



Program Roll-Up

Jan 1, 2024 - Mar 31, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	13,846	7,642	17,892	71.54%
CYS Careers	2,198	901	2,706	71.95%
Family Child Care	8,519	4,337	10,333	68.97%
Parent Outreach Services	7,285	2,843	9,439	76.21%
School Age Centers	2,400	1,002	3,189	73.47%
School Support Services	7,104	4,213	9,031	69.08%
Youth Centers	7,338	3,544	9,190	71.69%
Youth Sports	28,647	14,869	40,414	70.14%



ARMY MWR

Child & Youth Services

Views
530,181

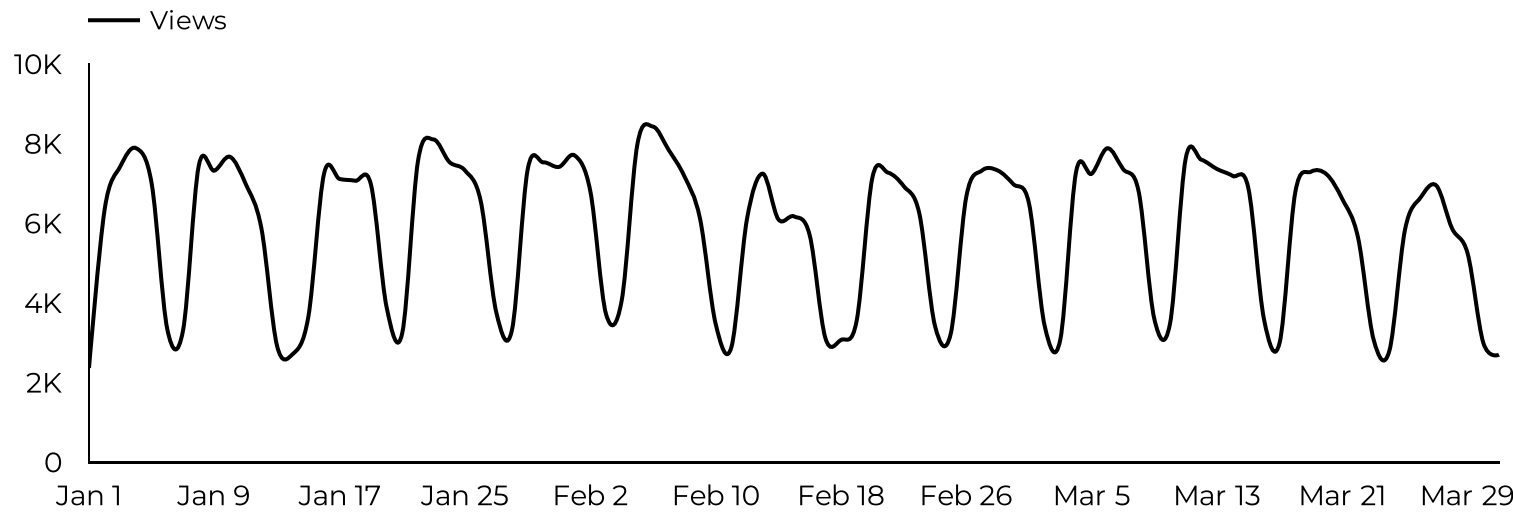
Visits (pageviews) to your page

Engagement rate
61%

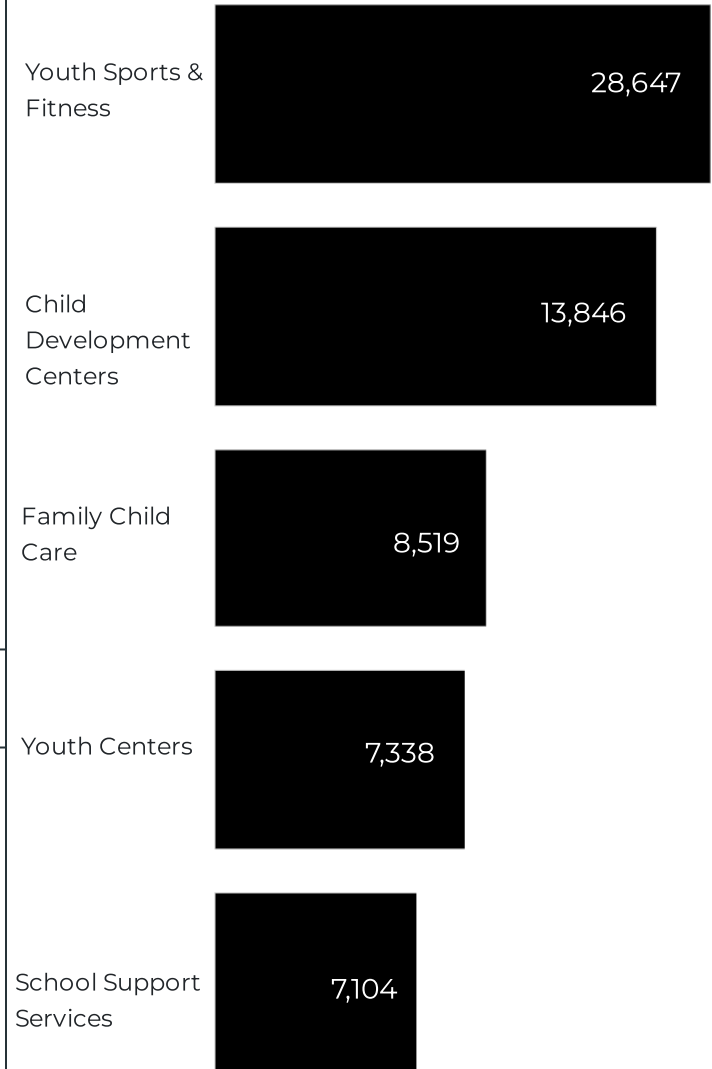
Average time people are engaged on your website

Total users
254,841

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	1,307
YouTube	58
Other	49
Instagram	17
Reddit	2
Twitter	2

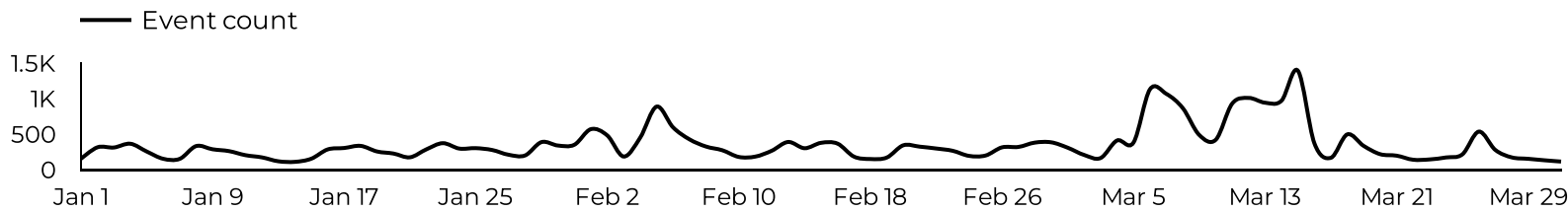


Total WebTrac link clicks on CYS pages.

