



ARMY MWR

Business and Recreation

Views
2,009,758

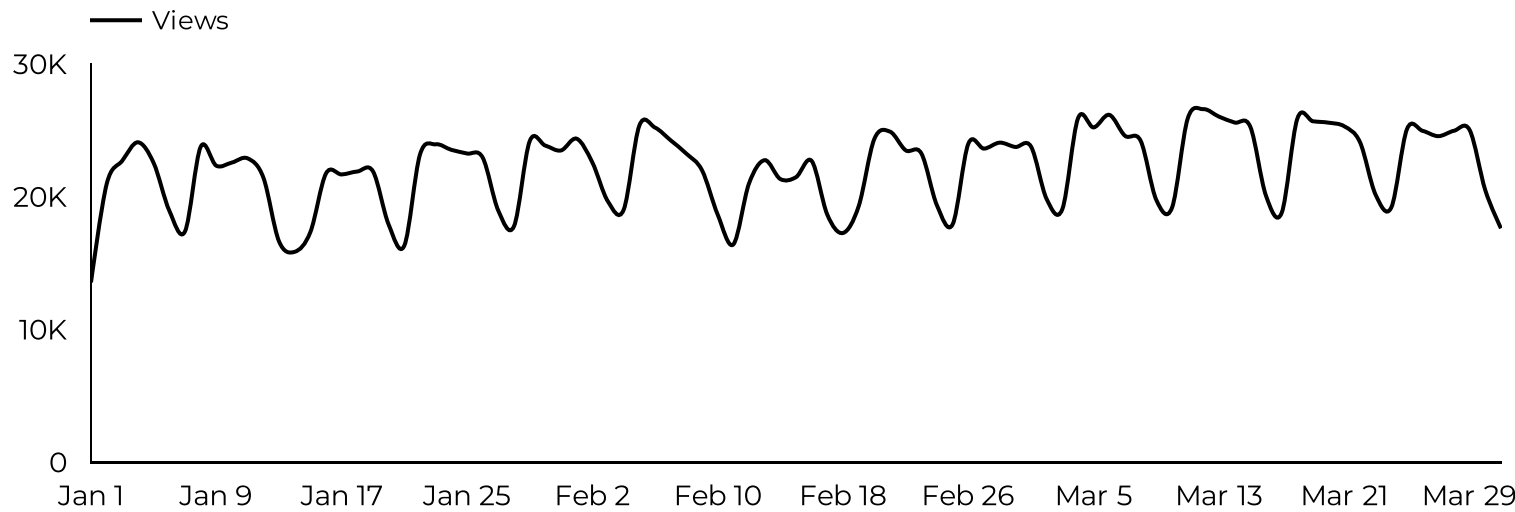
Visits (pageviews) to your page

Engagement rate
65%

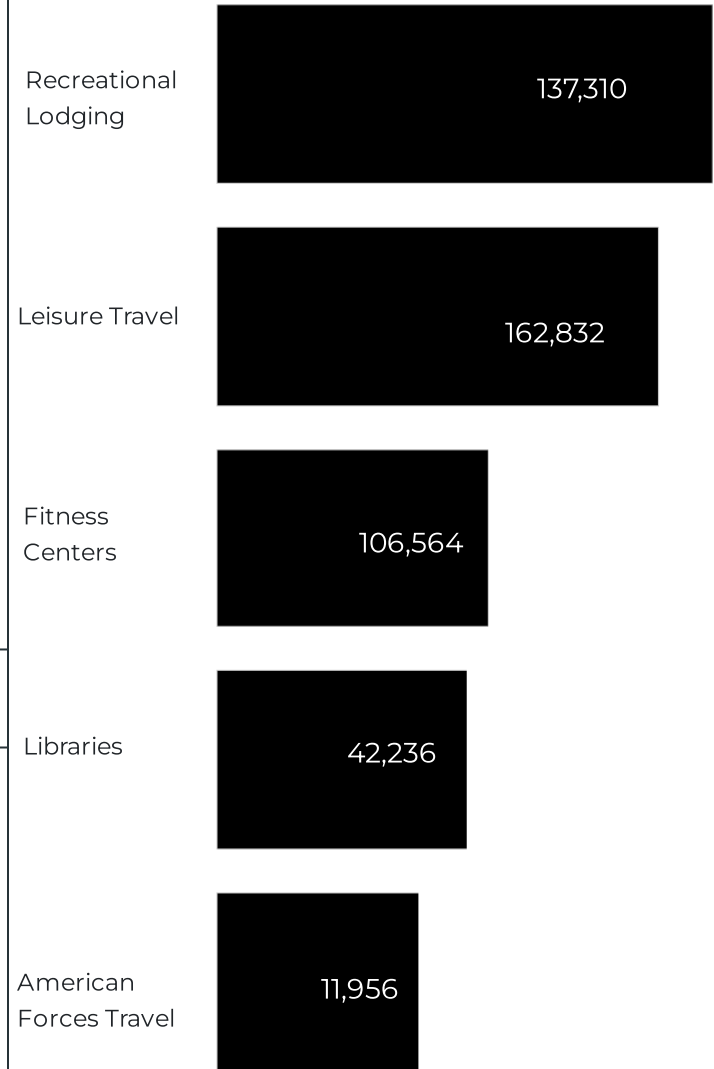
Average time people are engaged on your website

Total users
902,803

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	4,938
YouTube	211
Other	160
Instagram	125
Twitter	15
Reddit	12



Program Roll-Up

Jan 1, 2024 - Mar 31, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	11,956	2,740	14,397	82.81%
Arts & Crafts	16,931	9,834	23,505	63.97%
Auto Skills	65,429	48,793	92,182	55.95%
BOSS	16,998	8,307	20,957	70.98%
Food and Beverage	393,392	281,586	535,771	67.76%
Healthy Army Communities	2,569	2,131	3,436	64.58%
Leisure Travel	162,832	99,440	227,212	75.13%
Libraries	42,236	27,538	64,297	61.66%
Warrior Zone	8,071	4,555	10,577	68.88%
Army Ten Miler (ATM)	55,716	53,825	79,428	46.9%
World Class Athlete Program	19,405	19,122	23,565	61.53%



Sports and Fitness Program Roll-Up

Jan 1, 2024 - Mar 31, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	10,109	6,143	12,904	69.01%
Aquatics	50,766	27,677	69,201	65.06%
Bowling	60,832	45,358	83,144	61.79%
Fitness Centers	106,564	73,617	147,238	63.31%
Golf	82,717	66,246	112,665	68.14%
Intramural Sports	5,025	1,673	6,160	79.77%
Strong BANDS	2,070	381	2,298	88.03%
Warrior Zone	8,071	4,555	10,577	68.88%
World Class Athlete Program	19,405	19,122	23,565	61.53%



Outdoor Rec Program Roll-Up

Jan 1, 2024 - Mar 31, 2024

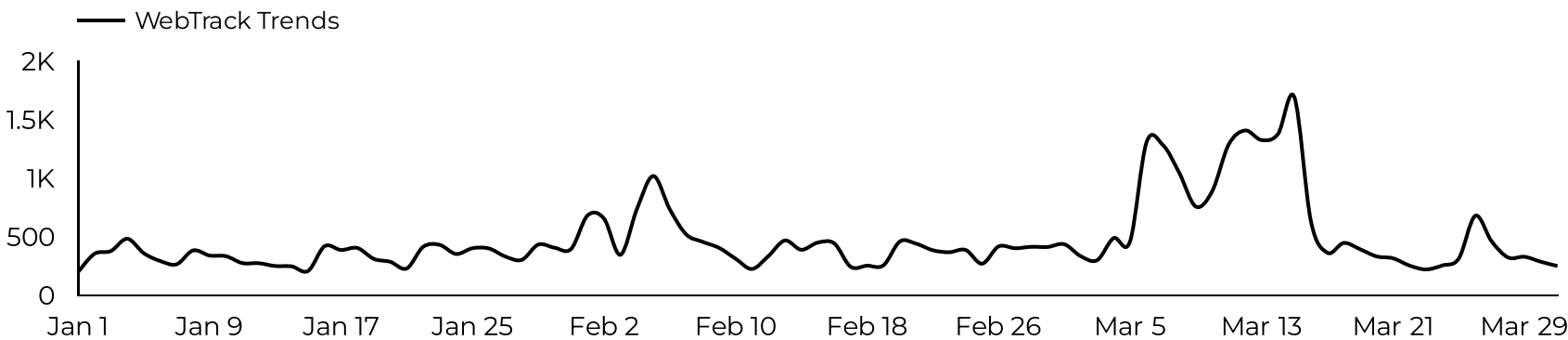


PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	3,558	1,599	4,586	68.82%
Equipment Rental	16,045	6,504	22,809	73.43%
Recreational Lodging	137,310	91,383	192,526	72.16%



Total WebTrac clicks on pages.

43,774



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

Installation	Clicks on WebTrac Links. ▾
campbell.armymwr.com	6,300
belvoir.armymwr.com	3,365
jblm.armymwr.com	2,885
westpoint.armymwr.com	2,839
mccoy.armymwr.com	2,554
liberty.armymwr.com	2,538
kaiserslautern.armymwr.com	2,289
jackson.armymwr.com	2,151
stuttgart.armymwr.com	2,141
stewarhunter.armymwr.com	1,661
redstone.armymwr.com	1,619
knox.armymwr.com	1,445
moore.armymwr.com	1,335
cavazos.armymwr.com	1,220
meade.armymwr.com	792
bliss.armymwr.com	780
leavenworth.armymwr.com	710
humphreys.armymwr.com	699
leonardwood.armymwr.com	660
grafenwoehr.armymwr.com	585



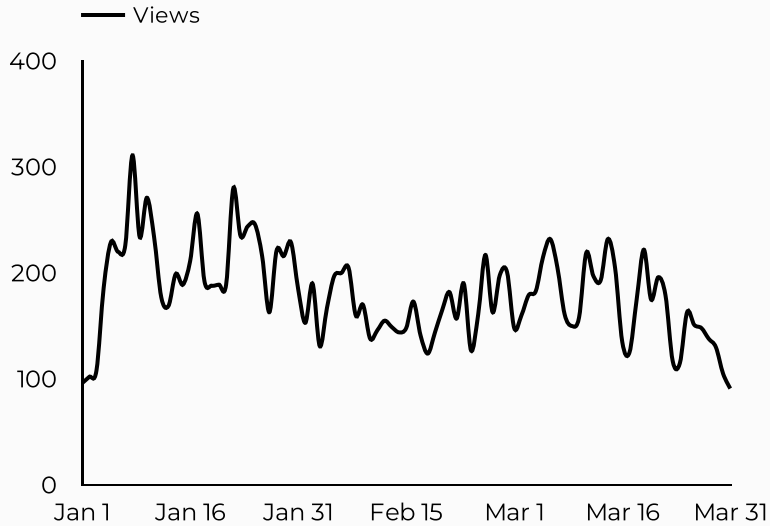
ARMY MWR

American Forces Travel

Views 16,409 ↑ 5.4%	Sessions 14,397 ↑ 3.7%	Total users 11,956 ↑ 4.2%	New users 2,740 ↑ 31.9%	Avg. Session Time 01:53 ↓ -0.1%	Engagement rate 83% ↑ 581.7%
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Compared Y-o-Y

How is site traffic trending?

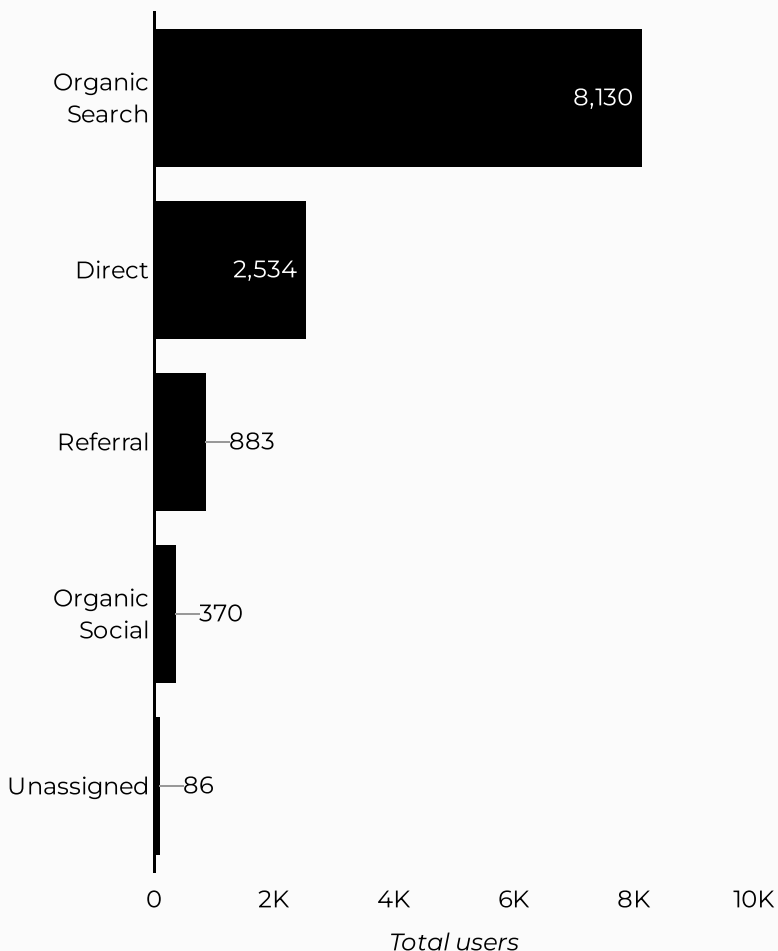


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	11,273
campbell.armymwr.com	79
belvoir.armymwr.com	72
jblm.armymwr.com	49
hawaii.armymwr.com	48
zama.armymwr.com	43
westpoint.armymwr.com	33
cavazos.armymwr.com	29
drum.armymwr.com	27
liberty.armymwr.com	25

Which channels are driving traffic?



What are the top sources?

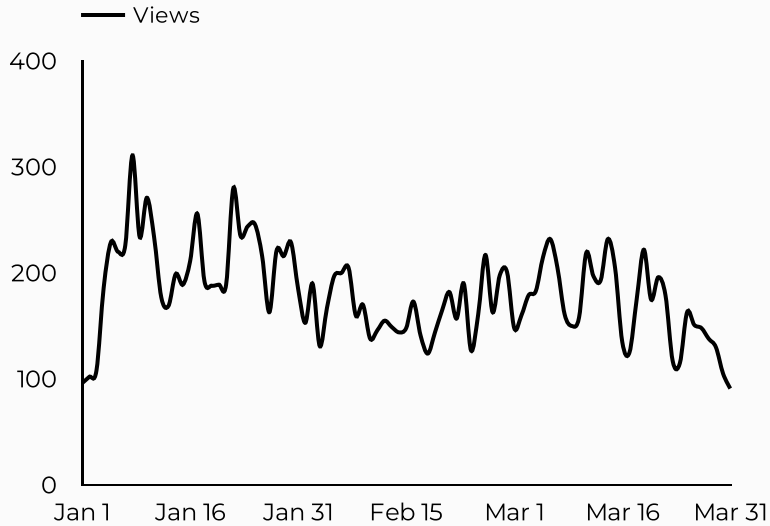
Session source	Total users
google	7,263
(direct)	2,534
bing	578
home.army.mil	368
m.facebook.com	179
militaryonesource.mil	177
yahoo	162
l.facebook.com	115
duckduckgo	105
(not set)	71



Views 16,409 ↑ 5.4%	Sessions 14,397 ↑ 3.7%	Total users 11,956 ↑ 4.2%	New users 2,740 ↑ 31.9%	Avg. Session Time 01:53 ↓ -0.1%	Engagement rate 83% ↑ 581.7%
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Compared Y-o-Y

How is site traffic trending?

