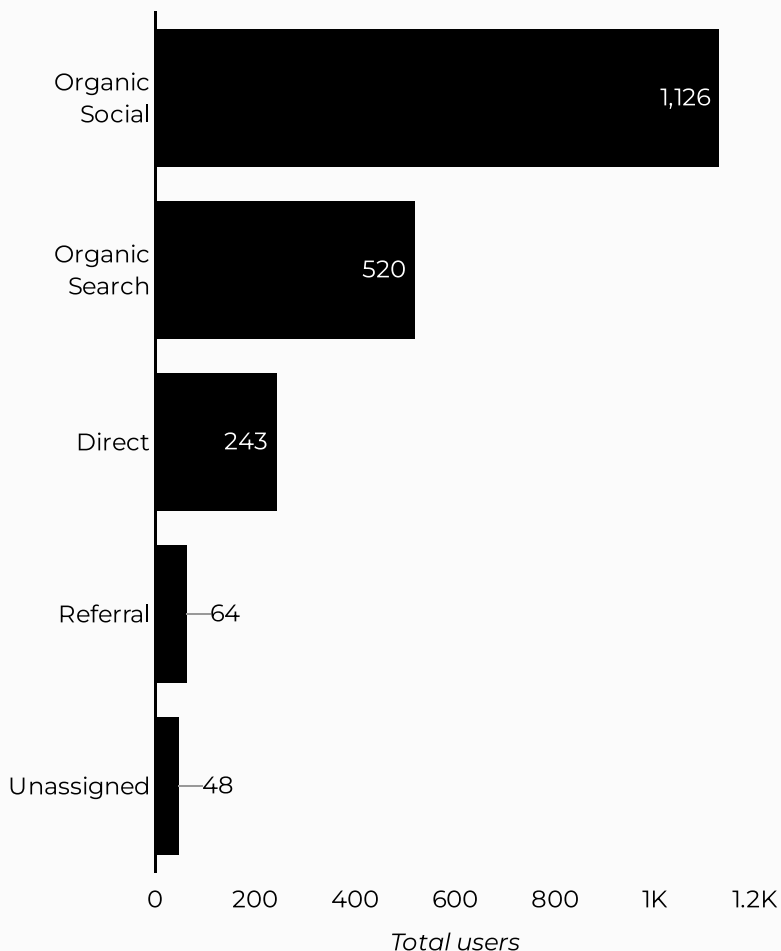


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,599
sill.armymwr.com	97
kaiserslautern.armymwr.com	84
wiesbaden.armymwr.com	59
leonardwood.armymwr.com	47
baumholder.armymwr.com	39
mccoy.armymwr.com	15
jblm.armymwr.com	13
hawaii.armymwr.com	8
cavazos.armymwr.com	7

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
m.facebook.com	780
google	478
lm.facebook.com	264
(direct)	243
l.facebook.com	75
(not set)	46
bing	34
home.army.mil	30
duckduckgo	5
l.instagram.com	4



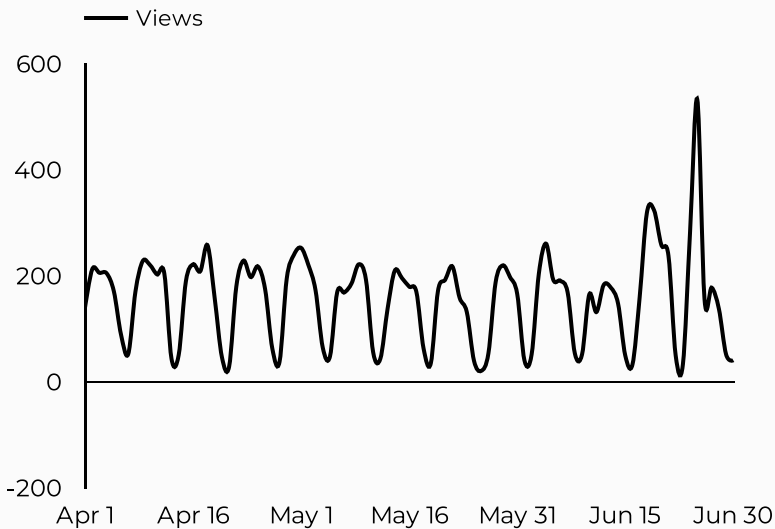
# ARMY MWR

## Exceptional Family Member Program (EFMP)

Views <b>14,274</b> ↑ 18.1%	Sessions <b>12,992</b> ↑ 16.6%	Total users <b>9,629</b> ↑ 16.4%	New users <b>6,694</b> ↑ 21.0%	Avg. Session Time <b>02:17</b> ↓ -18.9%	Engagement rate <b>61%</b> ↑ 39.8%
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Compared Y-o-Y

### How is site traffic trending?

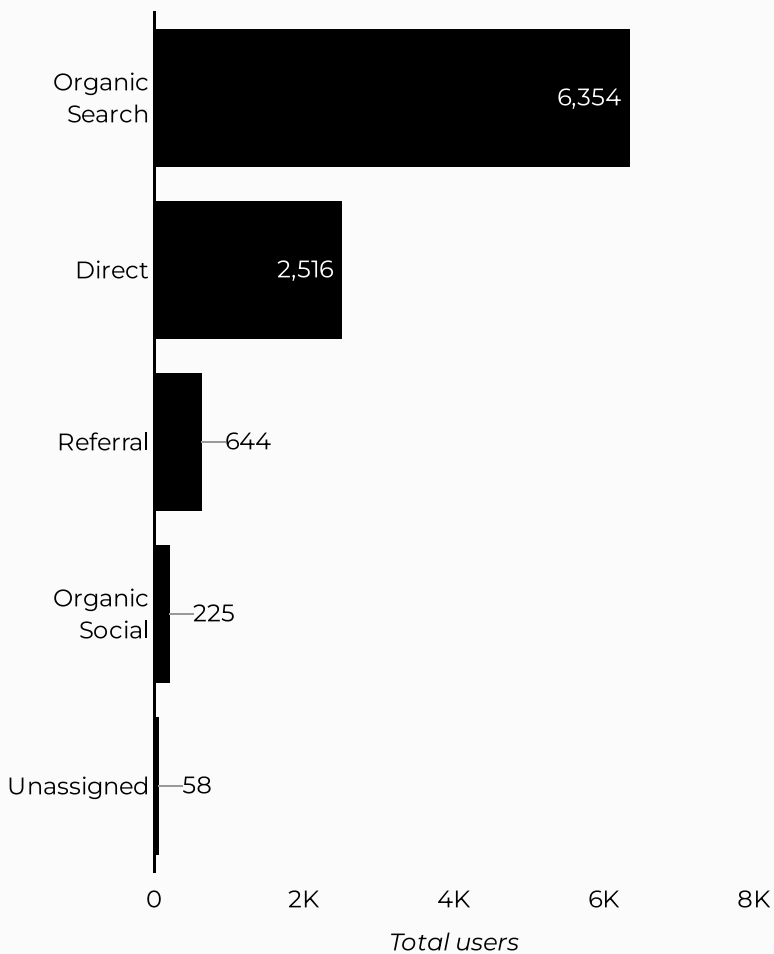


### Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	1,378
hawaii.armymwr.com	1,026
www.armymwr.com	915
bliss.armymwr.com	837
cavazos.armymwr.com	802
carson.armymwr.com	683
campbell.armymwr.com	501
moore.armymwr.com	390
liberty.armymwr.com	383
humphreys.armymwr.com	218

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	5,779
(direct)	2,516
bing	502
home.army.mil	196
m.facebook.com	138
installations.militaryone...	131
yahoo	70
myarmybenefits.us.army...	69
l.facebook.com	63
(not set)	57