32,641

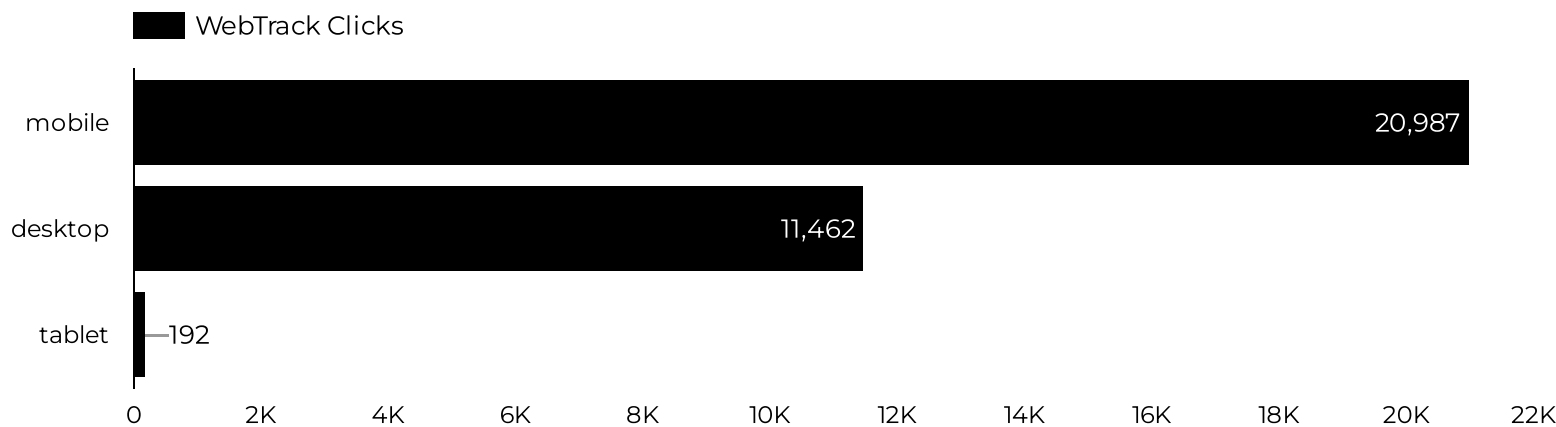
WebTrac trends

Total WebTrac clicks per day.

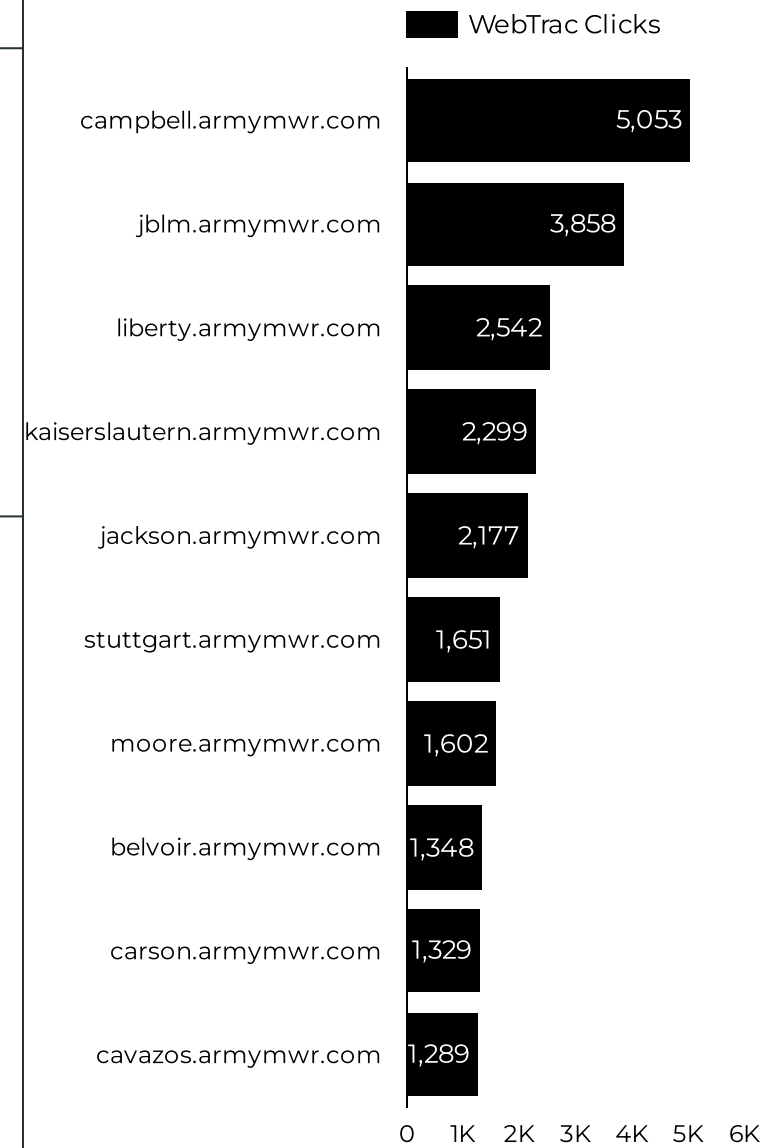


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?