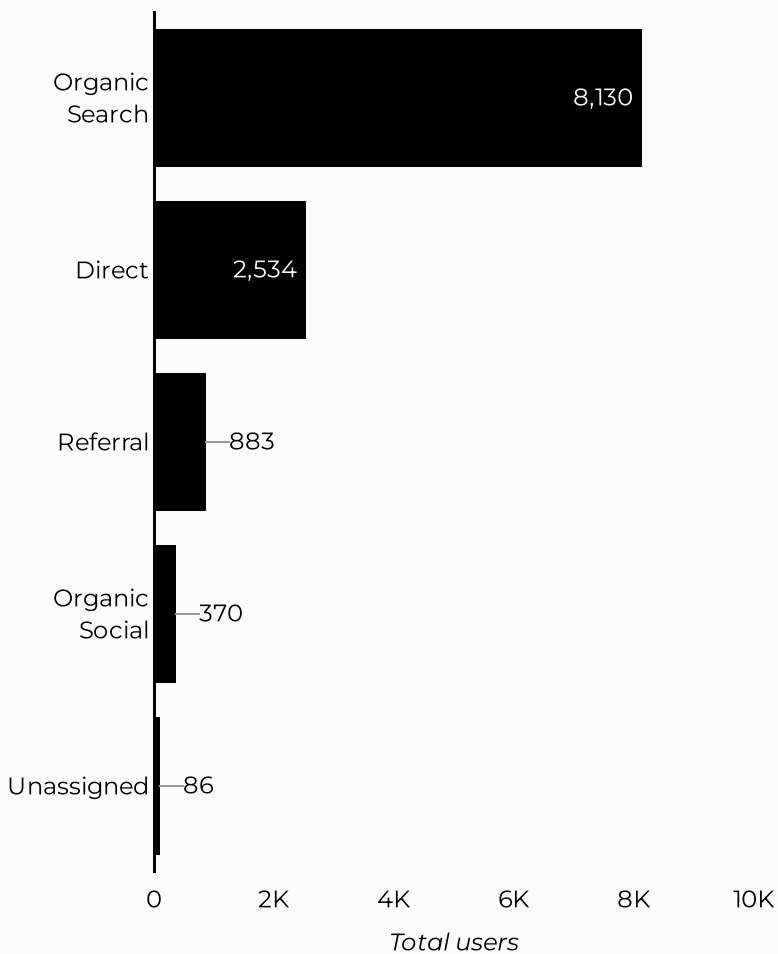


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	11,273
campbell.armymwr.com	79
belvoir.armymwr.com	72
jblm.armymwr.com	49
hawaii.armymwr.com	48
zama.armymwr.com	43
westpoint.armymwr.com	33
cavazos.armymwr.com	29
drum.armymwr.com	27
liberty.armymwr.com	25

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	7,263
(direct)	2,534
bing	578
home.army.mil	368
m.facebook.com	179
militaryonesource.mil	177
yahoo	162
l.facebook.com	115
duckduckgo	105
(not set)	71



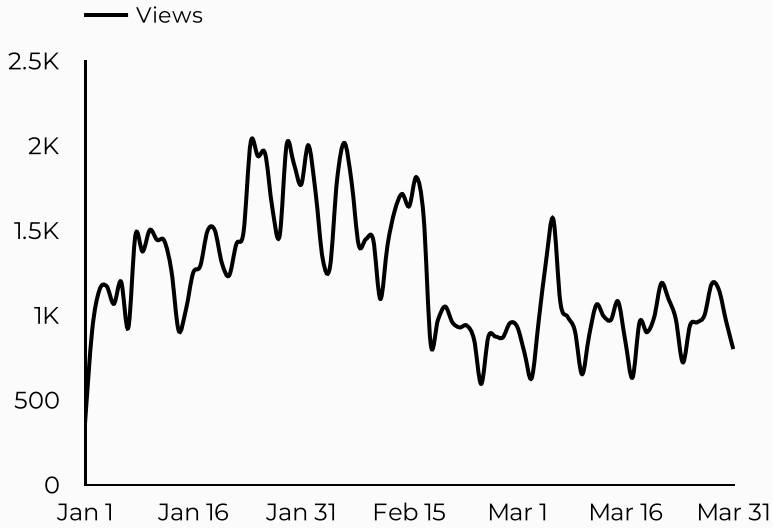
ARMY MWR

Auto Skills

Views 110,957 ↑ 50.6%	Sessions 92,182 ↑ 54.9%	Total users 65,429 ↑ 49.9%	New users 48,793 ↑ 58.3%	Avg. Session Time 02:07 ↓ -16.5%	Engagement rate 56% ↑ 31.6%
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Compared Y-o-Y

How is site traffic trending?

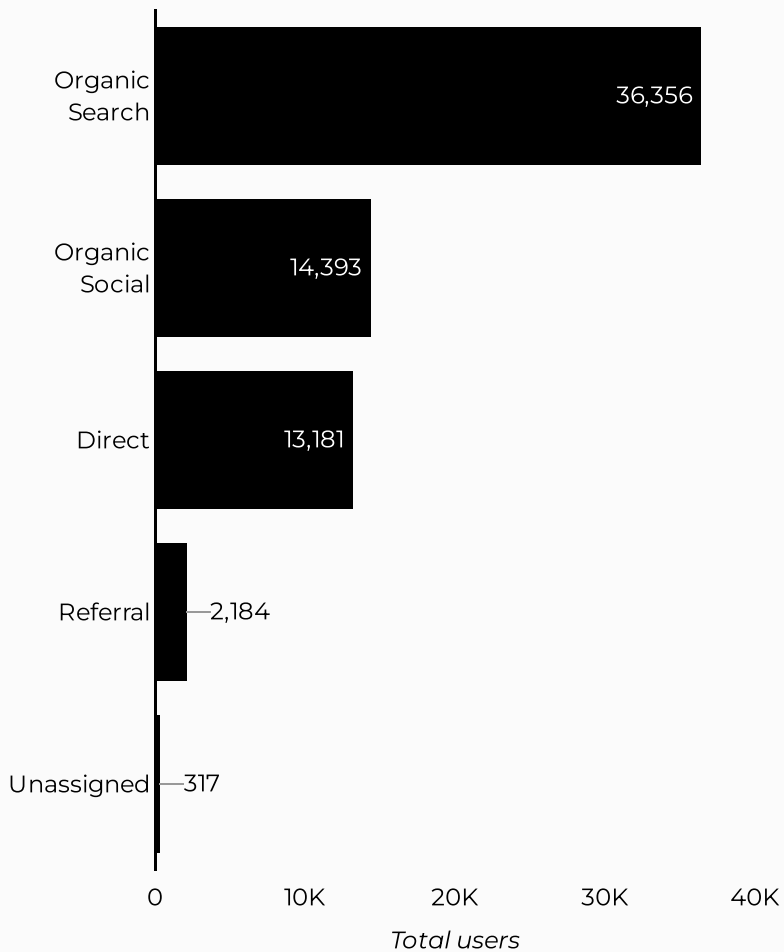


Top US Army Installations

Sorted by Total Users

Installation	Total users
stewarhunter.armymwr.com	13,594
cavazos.armymwr.com	7,882
liberty.armymwr.com	3,777
www.armymwr.com	3,643
campbell.armymwr.com	3,061
kaiserslautern.armymwr.com	2,786
hawaii.armymwr.com	2,100
moore.armymwr.com	2,066
wiesbaden.armymwr.com	2,035
grafenwoehr.armymwr.com	1,822

Which channels are driving traffic?



What are the top sources?

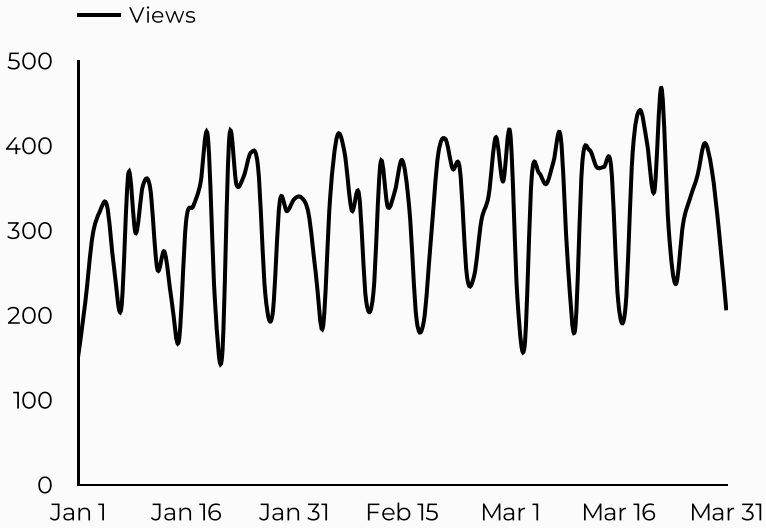
Session source	Total users
google	34,226
(direct)	13,181
m.facebook.com	11,132
lm.facebook.com	1,879
home.army.mil	1,525
bing	1,481
l.facebook.com	1,461
duckduckgo	444
(not set)	305
yahoo	292



Views 28,729 ↑ 4.2%	Sessions 20,957 ↑ 1.9%	Total users 16,998 ↑ 2.9%	New users 8,307 ↑ 1.4%	Avg. Session Time 02:08 ↑ 4.5%	Engagement rate 71% ↑ 124.5%
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Compared Y-o-Y

How is site traffic trending?

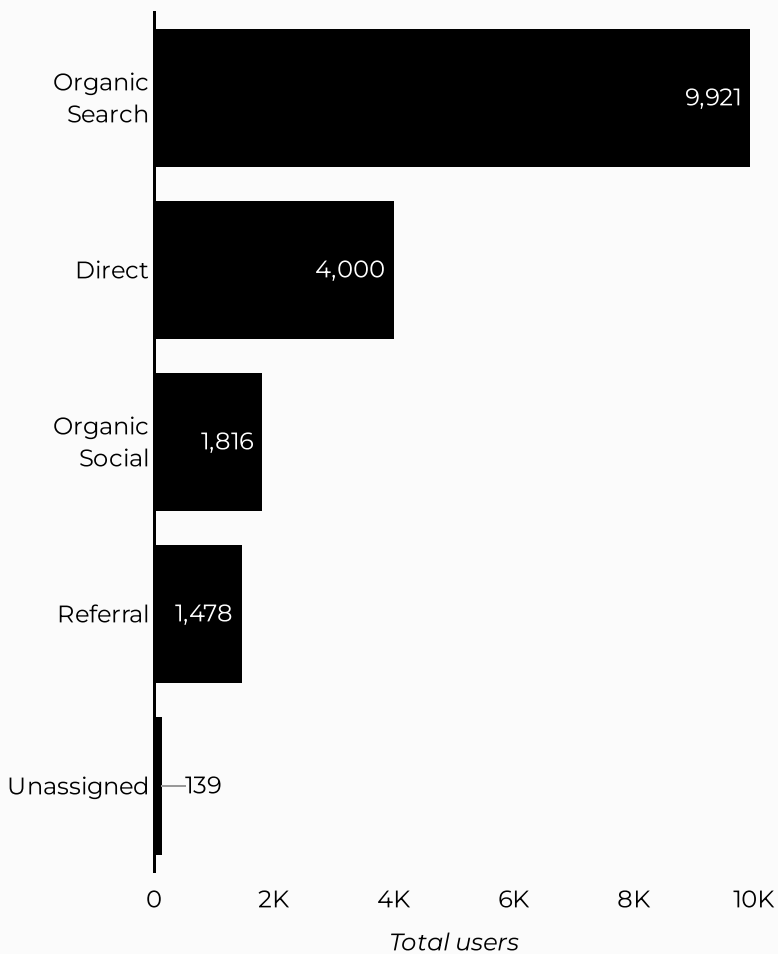


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,415
humphreys.armymwr.com	1,940
bliss.armymwr.com	1,143
cavazos.armymwr.com	1,143
liberty.armymwr.com	936
hawaii.armymwr.com	923
jblm.armymwr.com	767
stewarhunter.armymwr.com	697
carson.armymwr.com	623
drum.armymwr.com	524

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	9,056
(direct)	4,000
m.facebook.com	1,050
bing	742
home.army.mil	690
l.facebook.com	351
linktr.ee	277
lm.facebook.com	224
militaryonesource.mil	134
(not set)	103



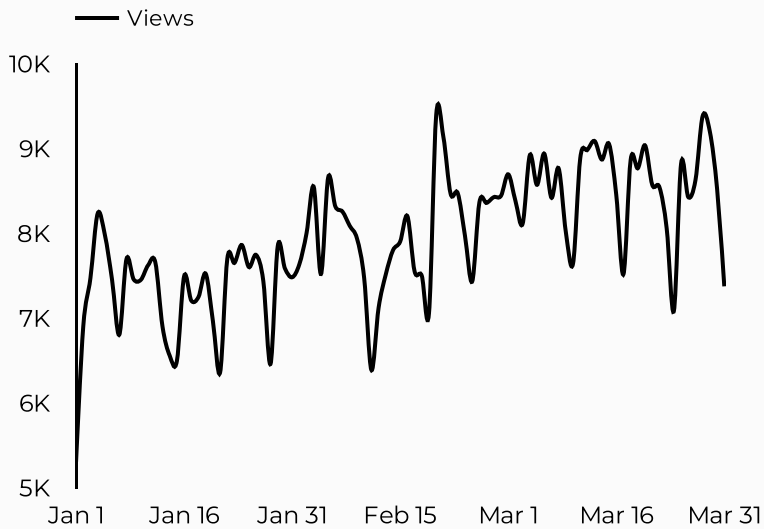
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Food and Beverage

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
723,000	535,771	393,392	281,586	02:38	68%
↓ -1.5%	↓ -3.2%	↓ -2.5%	↓ -2.3%	↑ 0.7%	↑ 42.8%

Compared Y-o-Y

How is site traffic trending?