# ARMY MWR

## Family Advocacy Program (FAP)

Views  
**13,854**  
↑ 36.5%

Sessions  
**12,467**  
↑ 33.0%

Total users  
**9,366**  
↑ 33.6%

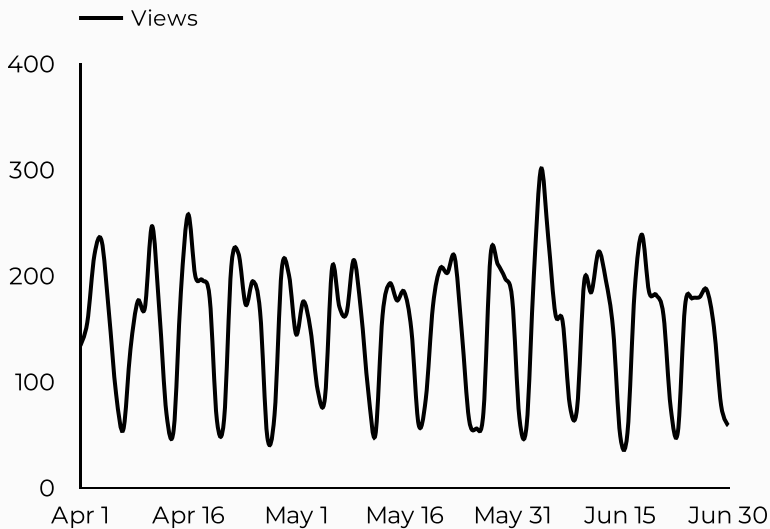
New users  
**5,863**  
↑ 32.6%

Avg. Session Time  
**02:20**  
↓ -7.2%

Engagement rate  
**60%**  
↑ 47.4%

Compared Y-o-Y

### How is site traffic trending?

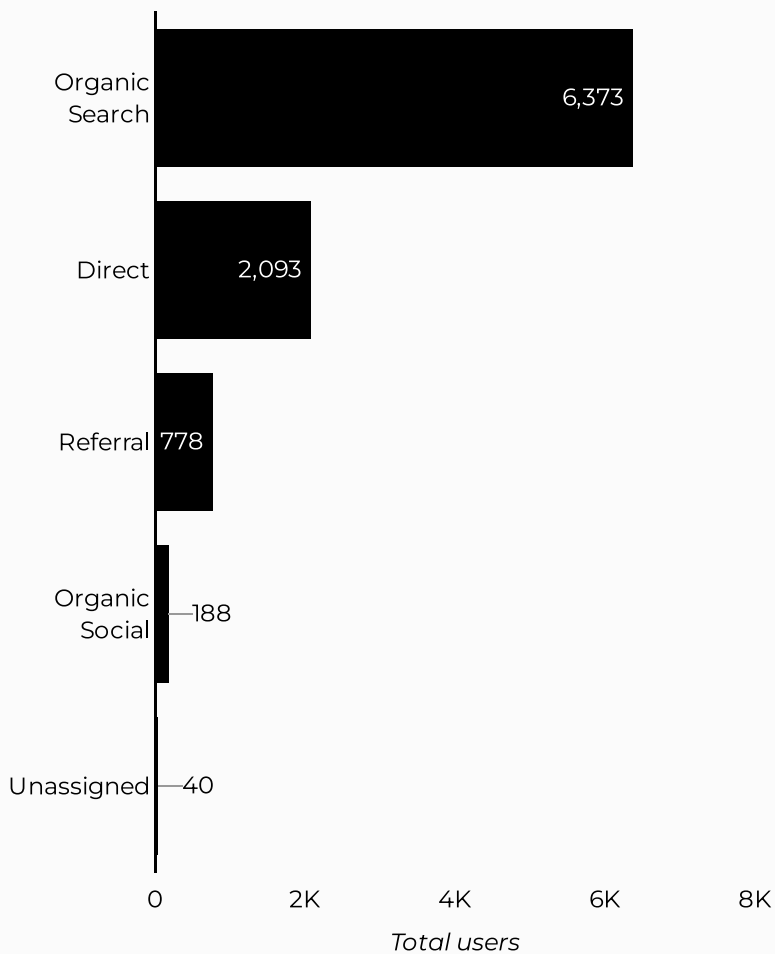


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,752
bliss.armymwr.com	856
jblm.armymwr.com	843
cavazos.armymwr.com	573
hawaii.armymwr.com	495
campbell.armymwr.com	446
wiesbaden.armymwr.com	368
moore.armymwr.com	343
humphreys.armymwr.com	291
belvoir.armymwr.com	184

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	5,803
(direct)	2,093
bing	497
home.army.mil	332
installations.militaryone...	161
m.facebook.com	101
armyresilience.army.mil	85
yahoo	66
army.mil	54
duckduckgo	42



# ARMY MWR New Parent Support Program (NPSP)

Views  
2,092  
↑ 56.8%

Sessions  
1,825  
↑ 51.6%

Total users  
1,464  
↑ 55.1%

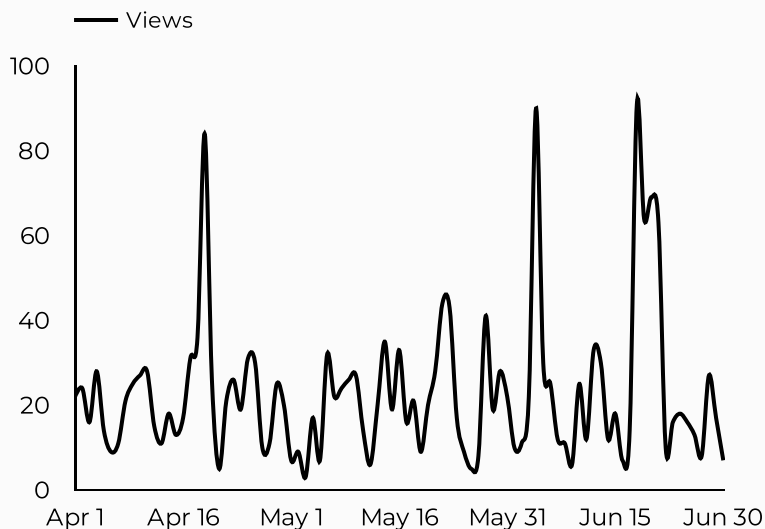
New users  
628  
↑ 63.5%

Avg. Session Time  
01:50  
↓ -19.6%

Engagement rate  
62%  
↑ 118.7%

Compared Y-o-Y

## How is site traffic trending?

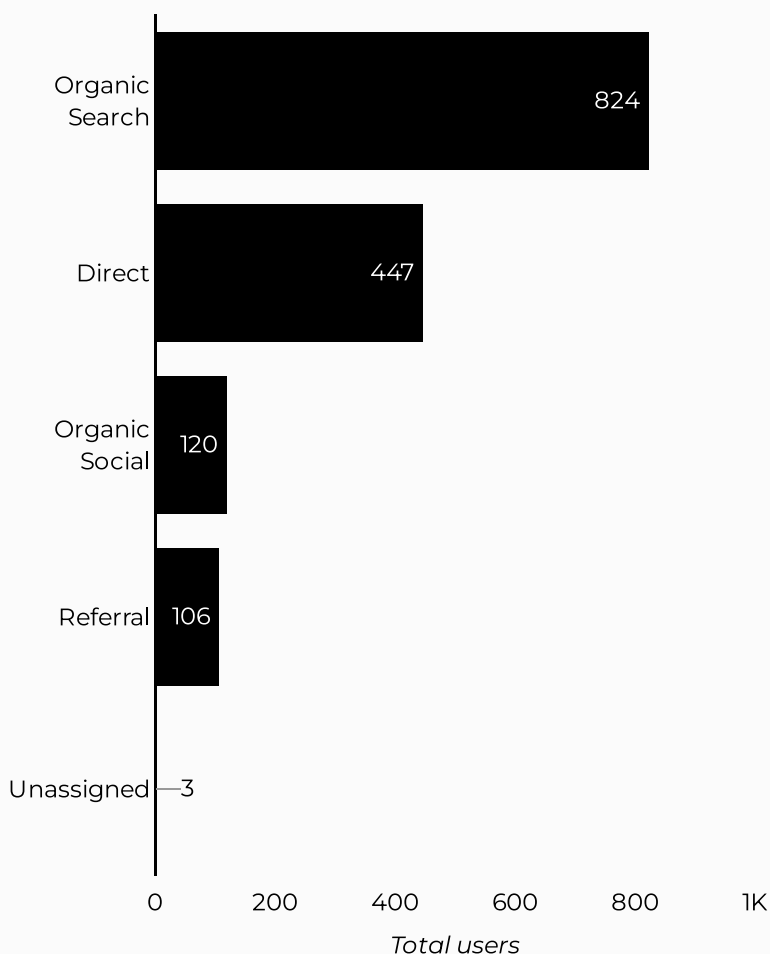


## Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	200
www.armymwr.com	176
campbell.armymwr.com	124
eisenhower.armymwr.com	105
stuttgart.armymwr.com	105
hawaii.armymwr.com	101
moore.armymwr.com	80
bliss.armymwr.com	52
wiesbaden.armymwr.com	41
novosel.armymwr.com	40

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	730
(direct)	447
m.facebook.com	89
bing	71
home.army.mil	41
installations.militaryonesource.mil	35
lm.facebook.com	16
yahoo	16
l.facebook.com	12
armyresilience.army.mil	10