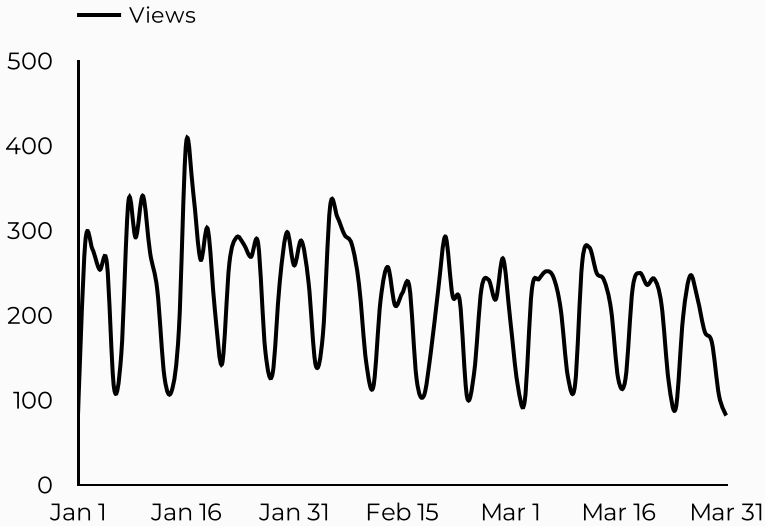


ARMY MWR Child Development Centers (CDC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
19,644	17,892	13,846	7,642	02:14	72%
↑ 1.5%	↓ -3.3%	↓ -2.0%	↓ -8.2%	↑ 1.1%	↑ 73.2%

Compared Y-o-Y

How is site traffic trending?