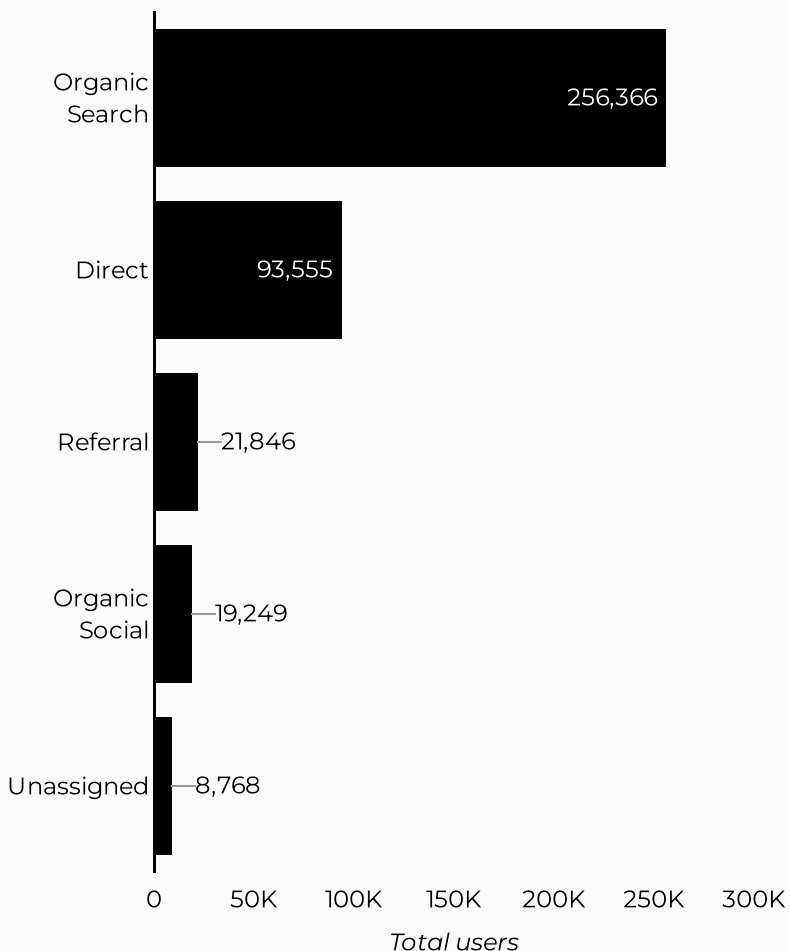


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	65,066
moore.armymwr.com	32,323
belvoir.armymwr.com	17,379
carlisle.armymwr.com	16,305
liberty.armymwr.com	13,823
grafenwoehr.armymwr.com	11,059
stewarhunter.armymwr.com	10,696
zama.armymwr.com	10,587
hawaii.armymwr.com	10,477
kaiserslautern.armymwr.com	10,405

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	235,912
(direct)	93,555
bing	14,126
m.facebook.com	12,514
referral	7,056
home.army.mil	4,165
yahoo	3,784
l.facebook.com	3,409
duckduckgo	3,201
militaryonesource.mil	2,960



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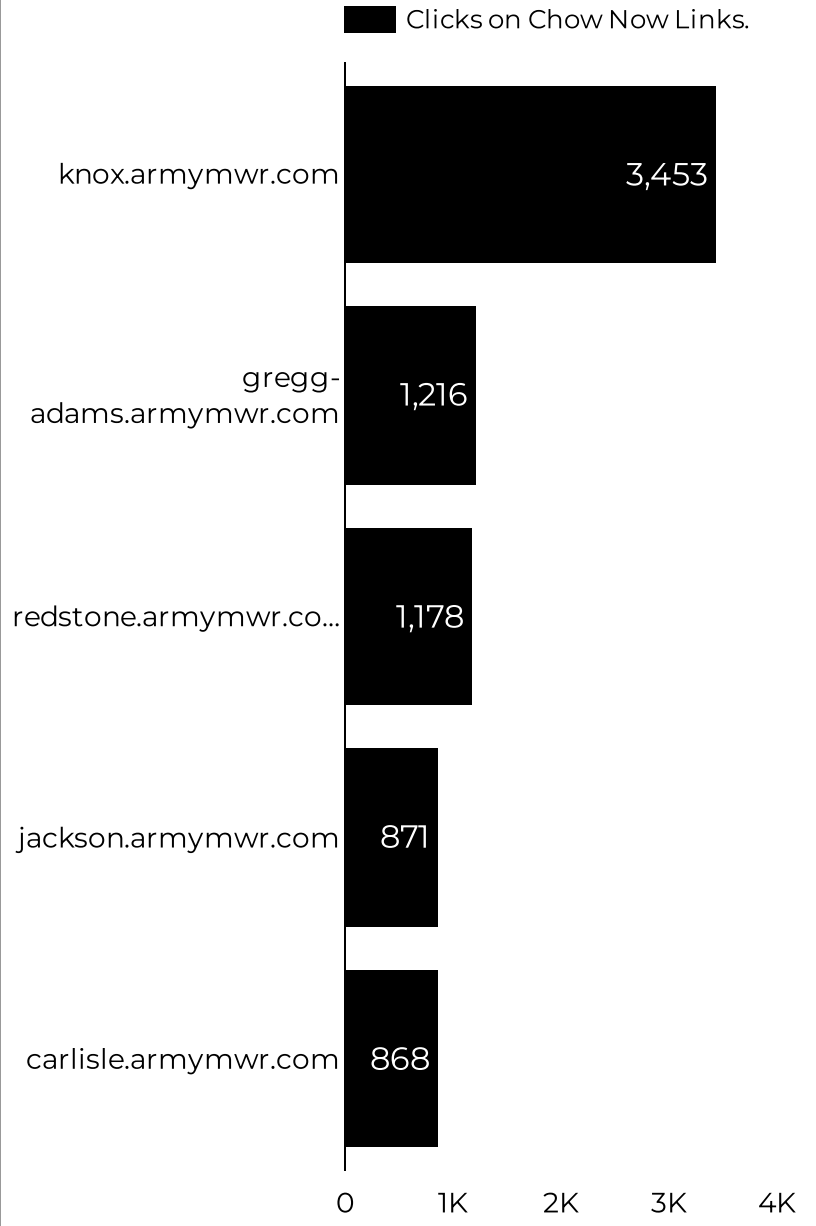
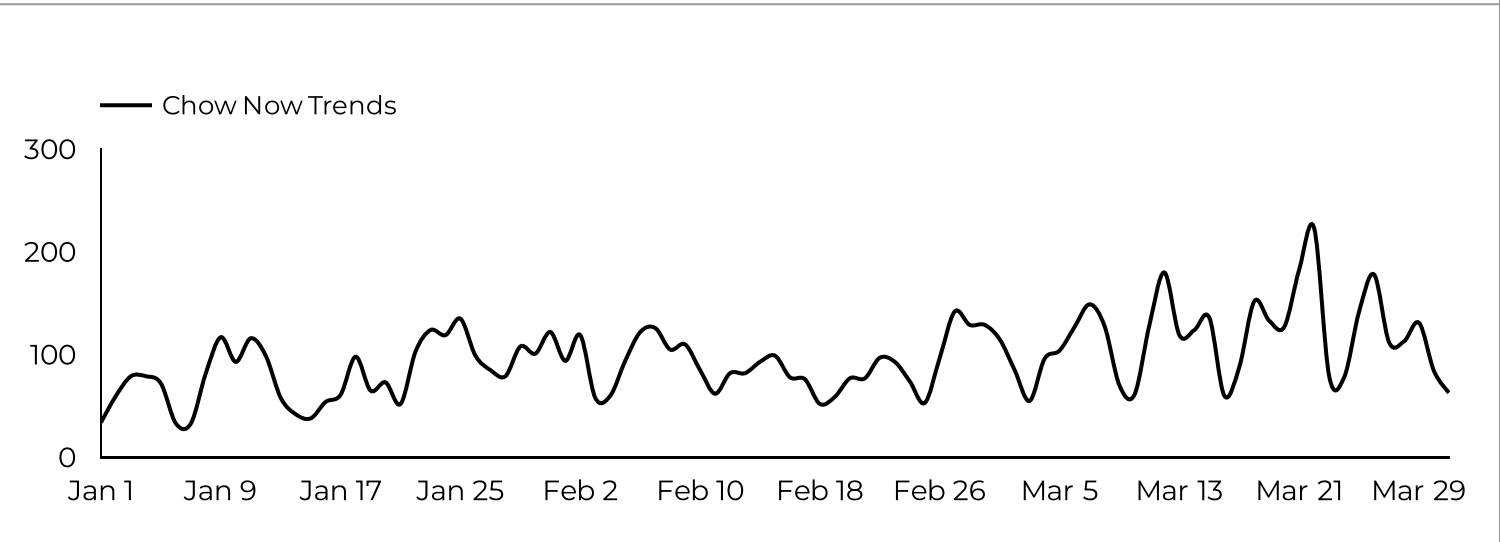
Chow Now

Chow Now Link Clicks

8,761

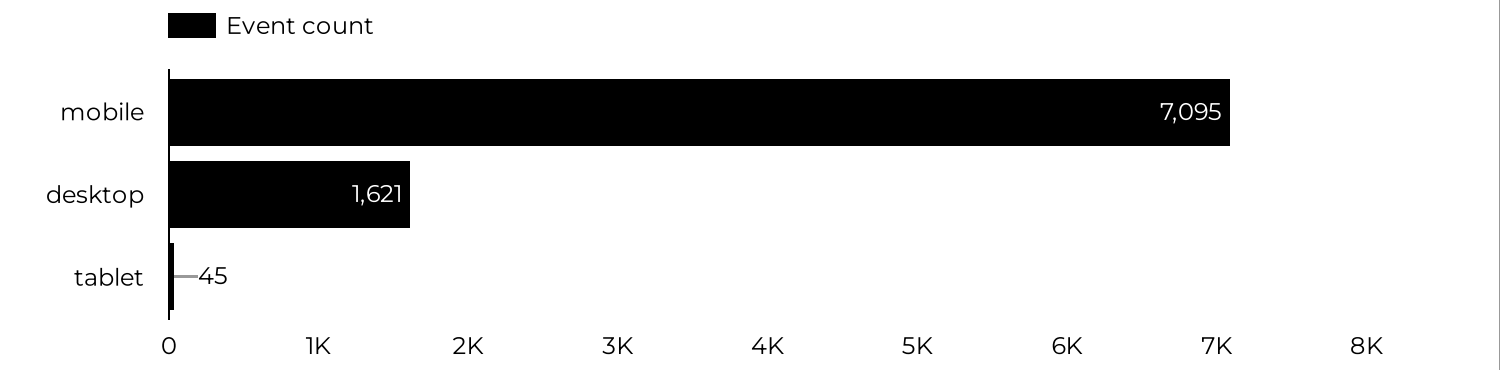
Top installations

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?





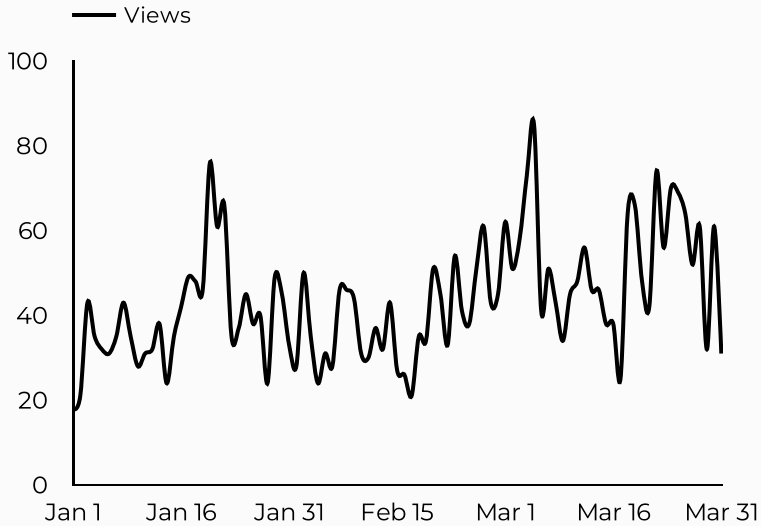
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Healthy Army Communities (HAC)

Views 3,955 ↓ -11.0%	Sessions 3,436 ↓ -11.6%	Total users 2,569 ↓ -17.0%	New users 2,131 ↓ -20.0%	Avg. Session Time 02:45 ↑ 2.6%	Engagement rate 65% ↑ 19.6%
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Compared Y-o-Y

How is site traffic trending?

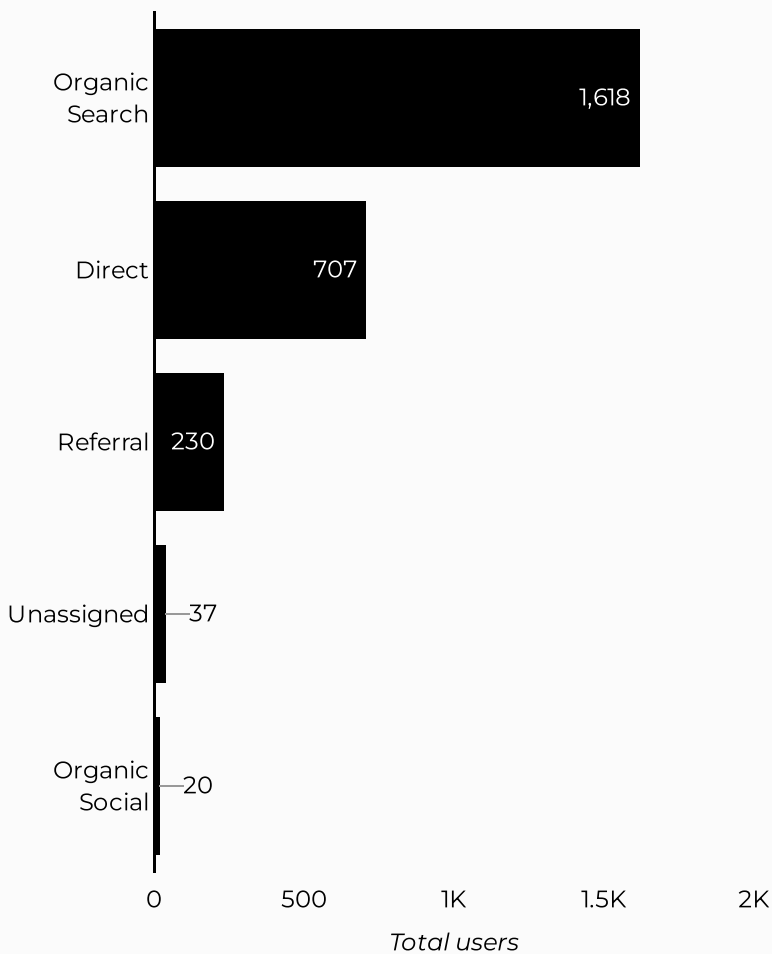


Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	2,262
www.armymwr.com	155
eisenhower.armymwr.com	61
humphreys.armymwr.com	39
sill.armymwr.com	29
chievres.armymwr.com	17
garmisch.armymwr.com	5
drum.armymwr.com	2
belvoir.armymwr.com	1
liberty.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,497
(direct)	707
home.army.mil	159
bing	74
duckduckgo	27
referral	25
missionwalk.org	23
yahoo	21
mymilitarynetwork.org	14
(not set)	12



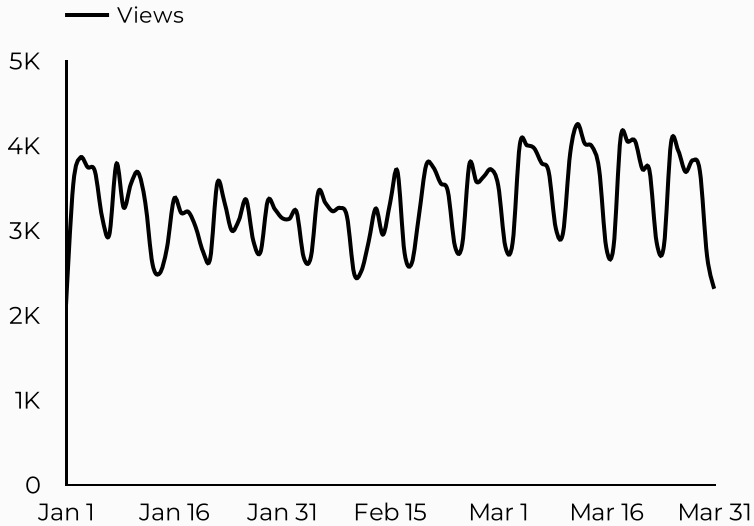
ARMY MWR

Leisure Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
301,129	227,212	162,832	99,440	02:43	75%
↓ -5.5%	↓ -3.3%	↓ -2.6%	↓ -4.0%	↓ -2.9%	↑ 57.0%

Compared Y-o-Y

How is site traffic trending?