# ARMY MWR

## Victim Advocacy Program (VAP)

Views  
**1,626**  
↑ 14.6%

Sessions  
**1,509**  
↑ 15.3%

Total users  
**1,226**  
↑ 19.7%

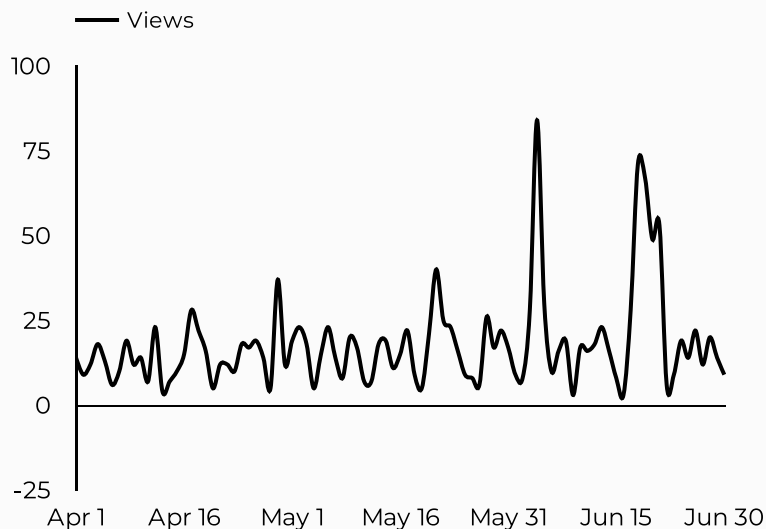
New users  
**598**  
↑ 9.9%

Avg. Session Time  
**02:20**  
↓ -7.0%

Engagement rate  
**65%**  
↑ 88.6%

Compared Y-o-Y

### How is site traffic trending?

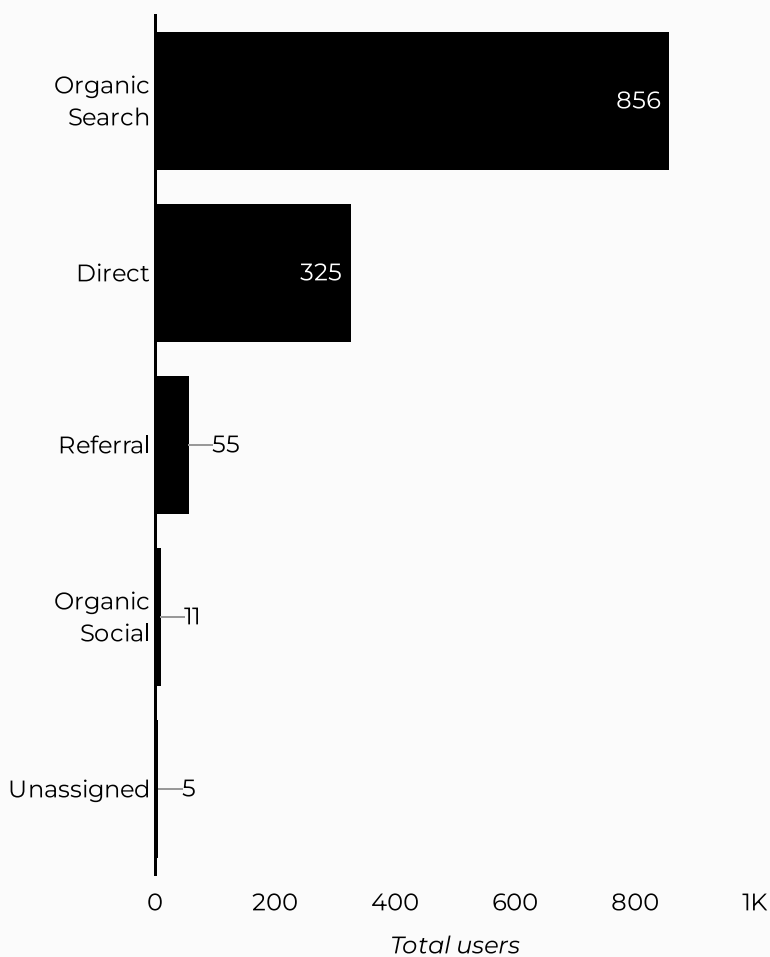


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	275
carson.armymwr.com	176
hawaii.armymwr.com	133
cavazos.armymwr.com	114
redstone.armymwr.com	59
meade.armymwr.com	47
sill.armymwr.com	31
drum.armymwr.com	26
jbmhh.armymwr.com	26
wiesbaden.armymwr.com	25

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	755
(direct)	325
bing	72
home.army.mil	17
yahoo	15
duckduckgo	12
installations.militaryonesource.mil	10
m.facebook.com	10
armyresilience.army.mil	6
(not set)	5





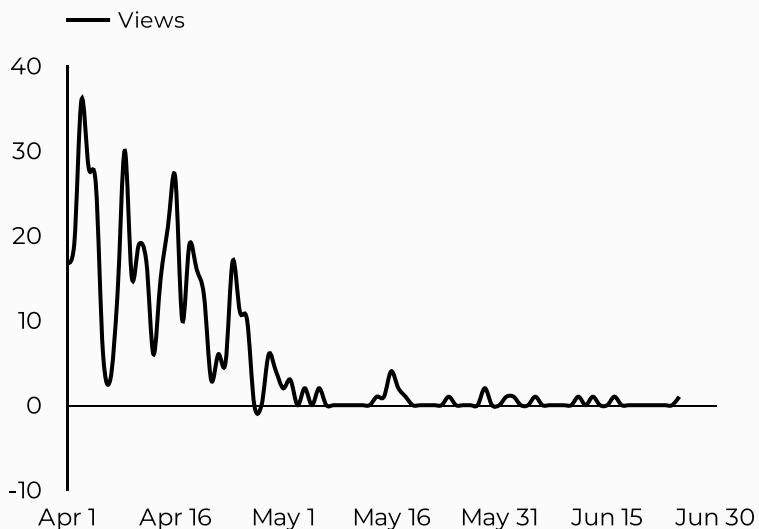
# ARMY MWR

## Child Abuse Prevention Month

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
446	441	397	197	01:51	63%
↑ 17.7%	↑ 28.6%	↑ 32.3%	↑ 140.2%	↑ 75.5%	↑ 237.8%

Compared Y-o-Y

### How is site traffic trending?

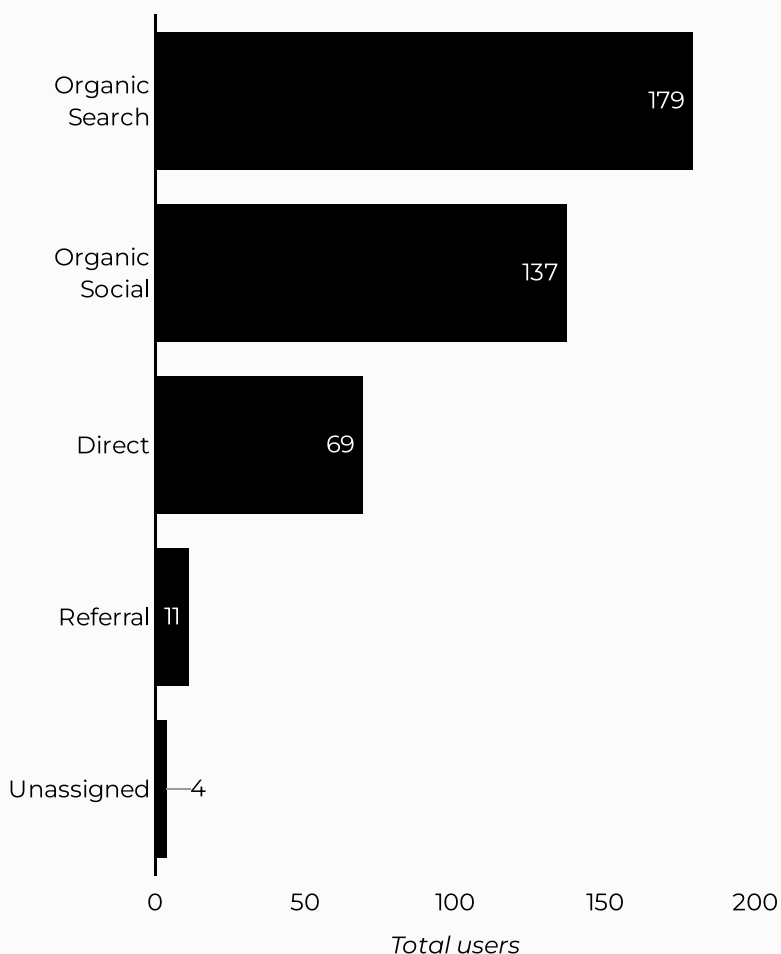


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	190
liberty.armymwr.com	64
hawaii.armymwr.com	48
moore.armymwr.com	39
belvoir.armymwr.com	35
carson.armymwr.com	16
ansbach.armymwr.com	4
wainwright.armymwr.com	3
westpoint.armymwr.com	2
stuttgart.armymwr.com	1