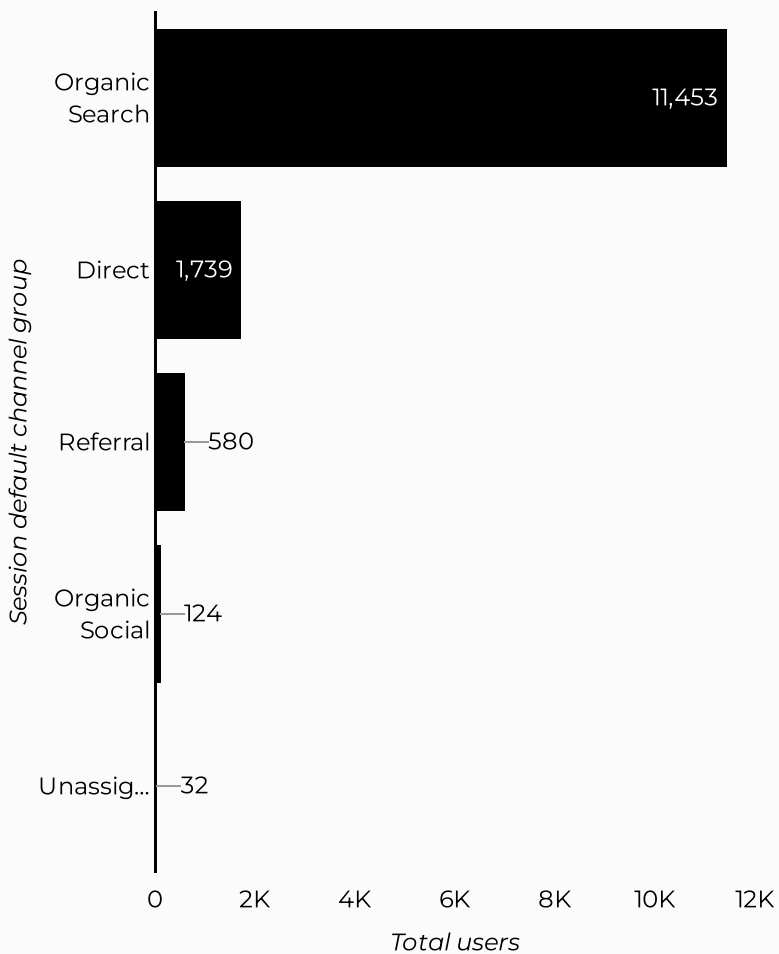


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	2,358
hawaii.armymwr.com	1,916
bliss.armymwr.com	1,457
campbell.armymwr.com	1,432
moore.armymwr.com	1,152
www.armymwr.com	1,079
riley.armymwr.com	943
aberdeen.armymwr.com	646
stuttgart.armymwr.com	643
drum.armymwr.com	610

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	768
(direct)	68
bing	40
installations.militaryonesource...	14
yahoo	11
l.facebook.com	6
duckduckgo	5
home.army.mil	5
military.com	5
moore.army.mil	4



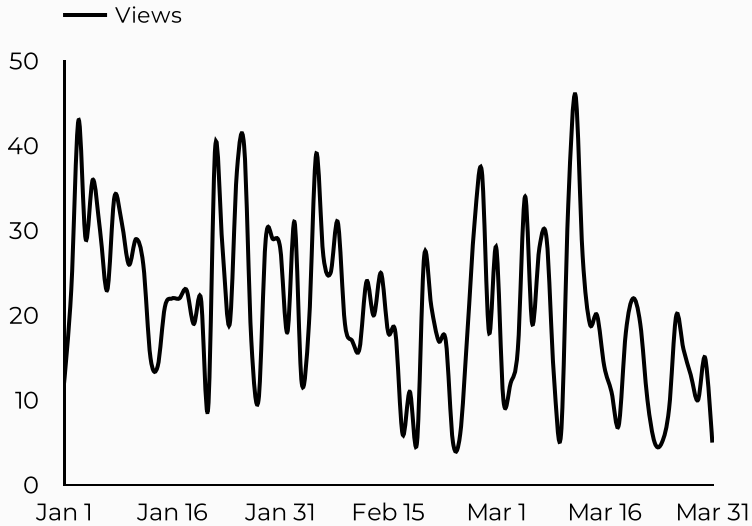
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Child Care Fee Assistance

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,903	1,571	1,309	649	02:16	69%
↑ 3.0%	↑ 3.0%	↑ 4.7%	↓ -7.4%	↑ 4.8%	↑ 108.1%

Compared Y-o-Y

How is site traffic trending?