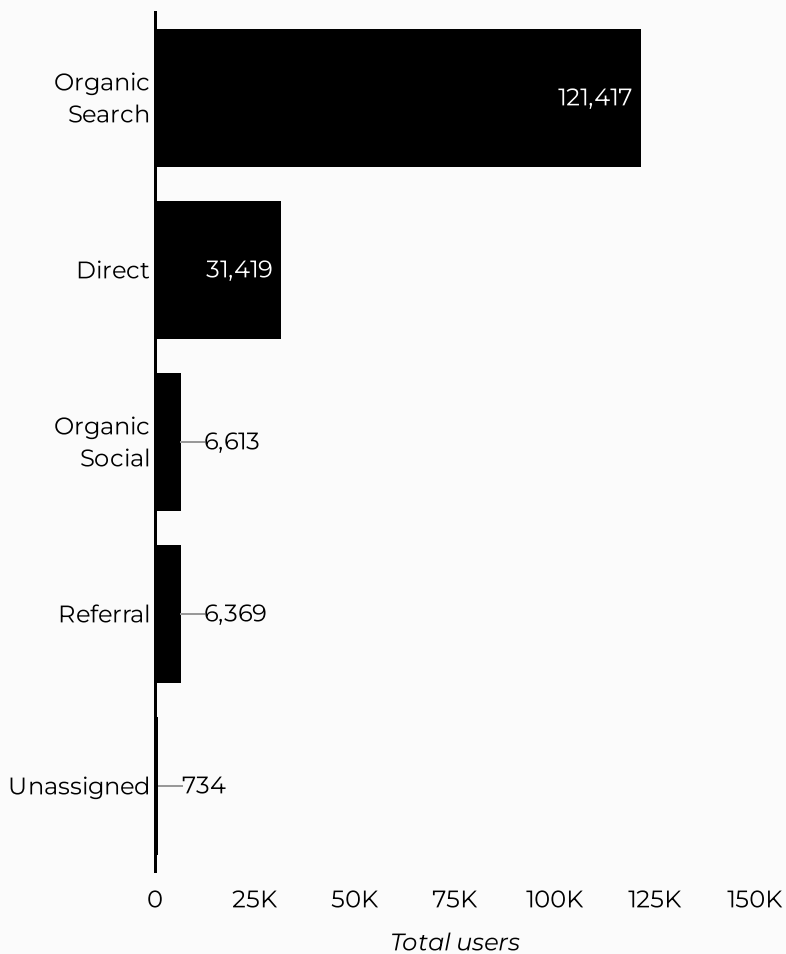


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	11,313
belvoir.armymwr.com	11,203
hawaii.armymwr.com	9,389
jblm.armymwr.com	8,886
liberty.armymwr.com	8,549
redstone.armymwr.com	8,219
moore.armymwr.com	7,613
cavazos.armymwr.com	6,550
stewarhunter.armymwr.com	6,453
jackson.armymwr.com	5,553

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	111,541
(direct)	31,419
bing	6,662
m.facebook.com	4,285
home.army.mil	1,889
yahoo	1,784
militaryonesource.mil	1,365
l.facebook.com	1,224
duckduckgo	1,205
lm.facebook.com	844



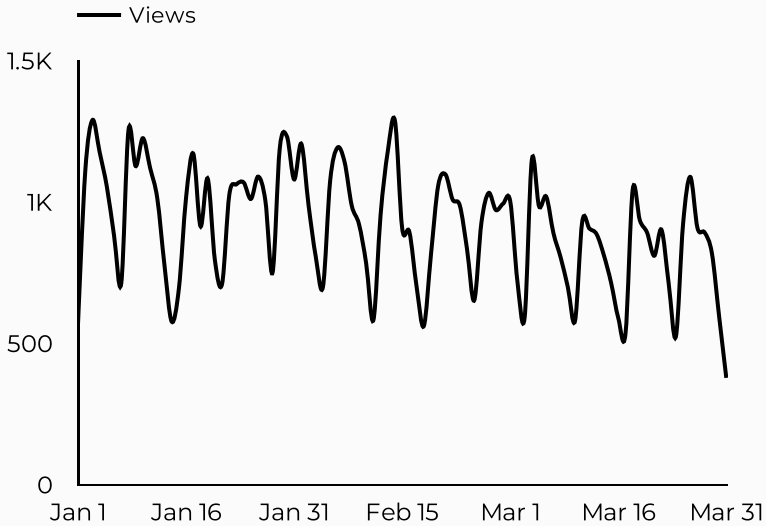
ARMY MWR

Libraries

Views 83,362 ↓ -4.6%	Sessions 64,297 ↓ -0.2%	Total users 42,236 ↑ 1.5%	New users 27,538 ↓ -6.8%	Avg. Session Time 02:19 ↓ -0.5%	Engagement rate 62% ↑ 37.3%
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Compared Y-o-Y

How is site traffic trending?

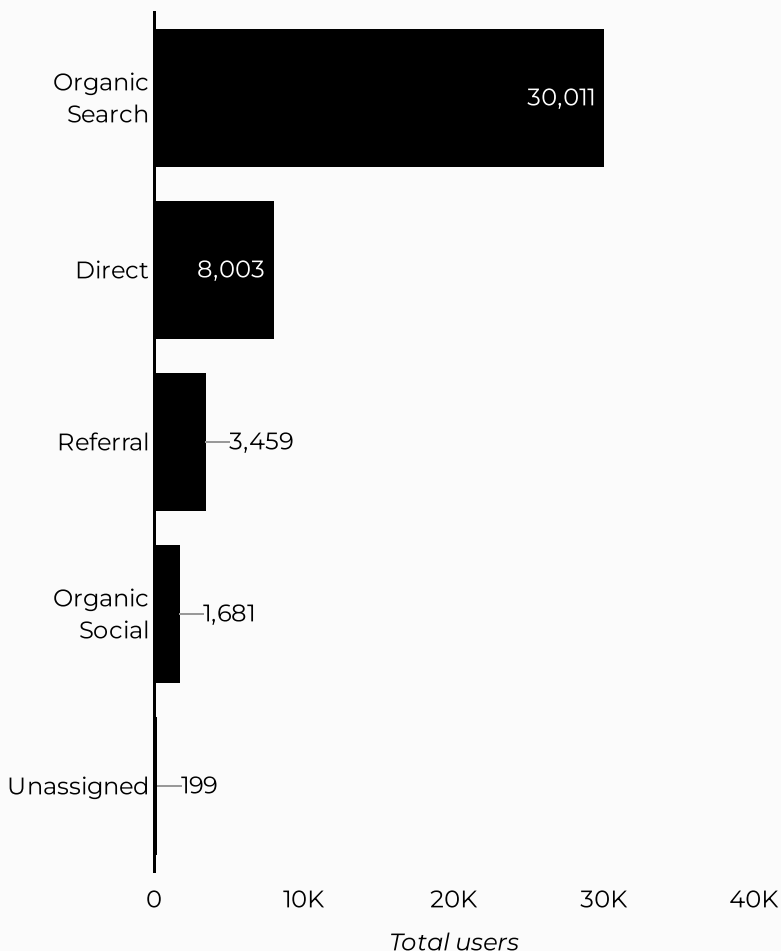


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	3,502
liberty.armymwr.com	3,409
www.armymwr.com	2,721
campbell.armymwr.com	2,068
hawaii.armymwr.com	1,782
humphreys.armymwr.com	1,610
carson.armymwr.com	1,544
moore.armymwr.com	1,474
knox.armymwr.com	1,445
cavazos.armymwr.com	1,437

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	27,628
(direct)	8,003
bing	1,663
mwrlibrary.armybiznet.com	1,017
m.facebook.com	939
army.dodmwrlibraries.org	877
l.facebook.com	507
duckduckgo	396
home.army.mil	379
yahoo	364



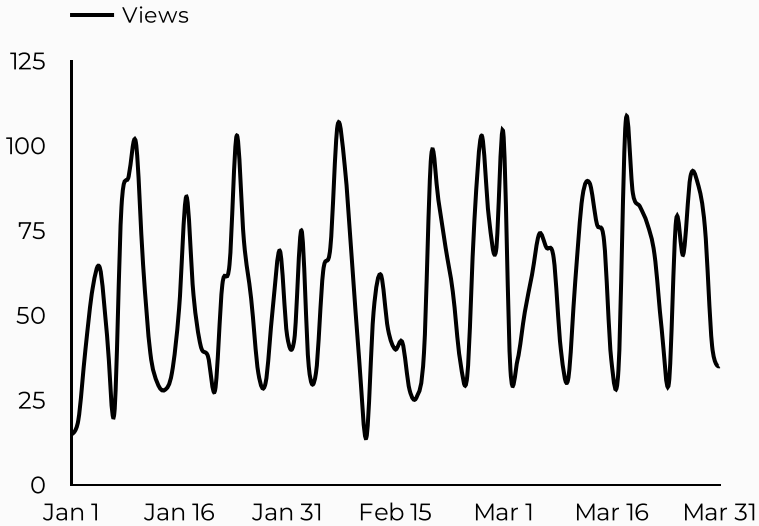
ARMY MWR

Adventure Programs

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,286	4,586	3,558	1,599	02:05	69%
↓ -4.1%	↓ -0.7%	↑ 1.5%	↓ -10.1%	↓ -24.7%	↑ 91.8%

Compared Y-o-Y

How is site traffic trending?

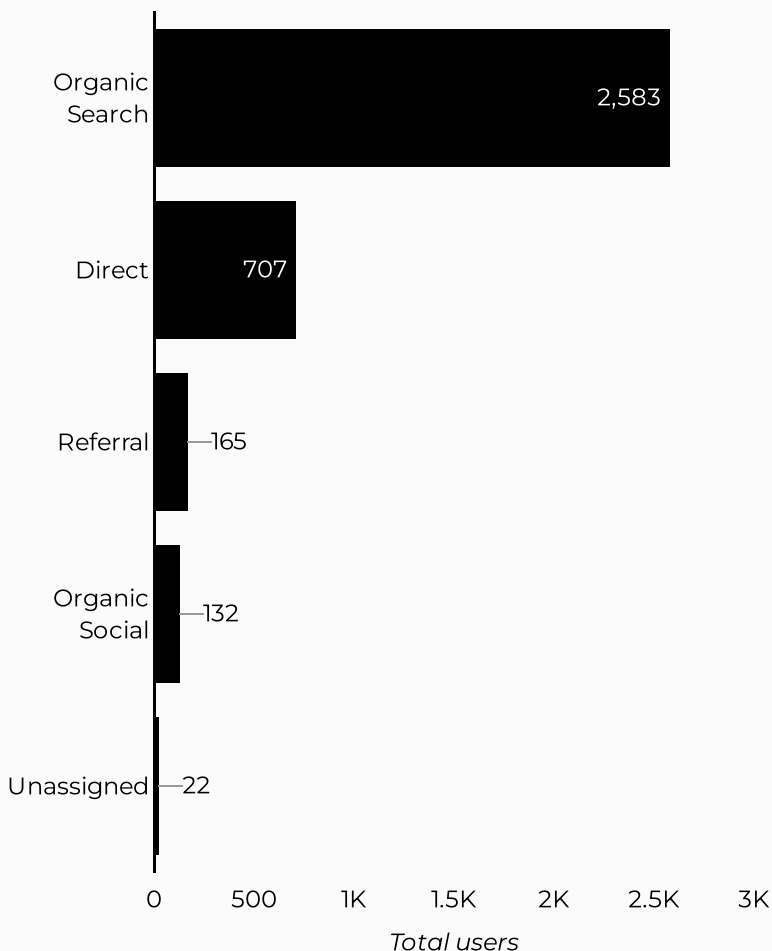


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,167
liberty.armymwr.com	547
jblm.armymwr.com	482
cavazos.armymwr.com	222
stewarhunter.armymwr.com	222
carson.armymwr.com	169
moore.armymwr.com	169
drum.armymwr.com	138
eisenhower.armymwr.com	115
campbell.armymwr.com	112

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,317
(direct)	707
bing	214
home.army.mil	72
m.facebook.com	70
duckduckgo	29
yahoo	27
l.facebook.com	23
(not set)	22
t.co	20



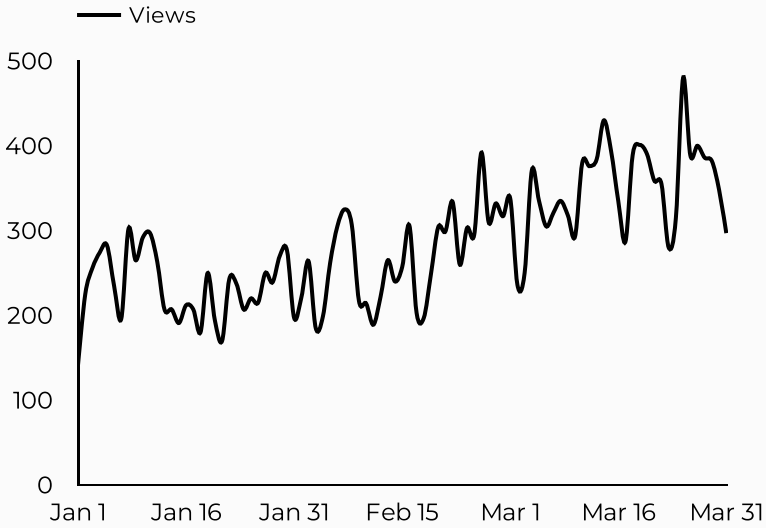
ARMY MWR

Equipment Rental

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
25,835	22,809	16,045	6,504	02:32	73%
↓ -8.2%	↓ -3.0%	↓ -9.0%	↓ -12.5%	↓ -7.5%	↑ 131.5%

Compared Y-o-Y

How is site traffic trending?