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	167
m.facebook.com	84
(direct)	69
lm.facebook.com	36
l.facebook.com	17
bing	10
(not set)	4
home.army.mil	4
armyresilience.army.mil	1
duckduckgo	1



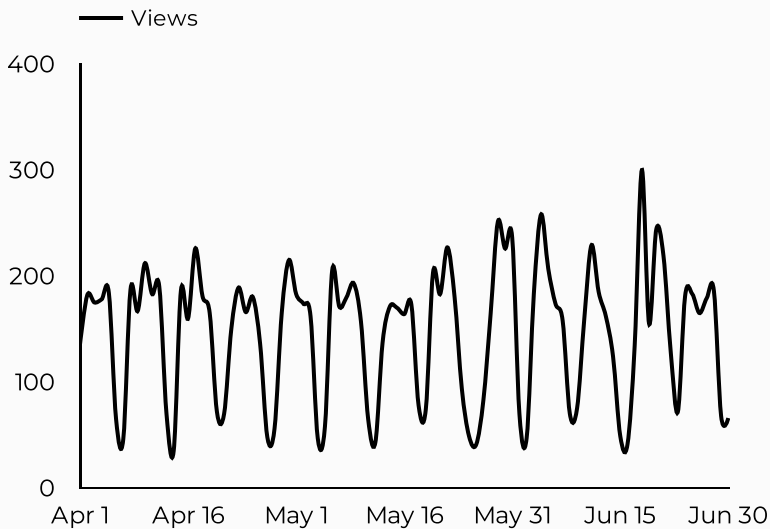
# ARMY MWR

## Financial Readiness Program (FRP)

Views <b>13,389</b> ↓ -0.3%	Sessions <b>12,242</b> ↑ 1.4%	Total users <b>9,155</b> ↑ 4.3%	New users <b>5,125</b> ↑ 1.1%	Avg. Session Time <b>02:22</b> ↓ -8.9%	Engagement rate <b>64%</b> ↑ 65.5%
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Compared Y-o-Y

### How is site traffic trending?

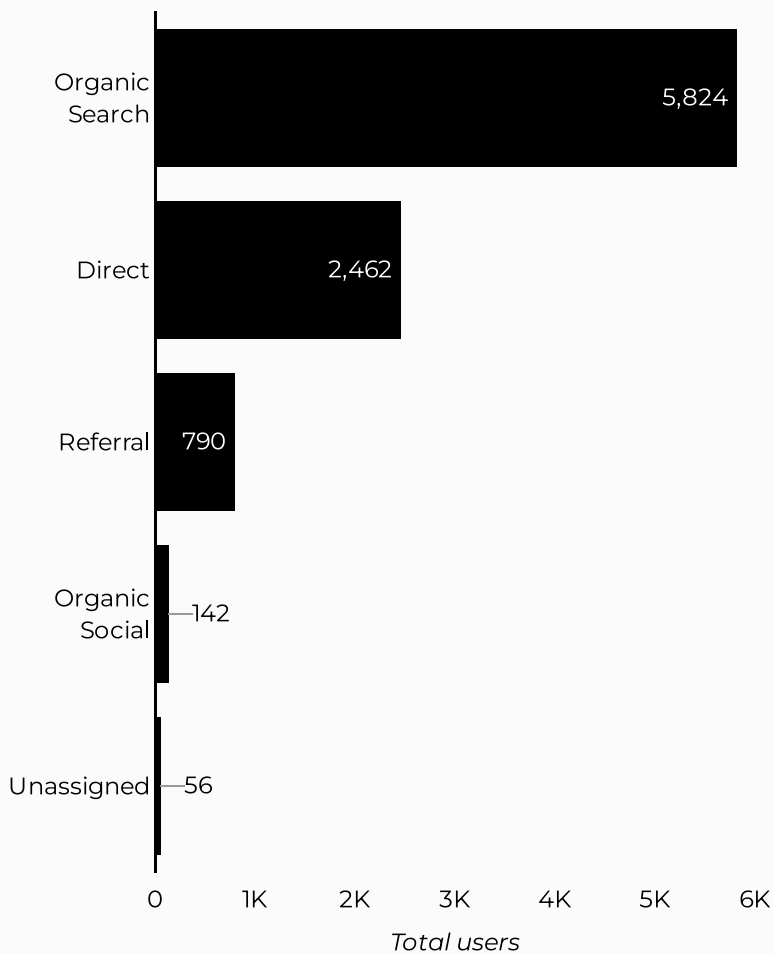


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,365
liberty.armymwr.com	1,350
bliss.armymwr.com	1,242
carson.armymwr.com	966
moore.armymwr.com	446
jblm.armymwr.com	366
campbell.armymwr.com	339
humphreys.armymwr.com	336
redstone.armymwr.com	269
gregg-adams.armymwr.com	262

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	5,228
(direct)	2,462
bing	511
home.army.mil	357
myarmybenefits.us.army.mil	120
m.facebook.com	79
installations.militaryonesource.mil	77
(not set)	54
yahoo	51
campsite.bio	34



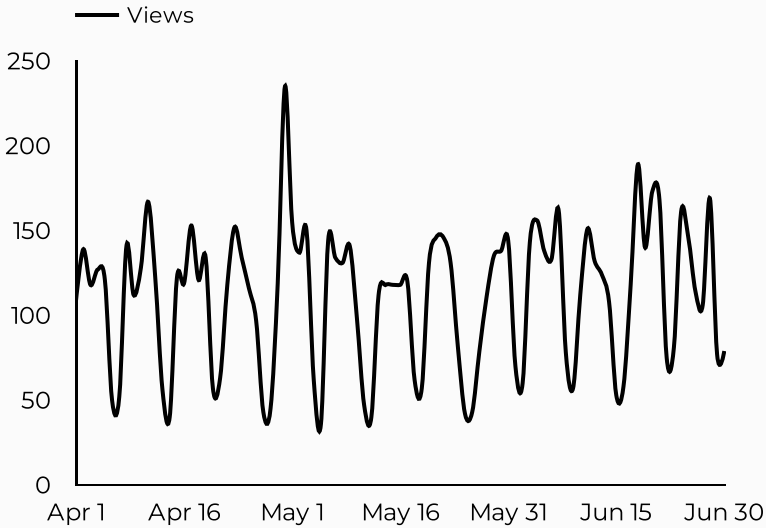
# ARMY MWR

## Army Emergency Relief (AER)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,149	9,559	6,840	4,101	02:16	62%
↓ -13.2%	↓ -10.4%	↓ -4.0%	↓ -4.7%	↓ -5.8%	↑ 55.4%

Compared Y-o-Y

### How is site traffic trending?

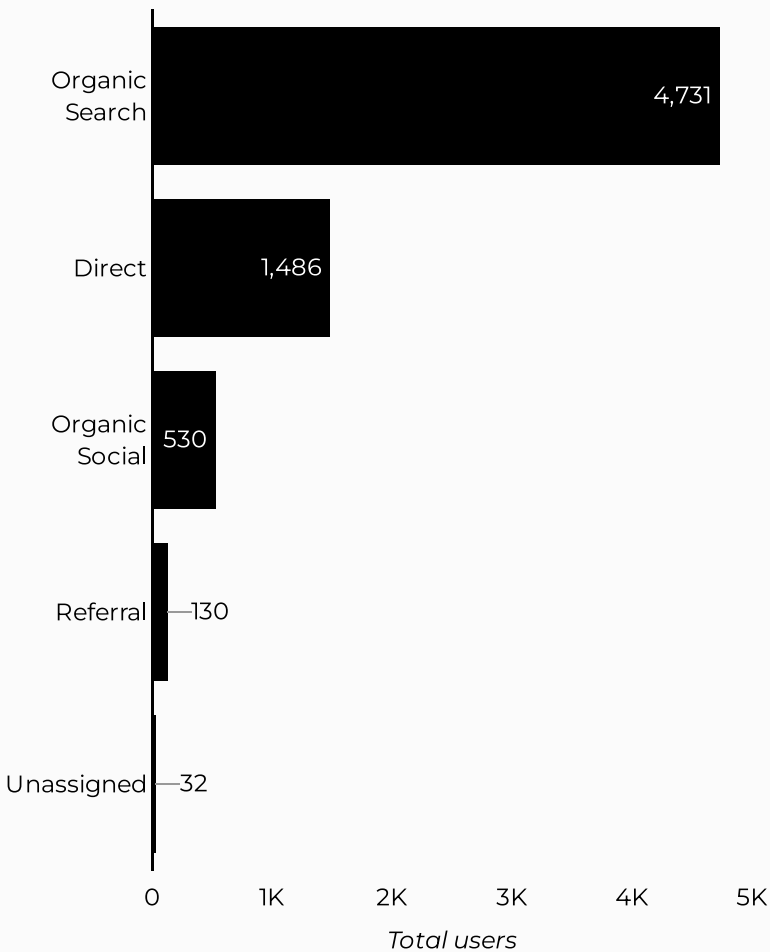


### Top US Army Installations

Sorted by Total Users

Installation	Total users
humphreys.armymwr.com	1,776
carson.armymwr.com	966
bliss.armymwr.com	918
liberty.armymwr.com	807
moore.armymwr.com	316
leavenworth.armymwr.com	276
redstone.armymwr.com	202
gregg-adams.armymwr.com	177
sill.armymwr.com	159
eisenhower.armymwr.com	152