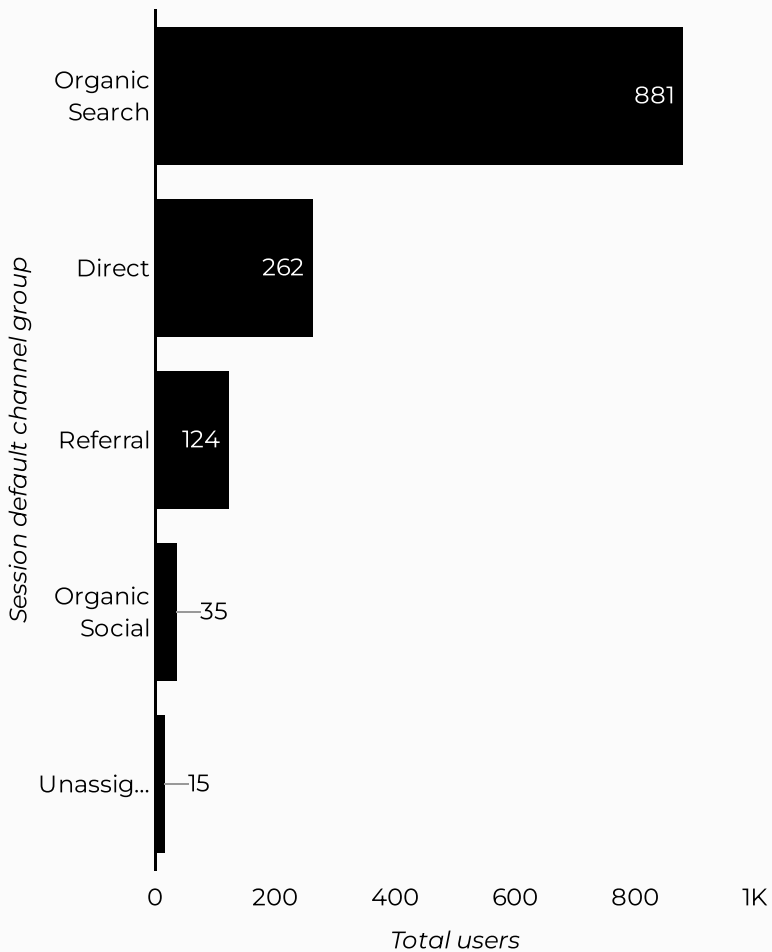


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,300
parks.armymwr.com	9

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	768
(direct)	262
bing	95
myarmybenefits.us.army...	68
m.facebook.com	17
(not set)	15
yahoo	13
home.army.mil	12
militaryonesource.mil	9
t.co	9



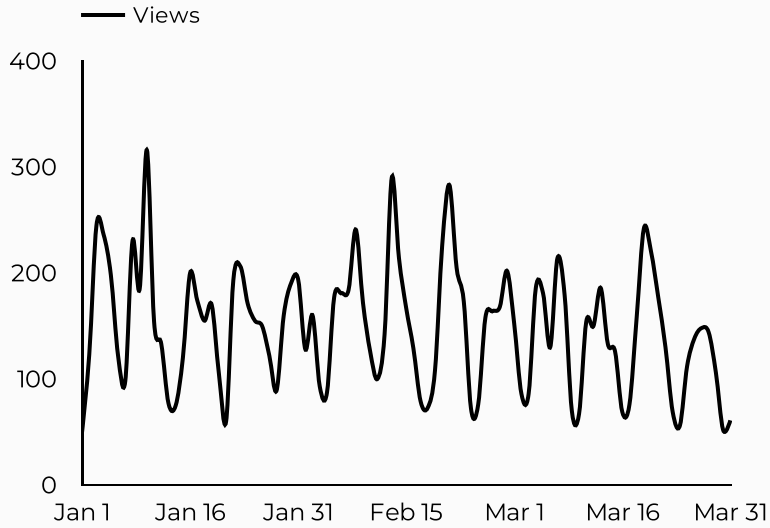
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Family Child Care (FCC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
13,492	10,333	8,519	4,337	02:26	69%
↓ -2.3%	↓ -1.9%	↓ -2.4%	↓ -0.8%	↓ -0.2%	↑ 104.0%

Compared Y-o-Y

How is site traffic trending?