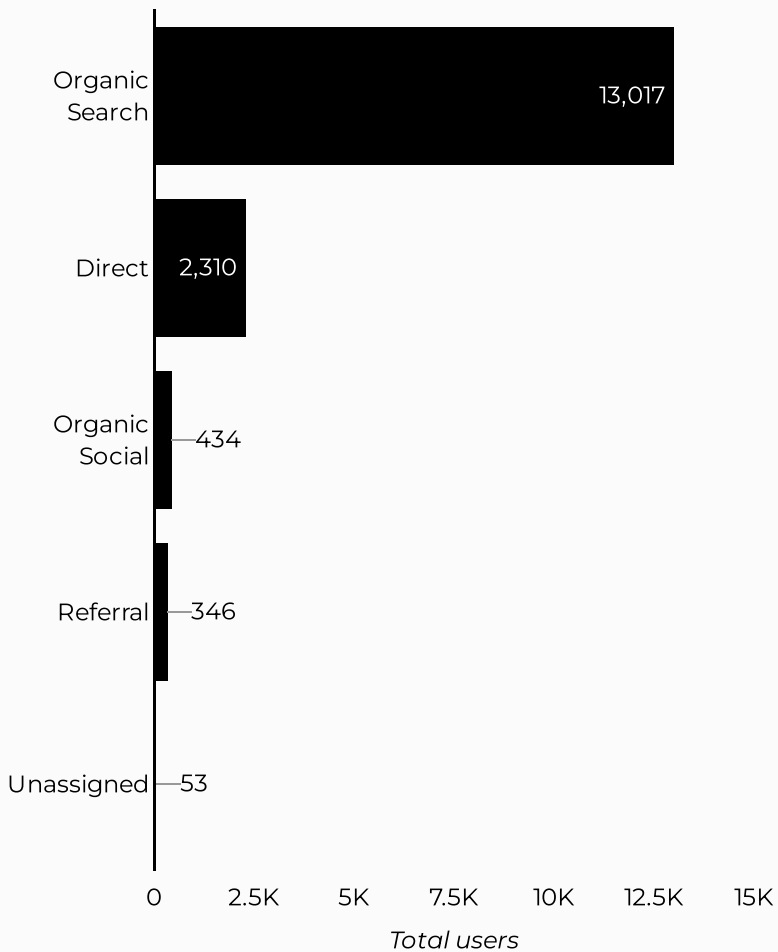


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	3,685
liberty.armymwr.com	2,515
cavazos.armymwr.com	1,927
knox.armymwr.com	1,263
redstone.armymwr.com	1,082
riley.armymwr.com	896
eisenhower.armymwr.com	869
sill.armymwr.com	738
grafenwoehr.armymwr.com	549
mccoy.armymwr.com	532

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	12,172
(direct)	2,310
bing	593
m.facebook.com	276
home.army.mil	155
duckduckgo	136
yahoo	125
l.facebook.com	79
lm.facebook.com	70
(not set)	53



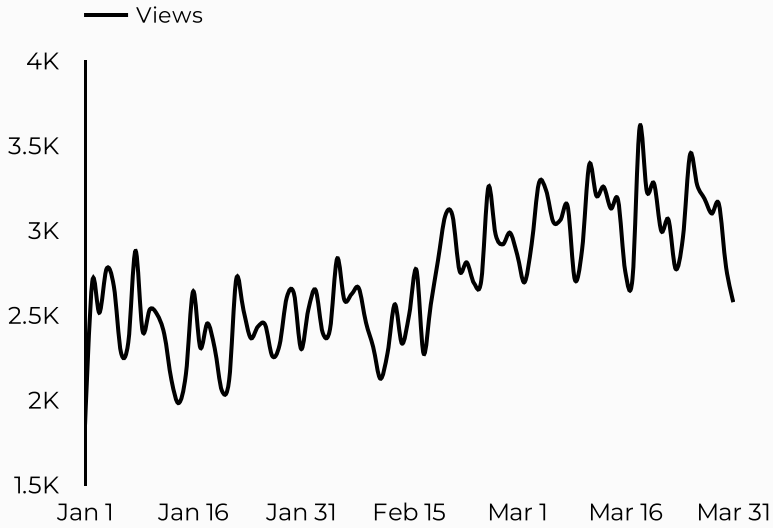
ARMY MWR

Recreational Lodging

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
246,522	192,526	137,310	91,383	02:52	72%
↓ -8.6%	↓ -4.2%	↓ -7.7%	↓ -10.5%	↓ -7.1%	↑ 47.3%

Compared Y-o-Y

How is site traffic trending?

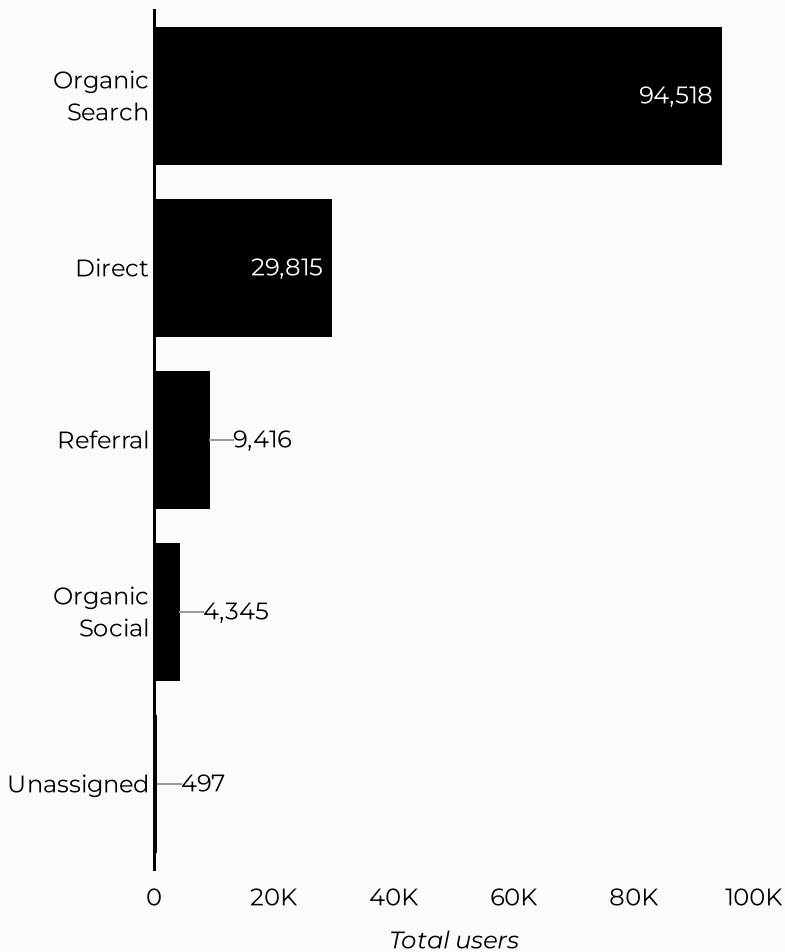


Top US Army Installations

Sorted by Total Users

Installation	Total users
jackson.armymwr.com	10,141
moore.armymwr.com	9,690
belvoir.armymwr.com	7,568
liberty.armymwr.com	7,096
cavazos.armymwr.com	6,625
eisenhower.armymwr.com	6,584
mccoy.armymwr.com	5,465
leonardwood.armymwr.com	5,112
jblm.armymwr.com	4,978
kaiserslautern.armymwr.com	4,975

Which channels are driving traffic?



What are the top sources?

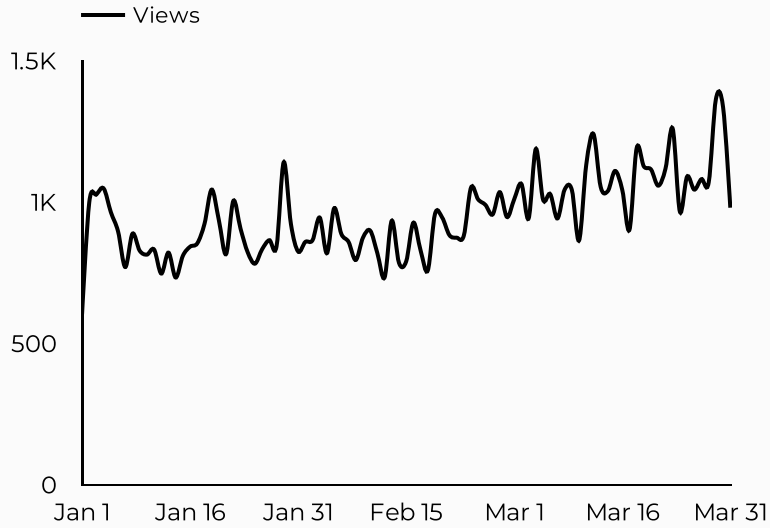
Session source	Total users
google	86,905
(direct)	29,815
bing	4,984
m.facebook.com	2,590
home.army.mil	1,804
campgrounds.rvlife.com	1,492
yahoo	1,282
militarycampgrounds.us	1,267
duckduckgo	1,106
tripwizard.rvlife.com	1,034



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
86,564	69,201	50,766	27,677	02:05	65%
↓ -4.9%	↓ -3.6%	↓ -4.1%	↓ -3.9%	↓ 0.0%	↑ 88.5%

Compared Y-o-Y

How is site traffic trending?

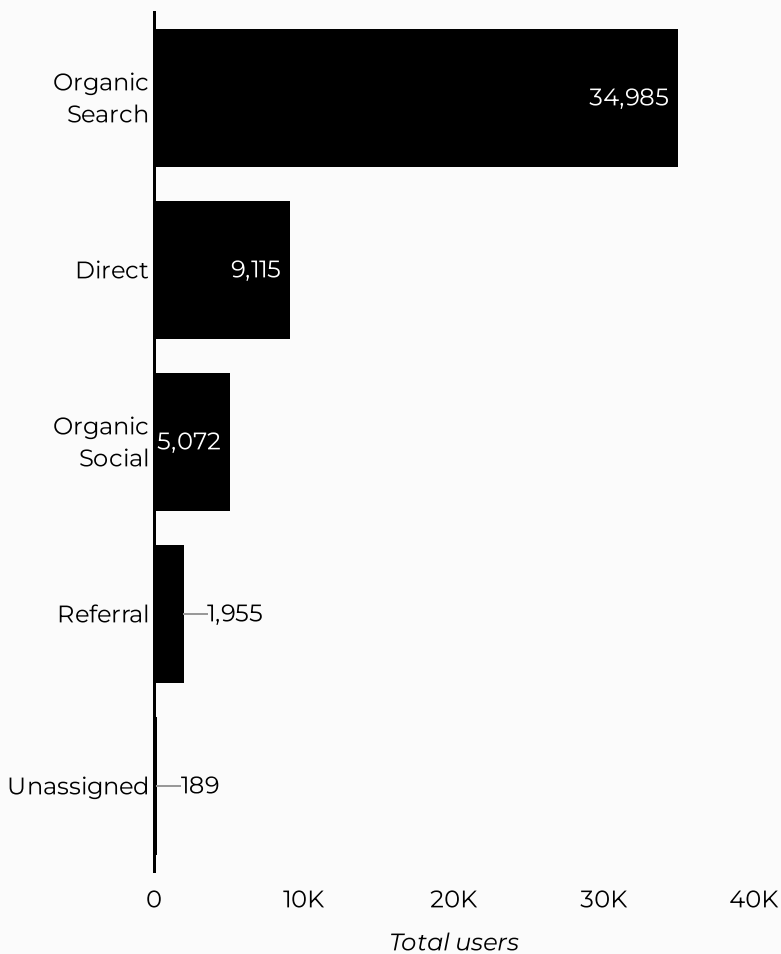


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	6,049
liberty.armymwr.com	3,846
cavazos.armymwr.com	3,220
knox.armymwr.com	3,044
campbell.armymwr.com	2,975
humphreys.armymwr.com	2,955
bliss.armymwr.com	2,834
hawaii.armymwr.com	2,368
huachuca.armymwr.com	1,724
belvoir.armymwr.com	1,676

Which channels are driving traffic?



What are the top sources?

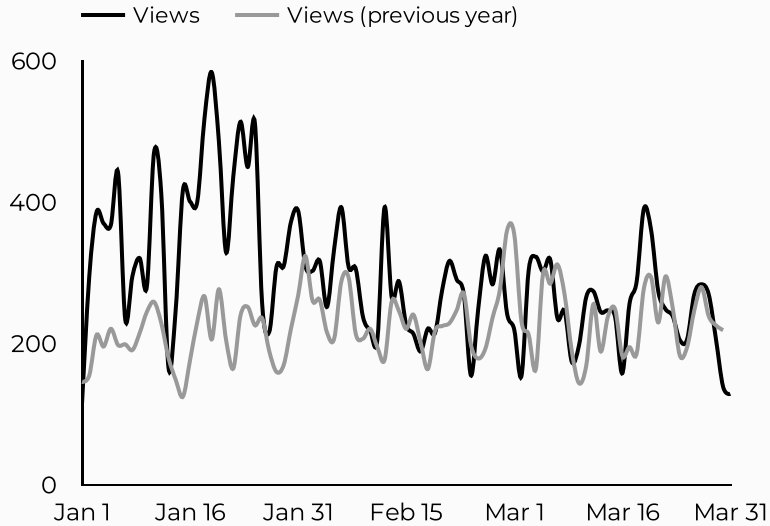
Session source	Total users
google	33,070
(direct)	9,115
m.facebook.com	3,594
bing	1,338
home.army.mil	827
lm.facebook.com	776
l.facebook.com	664
duckduckgo	355
yahoo	337
(not set)	154



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
26,920	12,904	10,109	6,143	02:14	69%
↑ 32.6%	↑ 0.4%	↓ -0.7%	↓ -28.1%	↑ 5.0%	↑ 49.7%

Compared Y-o-Y

How is site traffic trending?

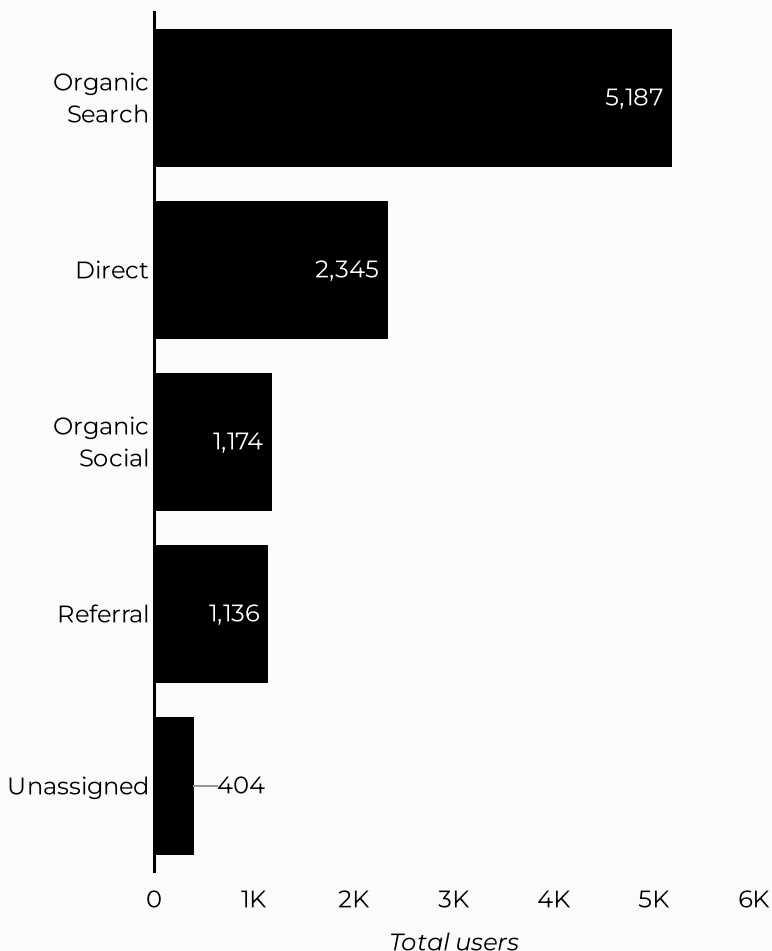


How many athletes started an application?