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	4,407
(direct)	1,486
m.facebook.com	405
bing	255
lm.facebook.com	76
home.army.mil	53
l.facebook.com	44
duckduckgo	35
(not set)	32
yahoo	32



# ARMY MWR

# Information and Referral

Views

759

↑ 3.5%

Sessions

755

↑ 18.7%

Total users

643

↑ 19.5%

New users

190

↑ 55.7%

Avg. Session Time

01:47

↓ -25.4%

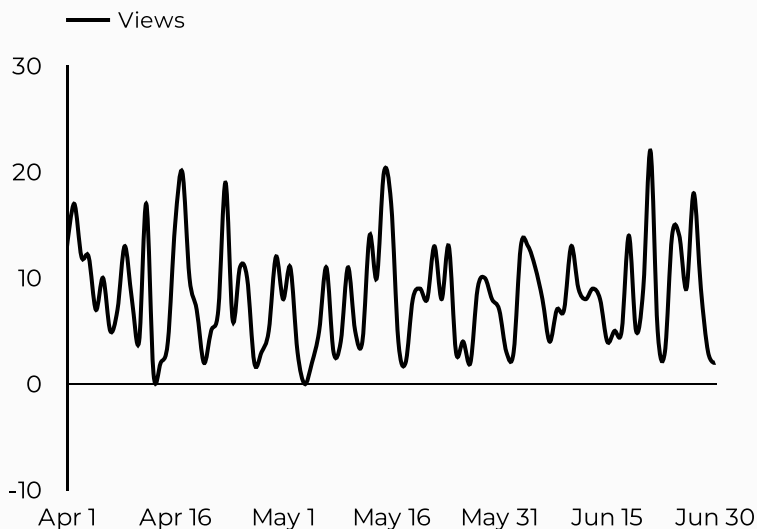
Engagement rate

76%

↑ 336.4%

Compared Y-o-Y

## How is site traffic trending?

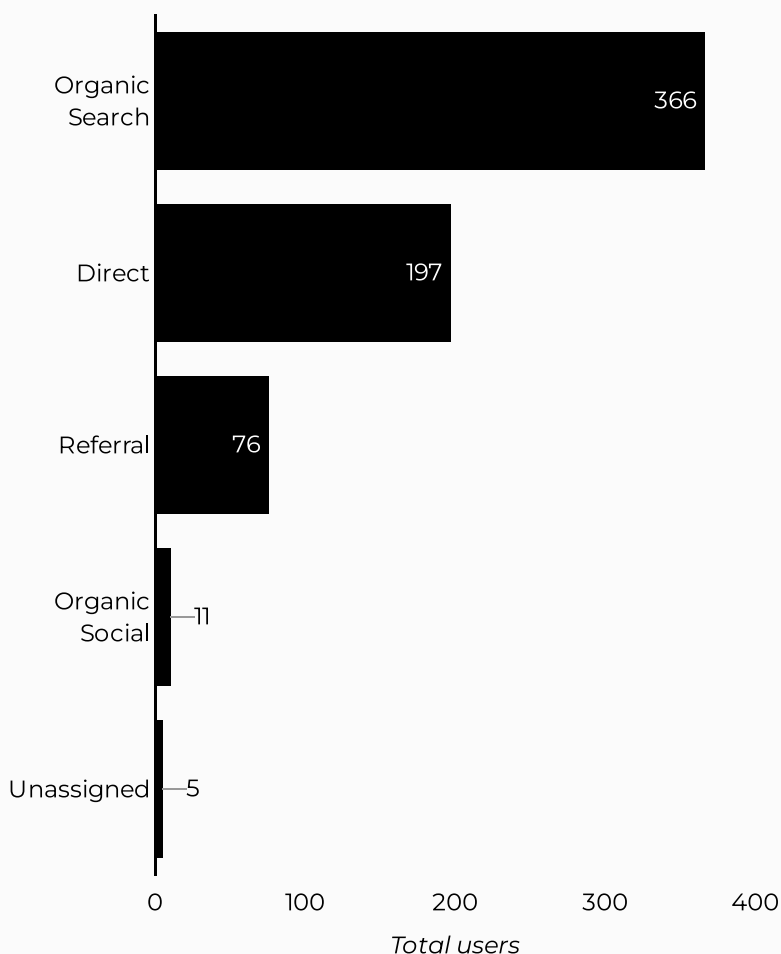


## Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	214
www.armymwr.com	194
liberty.armymwr.com	48
carson.armymwr.com	46
jblm.armymwr.com	35
eisenhower.armymwr.com	29
humphreys.armymwr.com	27
novosel.armymwr.com	20
gregg-adams.armymwr.com	9
moore.armymwr.com	9

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	327
(direct)	197
bing	35
home.army.mil	30
installations.militaryonesource.mil	18
l.facebook.com	6
(not set)	5
m.facebook.com	4
myarmybenefits.us.army.mil	4
yahoo	4