Link clicks to start an application.

URL	Total
https://cloud.mwr.army.mil/atwsc/apptrac.wsc/wb1000.html?wbsi=9dddee6a-1fd6-2f9b-af14-5e265017e3ae&w	2,502
https://apptrac.mwr.army.mil/	1,420
https://cloud.mwr.army.mil/apptrac/atwsc/apptrac.wsc/wb1000.html?wbp=1&wbsi=af2680c-148f-a095-2a14-0d92-6514-bfd4a87ddd3a&w	911
https://cloud.mwr.army.mil/atwsc/apptrac.wsc/wb1000.html?wbsi=d9d192b4-5bcb-0d92-6514-bfd4a87ddd3a&w	583
https://www.mwrbrandcentral.com/collecti ons/26033	329
http://www.armedforcessports.com/	325
Grand total	6,435

Which channels are driving traffic?



What are the top sources?

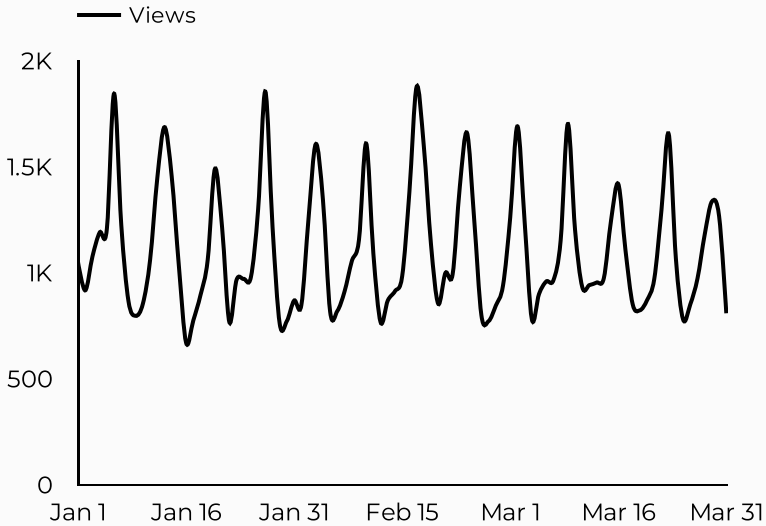
Session source	Total users...	% Δ
google	4,582	-31.5% ↓
(direct)	2,345	43.0% ↑
armywcap.com	668	34.7% ↑
m.facebook.com	533	283.5% ↑
bing	489	59.8% ↑
(not set)	397	727.1% ↑
l.instagram.com	384	1,500.0...
lm.facebook.com	130	1,525.0...
home.army.mil	113	318.5% ↑
l.facebook.com	97	148.7% ↑



Views 101,074 ↓ -9.1%	Sessions 83,144 ↓ -10.0%	Total users 60,832 ↓ -11.3%	New users 45,358 ↓ -12.6%	Avg. Session Time 02:18 ↑ 0.9%	Engagement rate 62% ↑ 33.0%
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Compared Y-o-Y

How is site traffic trending?

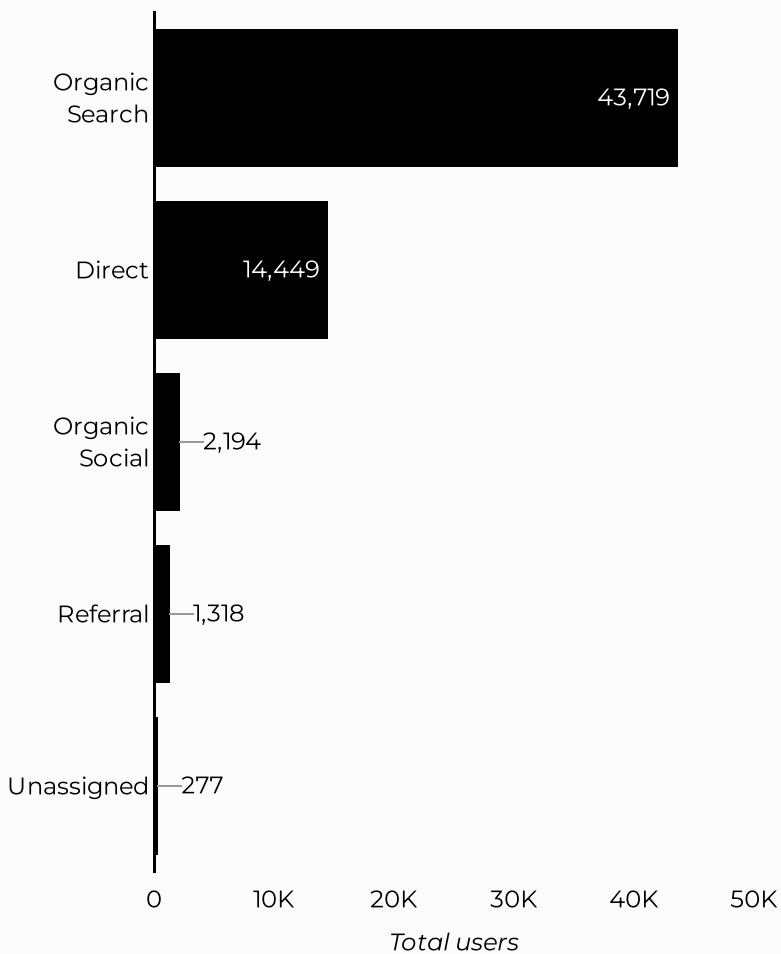


Top US Army Installations

Sorted by Total Users

Installation	Total use...	% Δ
hawaii.armymwr.com	4,067	-20.1% ↓
campbell.armymwr.com	3,781	-17.9% ↓
jbmhh.armymwr.com	3,370	1.0% ↑
stewarhunter.armymwr...	2,997	11.1% ↑
stuttgart.armymwr.com	2,532	-1.4% ↓
bliss.armymwr.com	2,526	-0.3% ↓
redstone.armymwr.com	2,511	-12.2% ↓
belvoir.armymwr.com	2,480	-32.8% ↓
liberty.armymwr.com	2,262	-
cavazos.armymwr.com	2,238	-

Which channels are driving traffic?



What are the top sources?

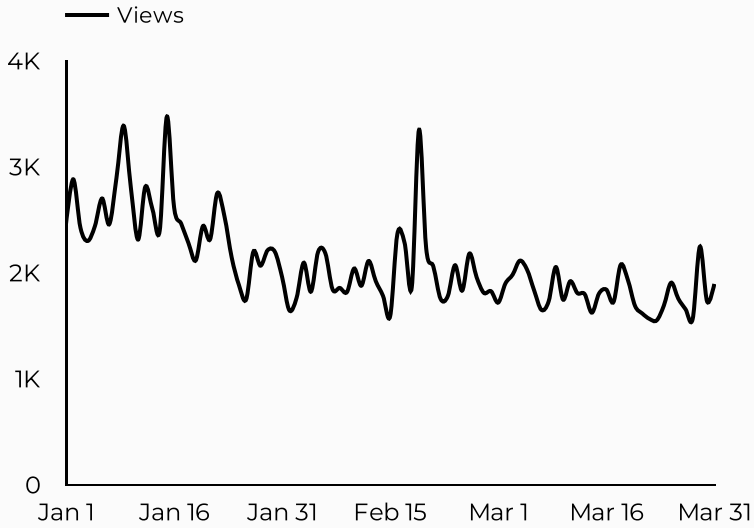
Session source	Total users
google	41,675
(direct)	14,449
m.facebook.com	1,399
bing	1,344
home.army.mil	457
l.facebook.com	405
yahoo	326
lm.facebook.com	316
duckduckgo	258
(not set)	216



Views 190,511 ↑ 0.0%	Sessions 147,238 ↓ -3.3%	Total users 106,564 ↓ -1.1%	New users 73,617 ↓ -2.4%	Avg. Session Time 02:18 ↑ 5.7%	Engagement rate 63% ↑ 45.1%
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Compared Y-o-Y

How is site traffic trending?

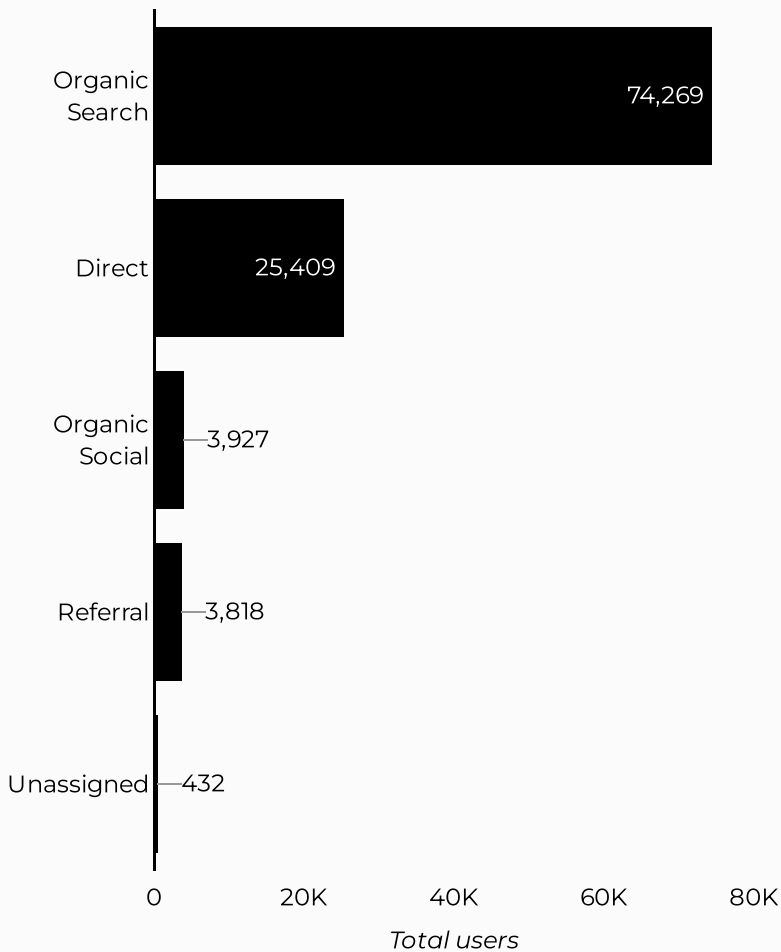


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	7,621
jblm.armymwr.com	6,656
humphreys.armymwr.com	6,244
cavazos.armymwr.com	6,100
carson.armymwr.com	5,593
campbell.armymwr.com	5,448
moore.armymwr.com	4,699
bliss.armymwr.com	4,296
hawaii.armymwr.com	3,887
meade.armymwr.com	3,684

Which channels are driving traffic?



What are the top sources?

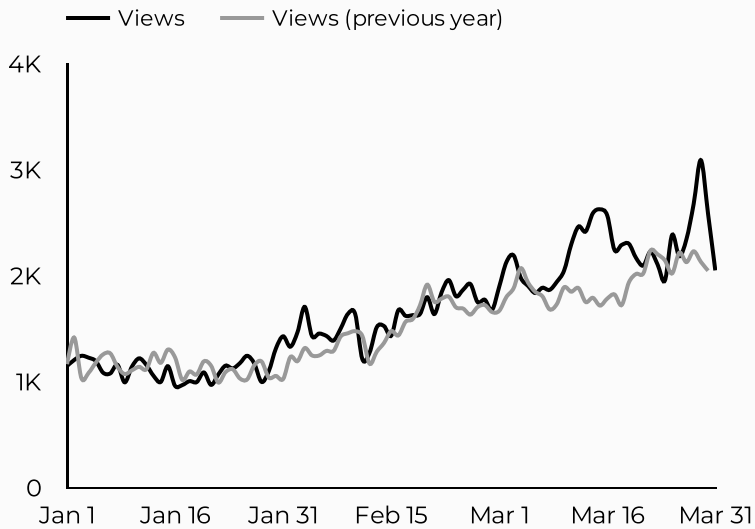
Session source	Total users
google	70,504
(direct)	25,409
home.army.mil	2,443
bing	2,408
m.facebook.com	2,391
l.facebook.com	797
duckduckgo	680
lm.facebook.com	629
yahoo	556
(not set)	408



Views 150,948 ↑ 10.2%	Sessions 112,665 ↑ 2.2%	Total users 82,717 ↑ 4.2%	New users 66,246 ↑ 2.9%	Avg. Session Time 02:35 ↓ -1.5%	Engagement rate 68% ↑ 34.6%
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Compared Y-o-Y

How is site traffic trending?

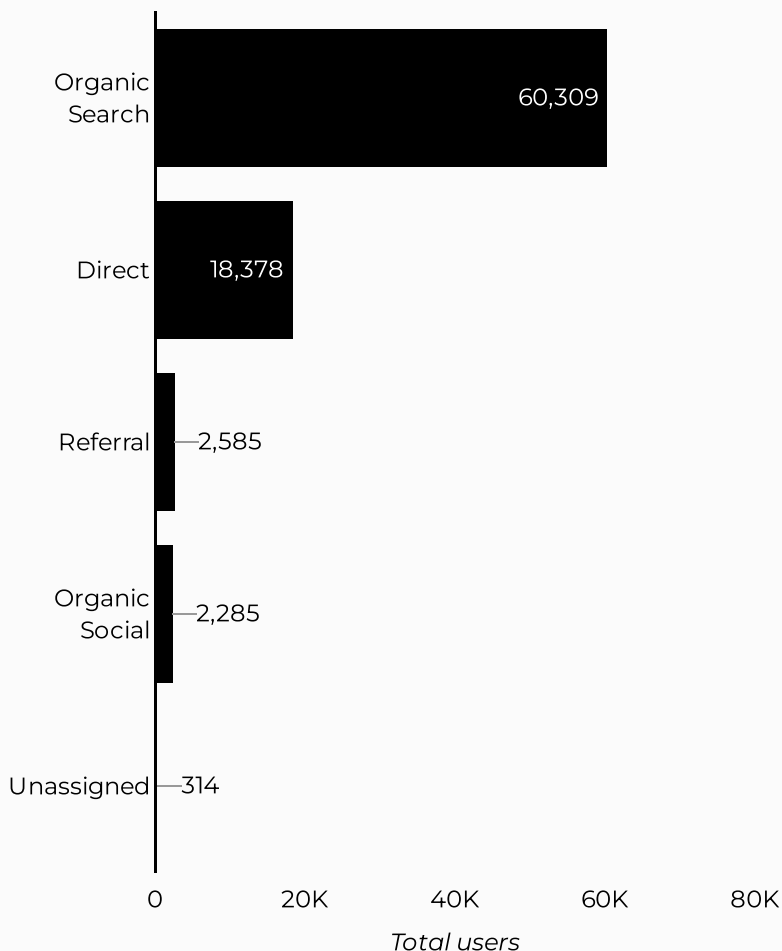


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	9,647
jblm.armymwr.com	6,496
jackson.armymwr.com	4,643
stewarthunter.armymwr.com	4,333
belvoir.armymwr.com	4,246
liberty.armymwr.com	4,181
westpoint.armymwr.com	3,905
carson.armymwr.com	3,284
eisenhower.armymwr.com	2,792
redstone.armymwr.com	2,702

Which channels are driving traffic?



What are the top sources?

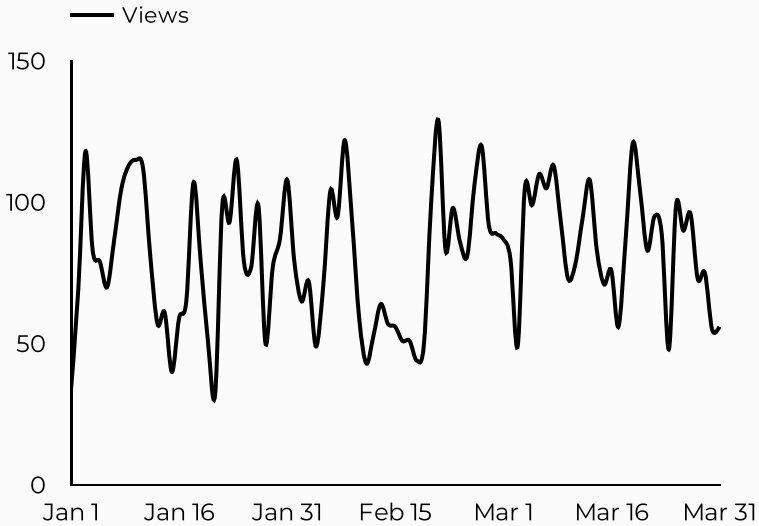
Session source	Total users
google	55,666
(direct)	18,378
bing	2,952
m.facebook.com	1,351
yahoo	759
duckduckgo	565
home.army.mil	422
l.facebook.com	404
lm.facebook.com	289
(not set)	272



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,414	6,160	5,025	1,673	01:42	80%
↓ -1.9%	↓ -3.1%	↓ -5.2%	↓ -13.1%	↓ -3.3%	↑ 183.7%

Compared Y-o-Y

How is site traffic trending?

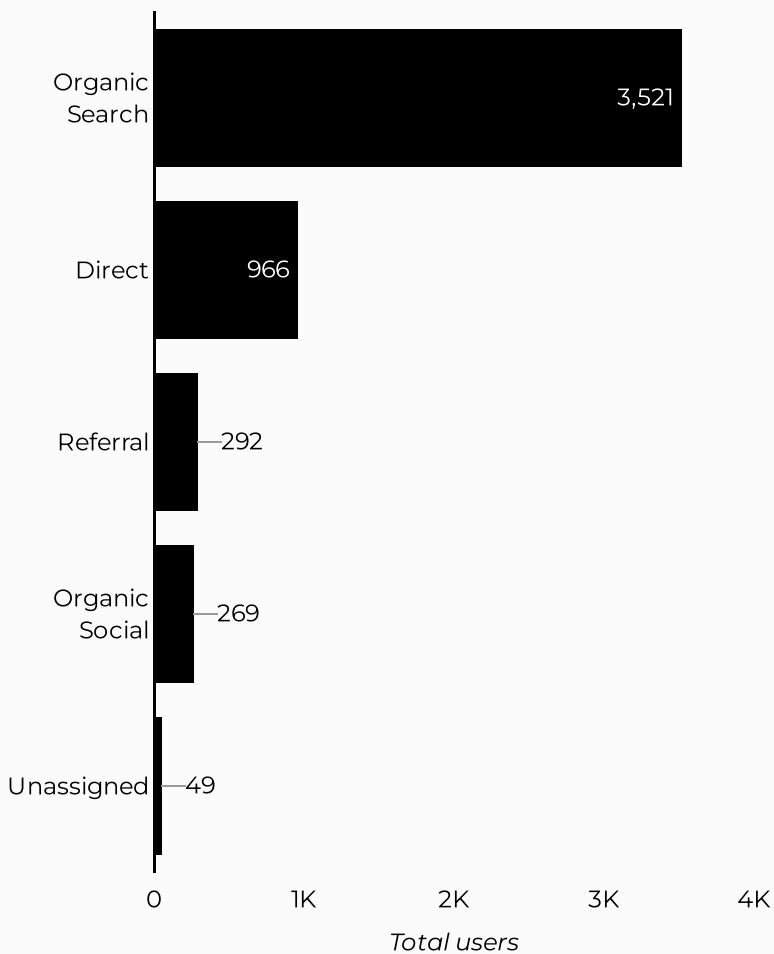


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	1,031
liberty.armymwr.com	698
www.armymwr.com	610
campbell.armymwr.com	419
carson.armymwr.com	389
cavazos.armymwr.com	369
hawaii.armymwr.com	331
riley.armymwr.com	166
sill.armymwr.com	139
knox.armymwr.com	137

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,225
(direct)	966
bing	232
m.facebook.com	182
home.army.mil	148
l.facebook.com	49
armywcap.com	43
yahoo	38
(not set)	26
duckduckgo	26



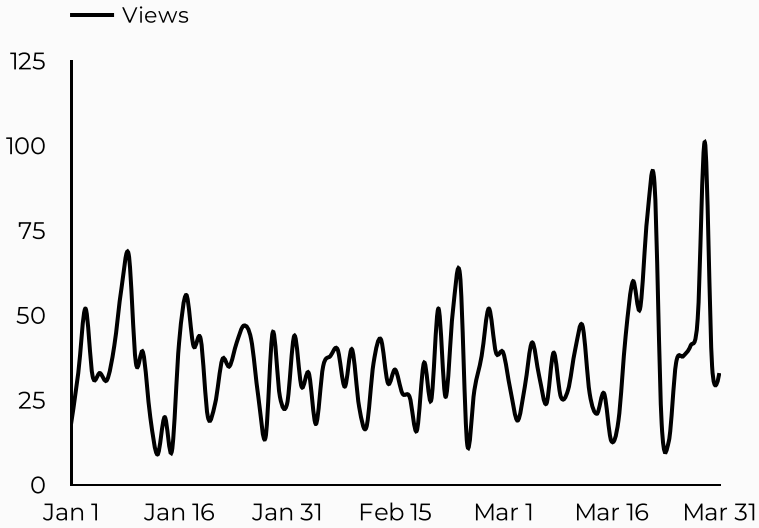
ARMY MWR

Strong BANDS

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,232	2,298	2,070	381	01:36	88%
↑ 4.4%	↑ 4.5%	↑ 5.9%	↓ -11.6%	↑ 9.3%	↑ 418.8%

Compared Y-o-Y

How is site traffic trending?

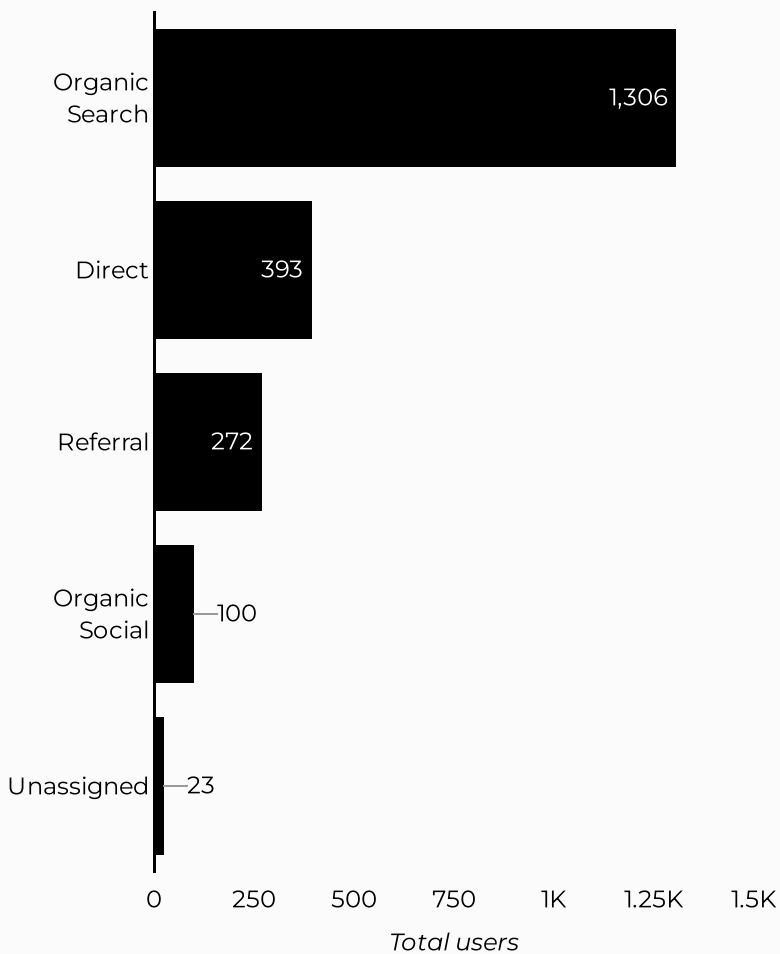


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	542
wiesbaden.armymwr.com	109
humphreys.armymwr.com	105
leonardwood.armymwr.com	77
carson.armymwr.com	64
knox.armymwr.com	61
jblm.armymwr.com	60
redstone.armymwr.com	58
eisenhower.armymwr.com	57
stewarhunter.armymwr.com	56

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,189
(direct)	393
home.army.mil	121
bing	80
hprc-online.org	56
m.facebook.com	52
l.facebook.com	38
(not set)	23
yahoo	20
duckduckgo	14



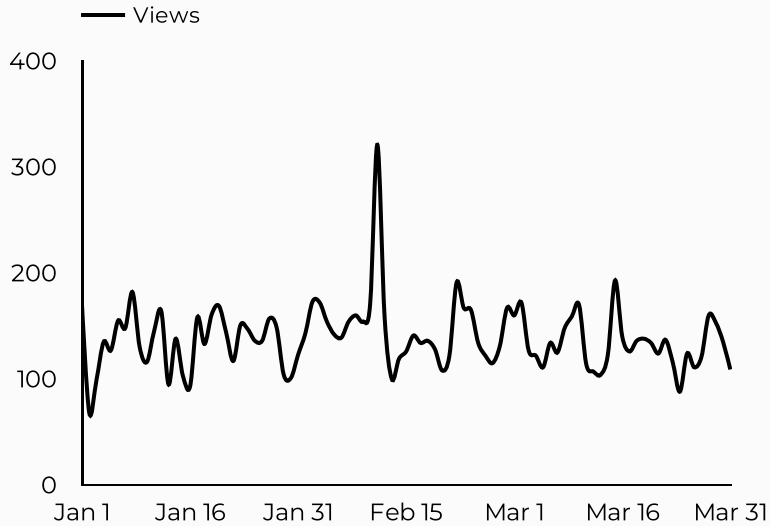
ARMY MWR

Warrior Zone

Views 12,622 ↓ -2.8%	Sessions 10,577 ↓ -1.7%	Total users 8,071 ↓ -1.7%	New users 4,555 ↓ -6.4%	Avg. Session Time 02:04 ↓ -5.1%	Engagement rate 69% ↑ 66.0%
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Compared Y-o-Y

How is site traffic trending?

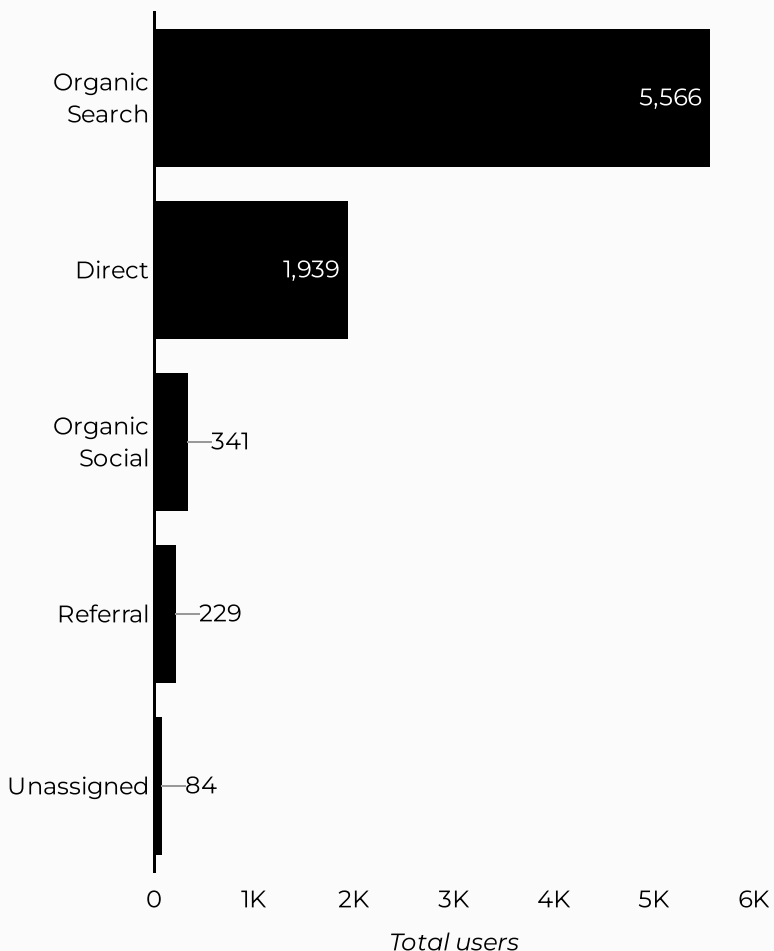


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	2,391
campbell.armymwr.com	1,402
wainwright.armymwr.com	1,020
riley.armymwr.com	757
humphreys.armymwr.com	565
italy.armymwr.com	508
bliss.armymwr.com	417
irwin.armymwr.com	308
grafenwoehr.armymwr.com	255
wiesbaden.armymwr.com	123

Which channels are driving traffic?



What are the top sources?