# ARMY MWR

# MD&SSO

Views  
2,798  
↑ 71.6%

Sessions  
2,464  
↑ 68.9%

Total users  
2,096  
↑ 77.6%

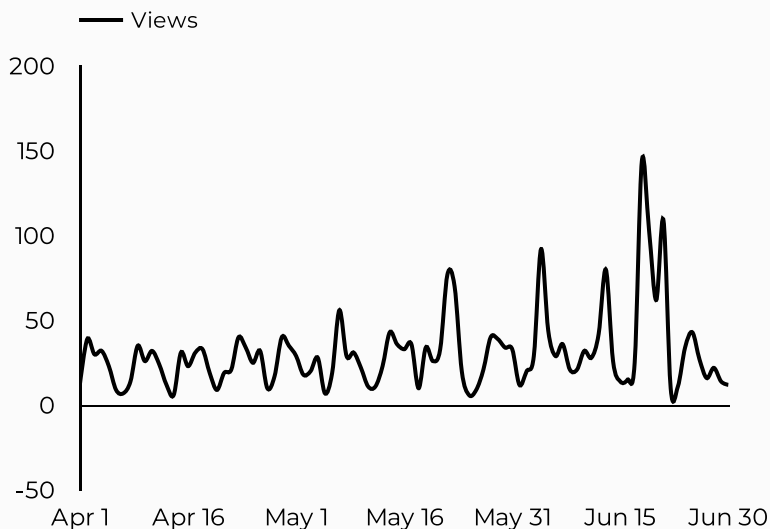
New users  
1,085  
↑ 101.7%

Avg. Session Time  
01:39  
↓ -30.7%

Engagement rate  
64%  
↑ 86.3%

Compared Y-o-Y

## How is site traffic trending?

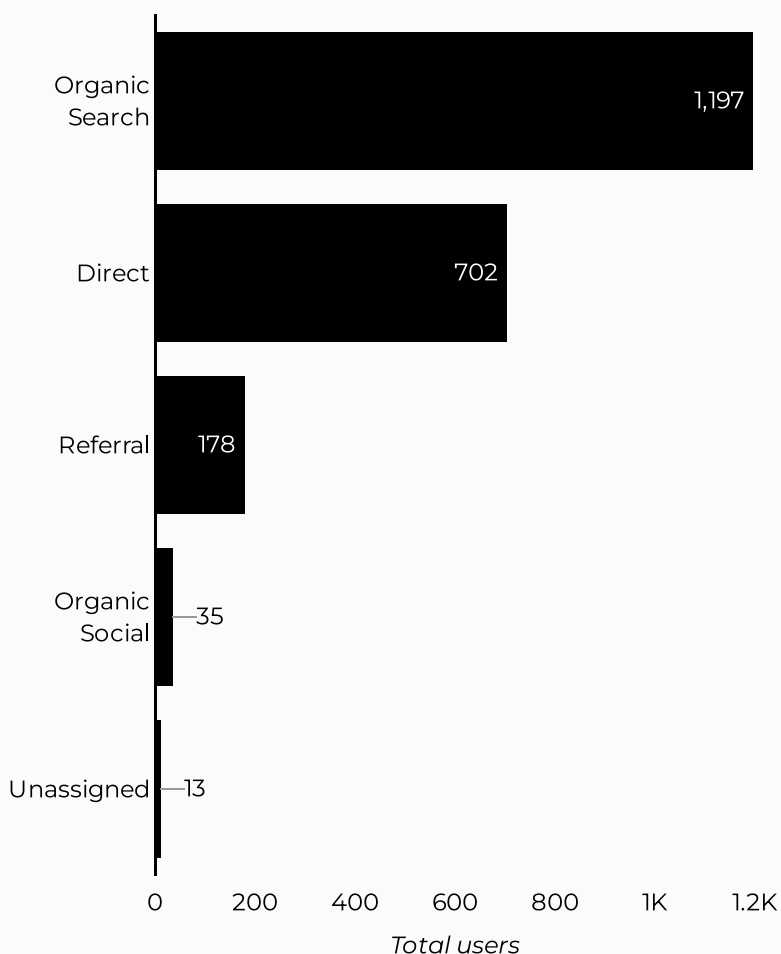


## Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	387
cavazos.armymwr.com	309
www.armymwr.com	308
carson.armymwr.com	291
bliss.armymwr.com	114
hawaii.armymwr.com	107
eisenhower.armymwr.com	81
jblm.armymwr.com	74
humphreys.armymwr.com	47
riley.armymwr.com	40

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	1,037
(direct)	702
bing	125
home.army.mil	66
installations.militaryonesource.mil	48
myarmybenefits.us.army.mil	23
yahoo	23
l.facebook.com	15
(not set)	13
m.facebook.com	13



# ARMY MWR

# Relocation Readiness

Views  
6,354  
↑ 19.2%

Sessions  
5,641  
↑ 15.3%

Total users  
4,430  
↑ 19.3%

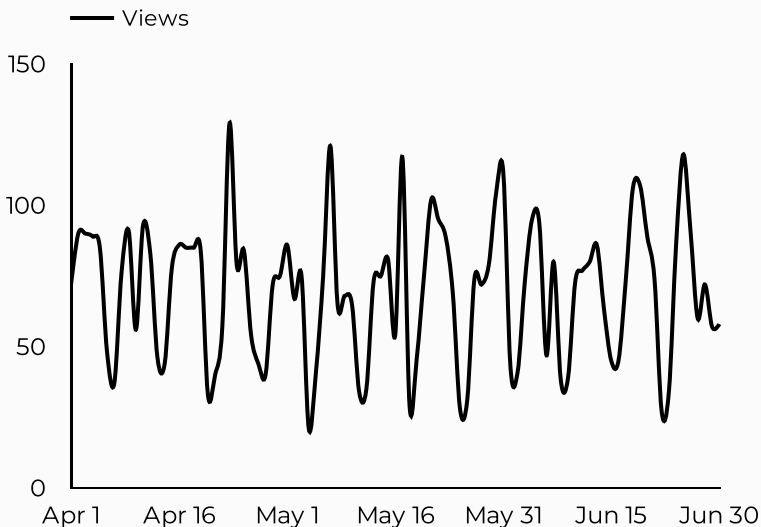
New users  
2,481  
↑ 13.2%

Avg. Session Time  
02:43  
↓ -3.4%

Engagement rate  
66%  
↑ 60.1%

Compared Y-o-Y

## How is site traffic trending?

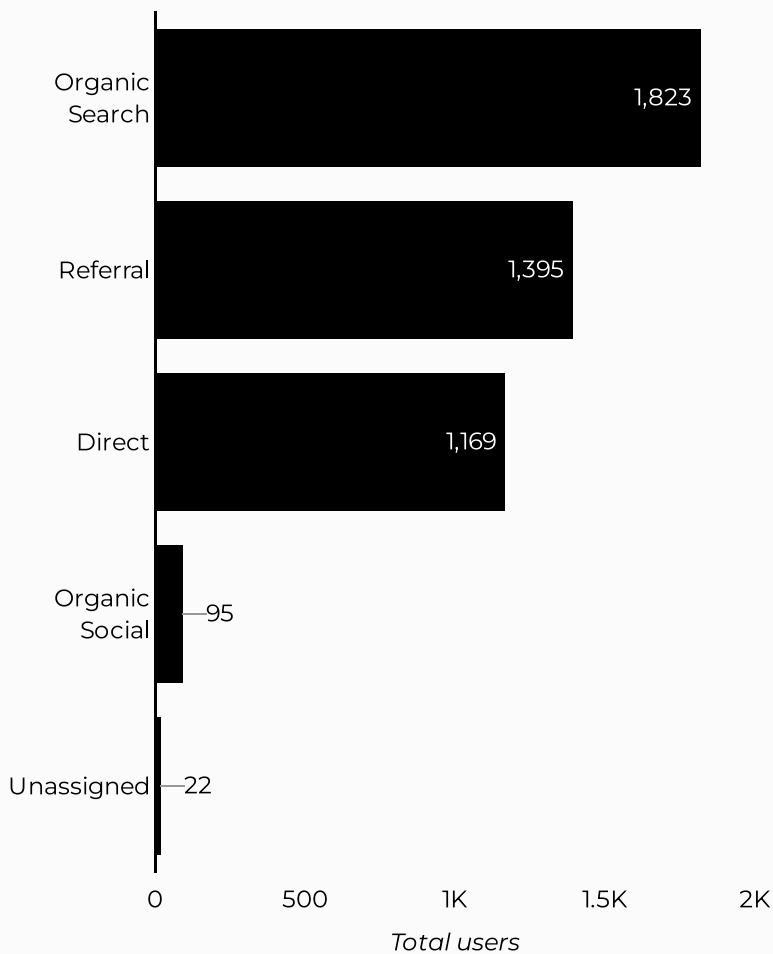


## Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	1,253
www.armymwr.com	781
hawaii.armymwr.com	385
bliss.armymwr.com	370
eisenhower.armymwr.com	295
campbell.armymwr.com	275
wiesbaden.armymwr.com	273
moore.armymwr.com	138
humphreys.armymwr.com	119
gregg-adams.armymwr.com	94

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	1,647
(direct)	1,169
home.army.mil	805
installations.militaryonesource.mil	278
bing	144
hrc.army.mil	87
m.facebook.com	55
myarmybenefits.us.army.mil	31
europafrica.army.mil	25
ppar.com	24



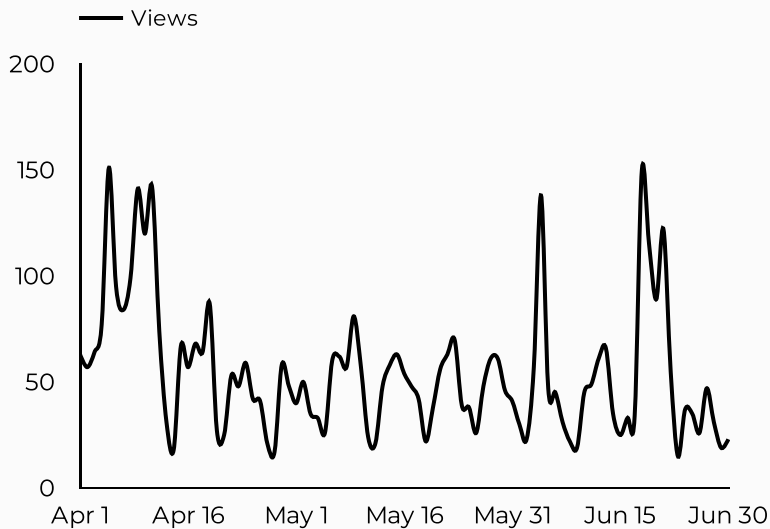
# ARMY MWR

## Survivor Outreach Services (SOS)

Views <b>4,990</b> ↑ 30.7%	Sessions <b>4,392</b> ↑ 21.8%	Total users <b>3,828</b> ↑ 28.2%	New users <b>2,913</b> ↑ 56.3%	Avg. Session Time <b>01:35</b> ↓ -45.8%	Engagement rate <b>55%</b> ↑ 47.7%
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Compared Y-o-Y

### How is site traffic trending?

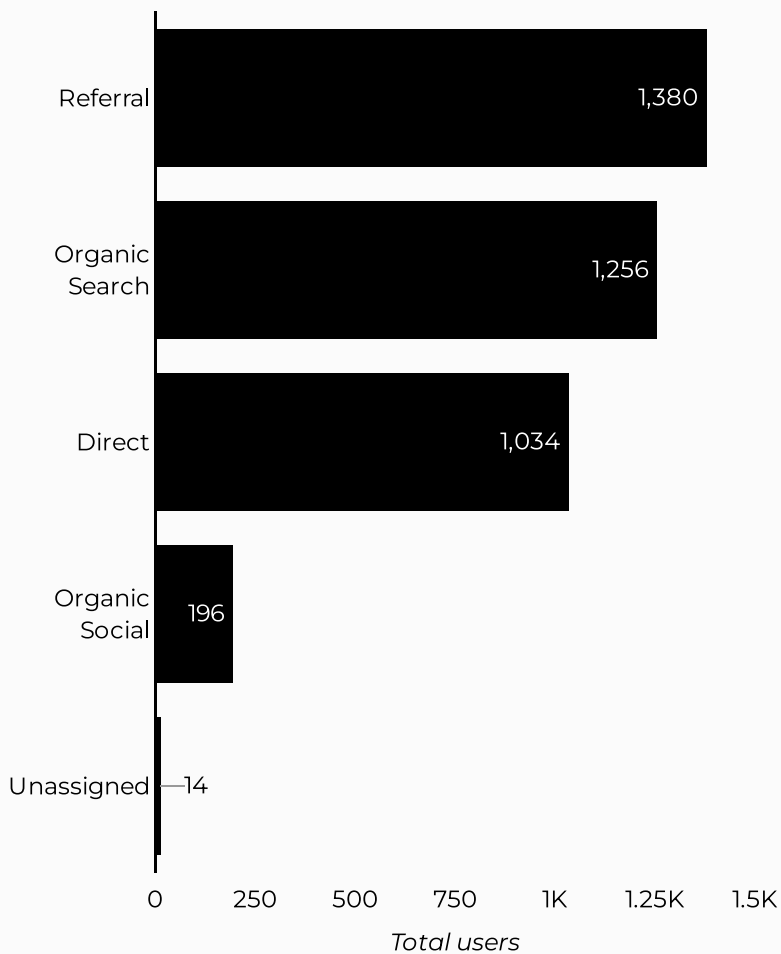


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,621
liberty.armymwr.com	159
campbell.armymwr.com	111
bliss.armymwr.com	92
jblm.armymwr.com	81
cavazos.armymwr.com	74
moore.armymwr.com	57
hawaii.armymwr.com	50
carson.armymwr.com	49
redstone.armymwr.com	48

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	1,109
(direct)	1,034
home.army.mil	722
hrc.army.mil	363
army.mil	129
m.facebook.com	116
bing	114
armylinks.com	67
lm.facebook.com	43
l.facebook.com	34



Views  
**207**

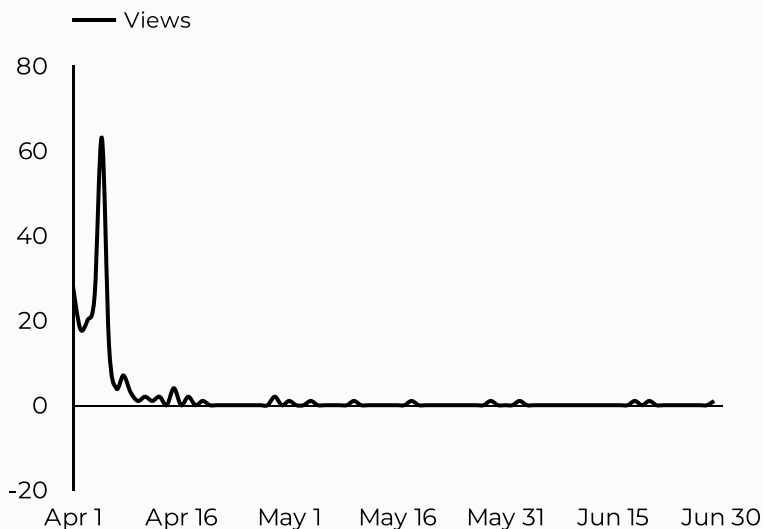
Sessions  
**196**

Total users  
**179**

New users  
**104**

Engagement rate  
**57%**

**How is site traffic trending?**

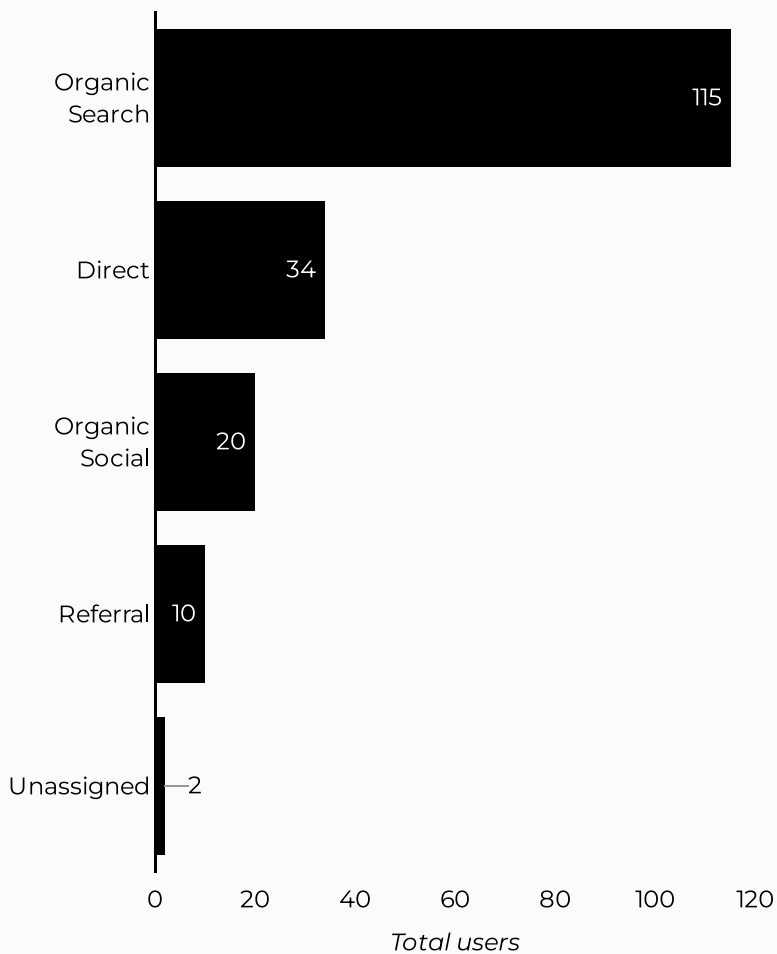


**Top US Army Installations**

Sorted by Total Users

Installation	Total users
www.armymwr.com	168
kaiserslautern.armymwr.com	4
wainwright.armymwr.com	4
baumholder.armymwr.com	3
miami.armymwr.com	1

**Which channels are driving traffic?**



**What are the top sources?**

Session source	Total users
google	107
(direct)	34
bing	7
m.facebook.com	7
l.facebook.com	5
linkedin.com	5
home.army.mil	3
(not set)	2
lm.facebook.com	2
armyeitaas.sharepoint-mil.us	1