Session source	Total us...
google	5,296
(direct)	1,939
bing	202
m.facebook.com	181
home.army.mil	141
l.facebook.com	88
(not set)	41
lm.facebook.com	38
duckduckgo	34
yahoo	33

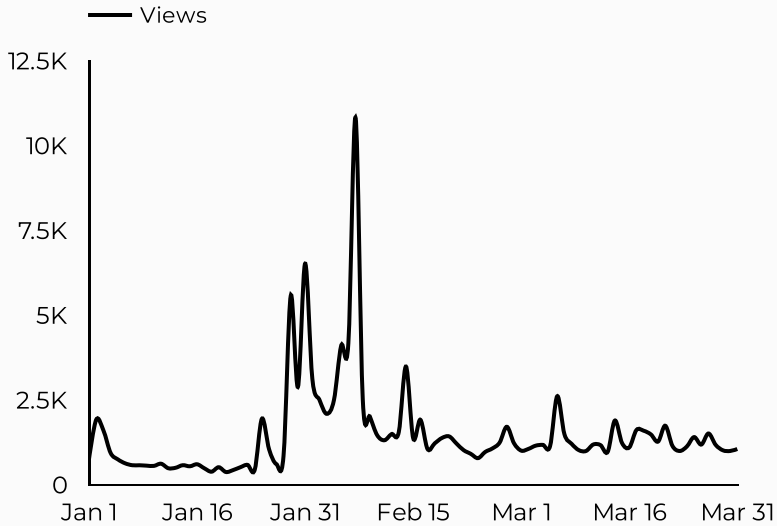


ARMY MWR

Army Ten Miler (ATM)

Views 137,376 ↑ 0.5%	Sessions 79,428 ↑ 12.3%	Total users 55,716 ↑ 18.0% Compared Y-o-y	New users 53,825 ↑ 16.4%	Engagement rate 47% ↓ -12.8%
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How is site traffic trending?

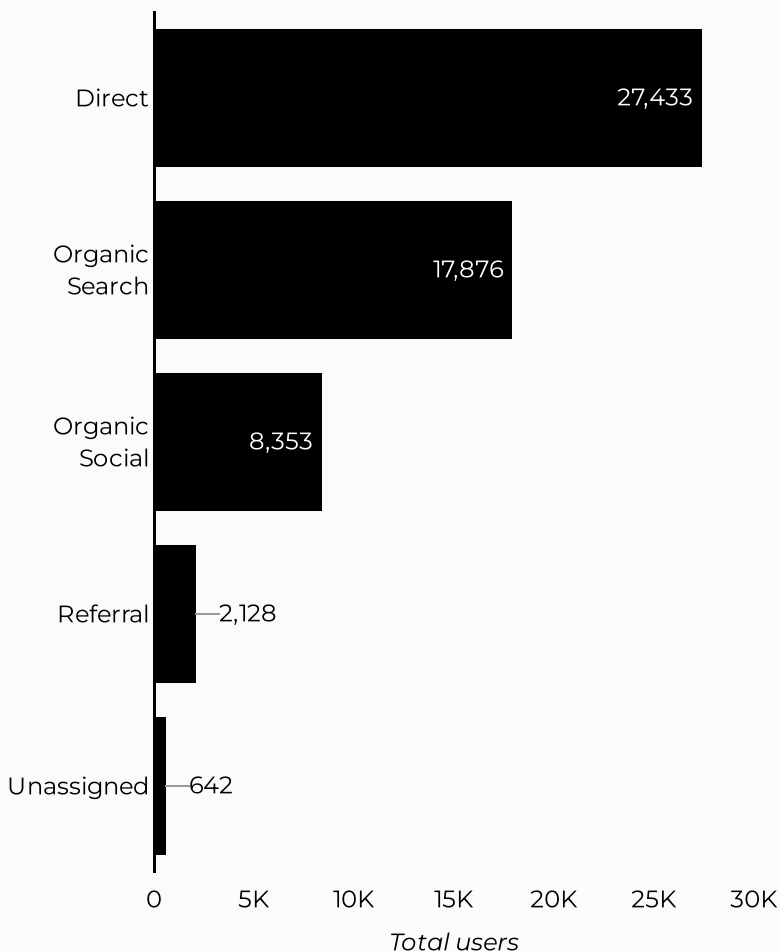


Top Pages

Sorted by Total Users

Page title	Total users
Individual Registration :: Army Ten-Miler	25,832
Army Ten-Miler	22,838
In-Person Race :: Army Ten-Miler	7,144
Army Ten Miler	4,895
Armed Forces Series Challenge :: Army Ten-Miler	4,454
The Course :: Army Ten-Miler	3,075
Virtual Race :: Army Ten-Miler	2,402
ATM Race FAQ's :: Army Ten-Miler	2,258
Confirm Registration :: Army Ten-Miler	2,146

Which channels are driving traffic?



What are the top sources?

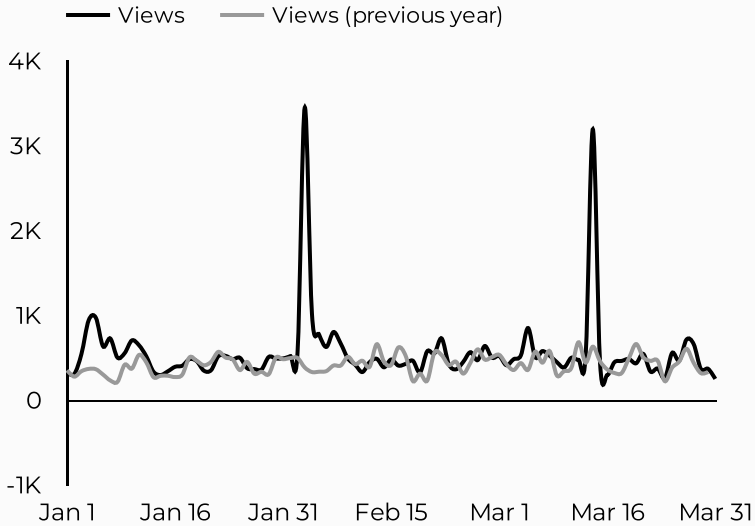
Session source	Total users
(direct)	27,433
google	16,255
m.facebook.com	6,490
l.facebook.com	1,249
bing	1,151
militarytimes.com	723
(not set)	640
lm.facebook.com	249
runguides.com	240
yahoo	231



ARMY MWR World Class Athlete Program (WCAP)

Views 51,224 ↑ 35.4%	Sessions 23,565 ↑ 50.2%	Total users 19,405 ↑ 53.4% Compared Y-o-y	New users 19,122 ↑ 53.8%	Engagement rate 62% ↓ -0.5%
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How is site traffic trending?

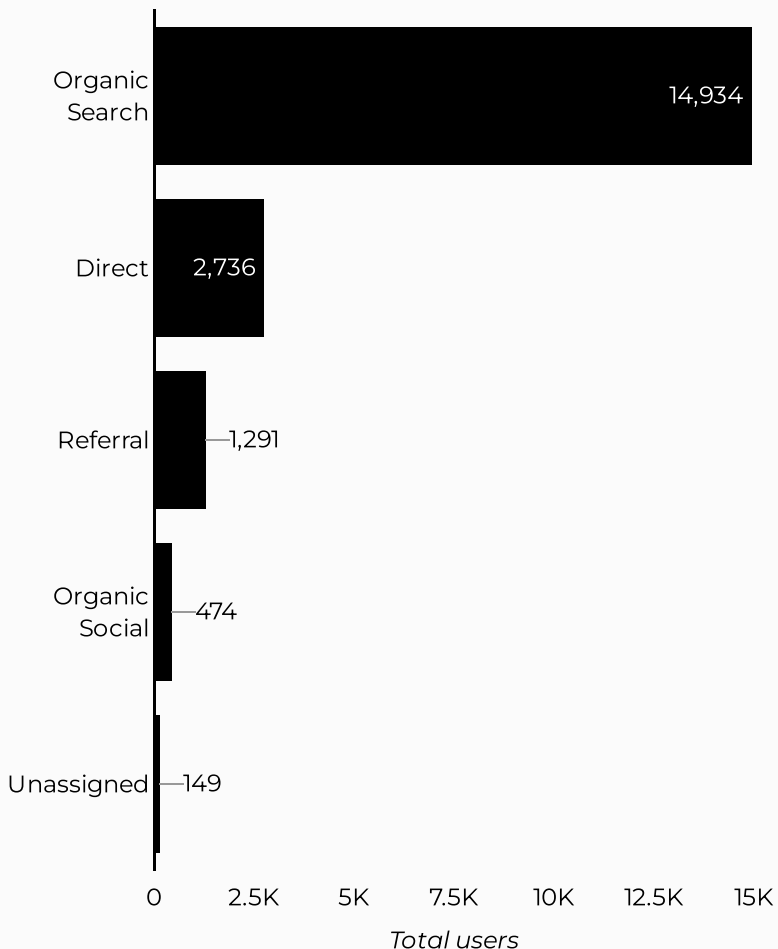


Top WCAP Pages

Sorted by Total Users

Page title	Total users
Home :: WCAP	4,582
Boxing :: WCAP	2,668
Wrestling :: WCAP	2,548
Entry Standards & Apply :: WCAP	2,226
SSG Leonard Korir :: WCAP	1,900
Track & Field :: WCAP	1,859
About :: WCAP	1,673
SPC Estrella Dorado :: WCAP	1,371
SSG Morgan McIntosh :: WCAP	597
Soldiers :: WCAP	555

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	14,275
(direct)	2,736
goarmy.com	640
bing	477
m.facebook.com	181
(not set)	149
armymwr.com	121
yahoo	95
duckduckgo	87
l.instagram.com	83

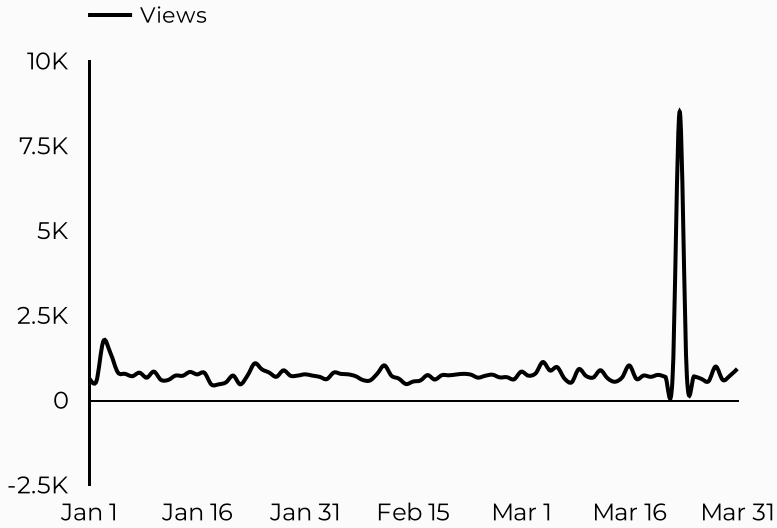


	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	disney	439	395	1.11	0.99%
2.	tickets	298	261	1.14	1.12%
3.	golf	280	186	1.51	2.96%
4.	auction	247	174	1.42	4.19%
5.	youth sports	227	183	1.24	0%
6.	rental	205	142	1.44	0.7%
7.	cys	187	157	1.19	2.41%
8.	rentals	181	113	1.6	0.86%
9.	bowling	166	127	1.31	4.44%
10.	camping	159	125	1.27	0%
11.	lodging	151	126	1.2	0%
12.	soccer	146	120	1.22	0.8%
13.	boss	135	89	1.52	2.11%
14.	disneyland	133	125	1.06	0%
15.	sports	127	112	1.13	1.71%
16.	disney tickets	122	110	1.11	0%
17.	auto	120	77	1.56	1.23%
18.	jobs	117	99	1.18	0.99%
19.	mwr	115	91	1.28	5.1%
20.	cruise	112	102	1.1	0.95%
21.	disney world	111	105	1.06	0.95%
22.	travel	108	82	1.32	3.37%
23.	rv	101	82	1.23	0%
24.	auto auction	100	43	2.33	1.96%
25.	universal studios	99	89	1.11	2.15%
26.	gym	99	92	1.08	2.13%
27.	fishing	99	84	1.18	0%
28.	rv rental	98	74	1.32	1.33%
29.	pool	97	82	1.18	3.37%
30.	binao	93	78	1.19	2.38%
	Grand total	30,037	19,143	1.57	2.32%



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
75,195	17,489	12,243	11,773	04:14	66%

How is site traffic trending?

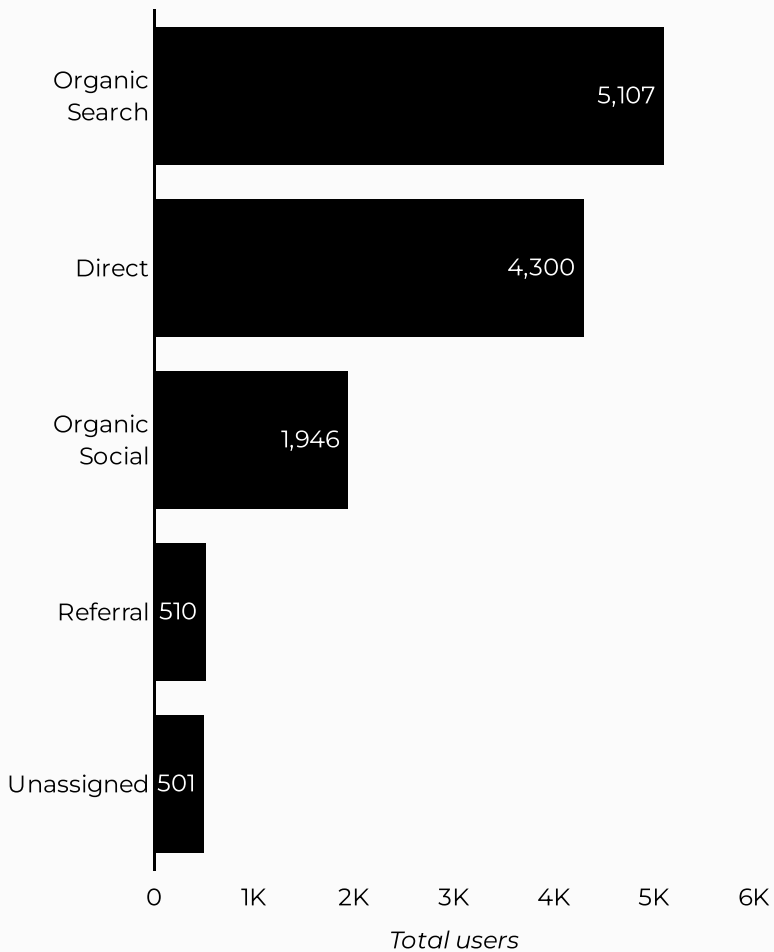


Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	10,412
Booking Rates :: Seward Military Resort	5,355
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	5,164
Tickets & Tours :: Seward Military Resort	2,759
Eligibility :: Seward Military Resort	2,369
Contact Us :: Seward Military Resort	2,240
Amenities :: Seward Military Resort	1,262
Charter Fishing :: Seward Military Resort	1,047
Townhouses :: Seward Military Resort	969

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,460
(direct)	4,300
m.facebook.com	1,362
(not set)	501
bing	424
militaryonesource.mil	352
lm.facebook.com	315
l.facebook.com	219
yahoo	118
duckduckgo	98