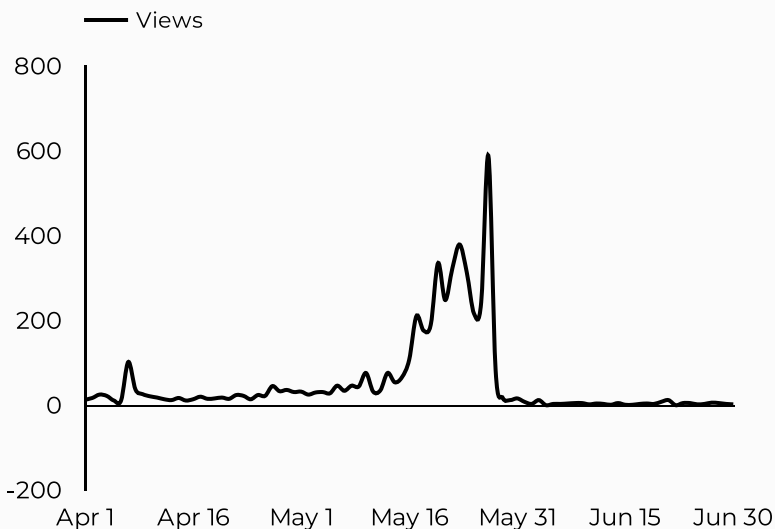


# ARMY MWR

## Memorial Day

Views	Sessions	Total users	New users	Engagement rate
4,938	4,373	3,829	1,888	69%

### How is site traffic trending?

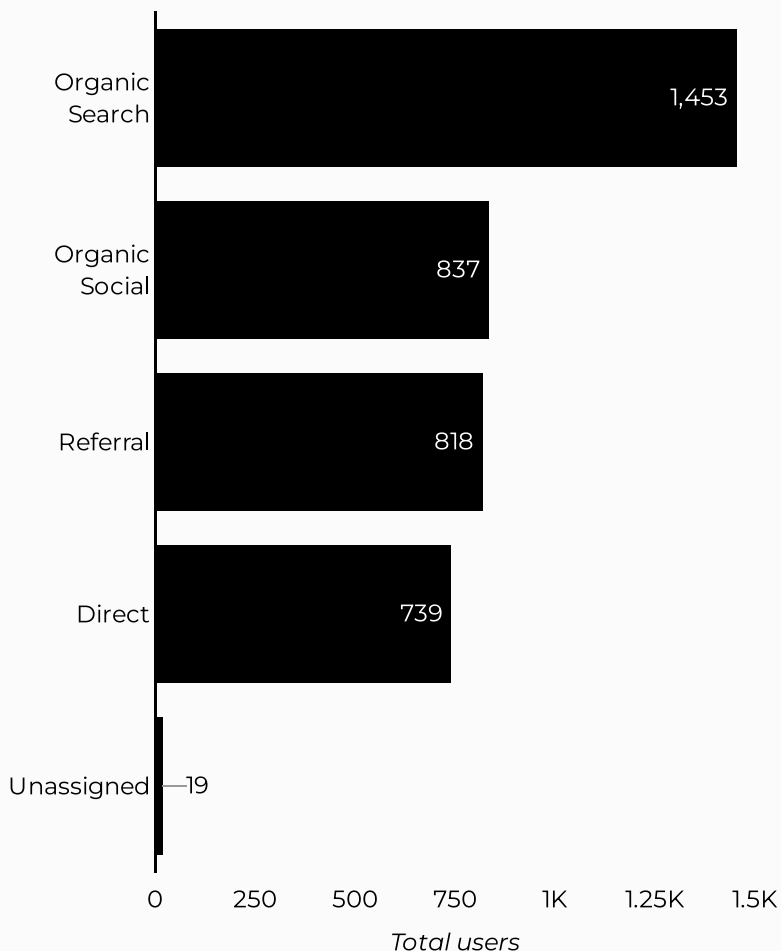


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,659
kaiserslautern.armymwr.com	720
humphreys.armymwr.com	402
campbell.armymwr.com	222
novosel.armymwr.com	162
daegu.armymwr.com	150
hawaii.armymwr.com	131
eisenhower.armymwr.com	130
meade.armymwr.com	77
gregg-adams.armymwr.com	68

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	1,377
home.army.mil	781
(direct)	739
m.facebook.com	564
lm.facebook.com	182
l.facebook.com	84
bing	53
(not set)	19
yahoo	11
duckduckgo	9



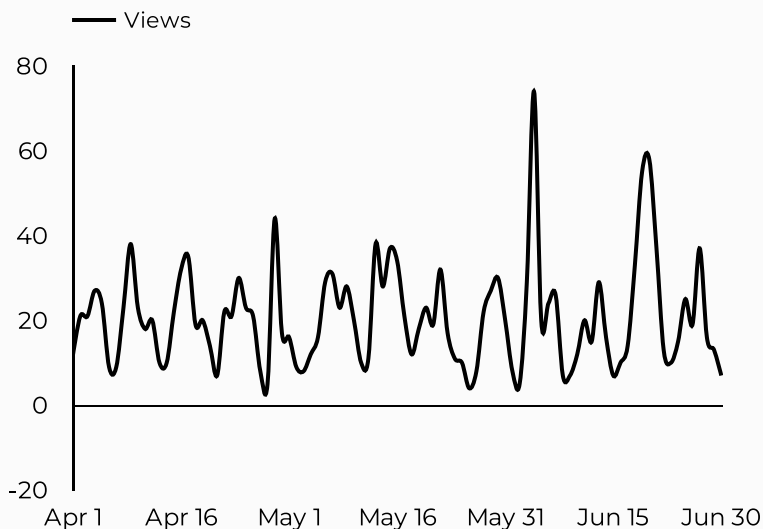
# ARMY MWR

Soldier and Family Assistance Center (SFAC)

Views <b>1,890</b> ↑ 7.5%	Sessions <b>1,697</b> ↑ 7.2%	Total users <b>1,476</b> ↑ 9.2%	New users <b>578</b> ↑ 9.5%	Avg. Session Time <b>01:32</b> ↓ -62.2%	Engagement rate <b>75%</b> ↑ 154.3%
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Compared Y-o-Y

## How is site traffic trending?

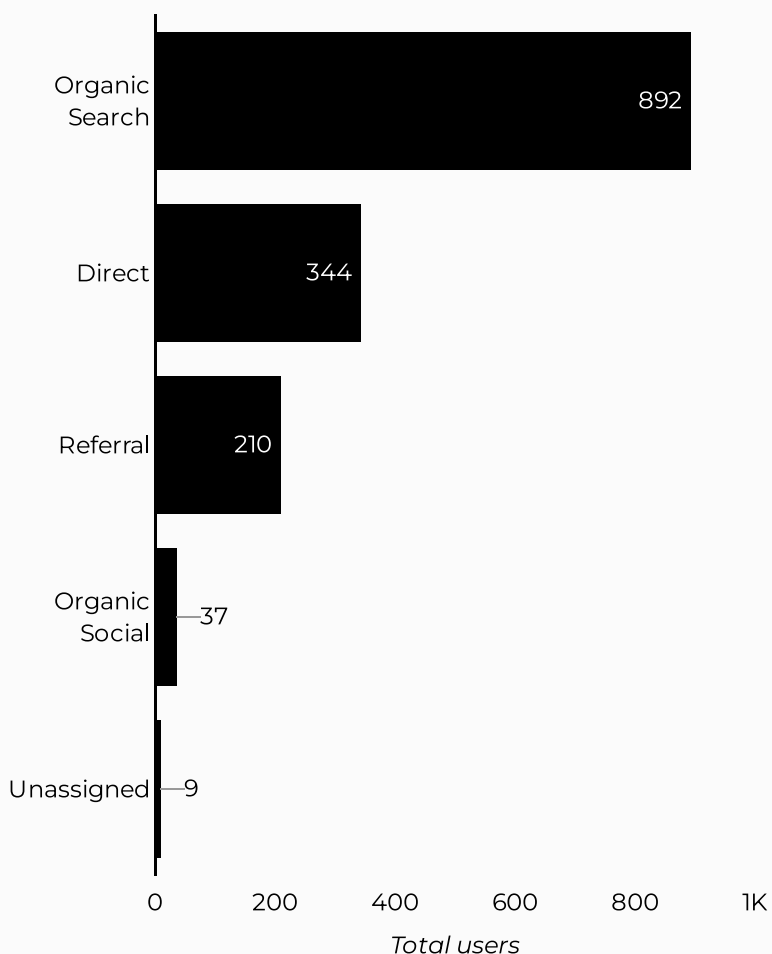


## Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	704
bliss.armymwr.com	302
cavazos.armymwr.com	221
belvoir.armymwr.com	106
carson.armymwr.com	63
drum.armymwr.com	34
wiesbaden.armymwr.com	27
mccoy.armymwr.com	23
italy.armymwr.com	12
irwin.armymwr.com	6

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	782
(direct)	344
bing	97
army.mil	50
home.army.mil	49
installations.militaryonesource.mil	35
m.facebook.com	17
l.facebook.com	14
military.com	9
myarmybenefits.us.army.mil	9



	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	finance	78	66	1.18	1.49%
2.	acs	59	35	1.69	0%
3.	aer	41	38	1.08	0%
4.	jobs	32	24	1.33	0%
5.	volunteer	32	27	1.19	0%
6.	personal financial counselor	30	1	30	0%
7.	mflc	29	28	1.04	0%
8.	sfrg	28	22	1.27	0%
9.	discovery	26	9	2.89	0%
10.	wic	19	15	1.27	0%
11.	efmp	16	14	1.14	0%
12.	lending closet	15	13	1.15	0%
13.	resume	15	11	1.36	21.43%
14.	sharp	14	8	1.75	0%
15.	counseling	14	12	1.17	0%
16.	financial readiness	13	10	1.3	10%
17.	job	13	6	2.17	33.33%
18.	employment	12	12	1	0%
19.	army community service	11	10	1.1	45.45%
20.	employment readiness	9	4	2.25	0%
21.	cpr	9	6	1.5	0%
22.	financial	9	6	1.5	0%
23.	careers	9	9	1	0%
24.	mflac	8	6	1.33	0%
25.	self help	8	4	2	28.57%
26.	water aerobics	8	2	4	40%
27.	divorce	8	6	1.33	0%
28.	payroll	8	2	4	0%
29.	marriage	8	6	1.33	0%
30.	family readiness support assistant	8	1	8	0%
	<b>Grand total</b>	<b>2,248</b>	<b>1,646</b>	<b>1.37</b>	<b>2.92%</b>