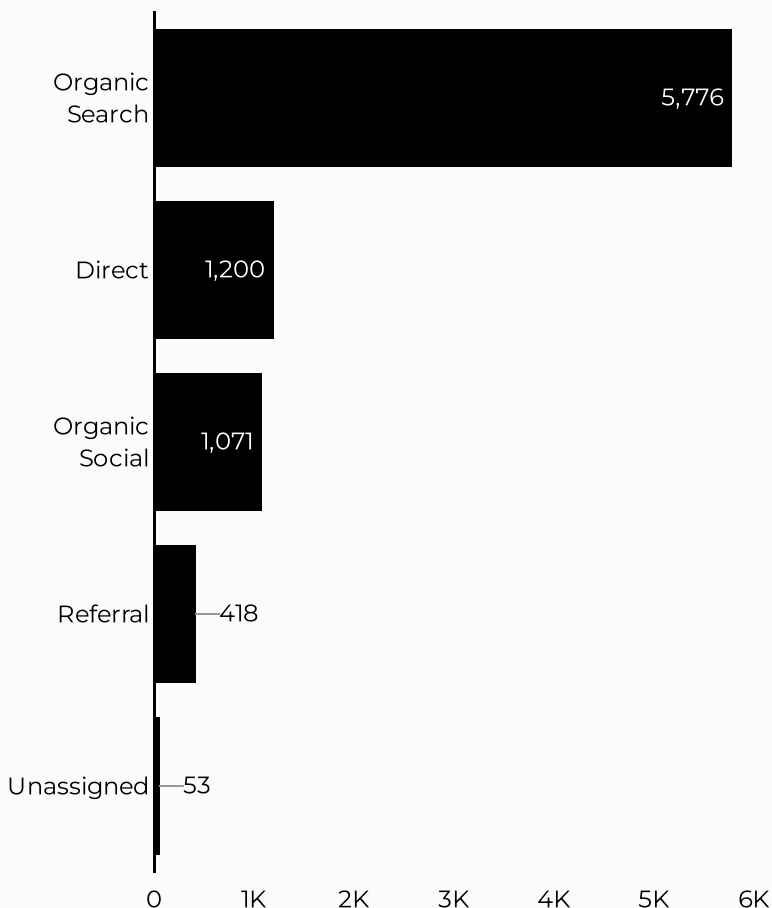


FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Conversions
www.armymwr.com	336
campbell.armymwr.com	65
liberty.armymwr.com	62
drum.armymwr.com	42
hawaii.armymwr.com	38
carson.armymwr.com	36
riley.armymwr.com	26
bliss.armymwr.com	24
cavazos.armymwr.com	22
stewarthunter.armymwr.com	22
meade.armymwr.com	18
wainwright.armymwr.com	18
belvoir.armymwr.com	16
sill.armymwr.com	14
westpoint.armymwr.com	14
knox.armymwr.com	12
irwin.armymwr.com	10
johnson.armymwr.com	10
leonardwood.armymwr.com	10
gregg-adams.armymwr.com	8
eisenhower.armymwr.com	6
novosel.armymwr.com	6
baumholder.armymwr.com	4
jackson.armymwr.com	4
huachuca.armymwr.com	2

Which channels are driving traffic?



Grand total

825



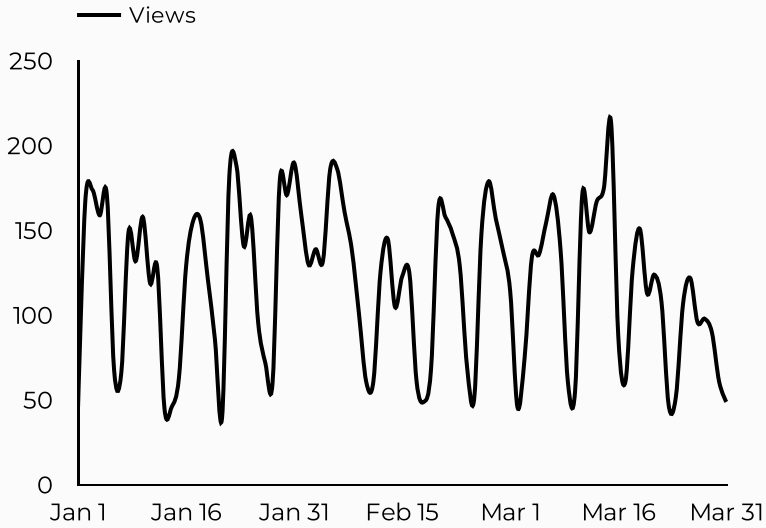
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Parent Outreach Services (PO)

Views 10,870 ↓ -9.3%	Sessions 9,439 ↓ -16.0%	Total users 7,285 ↓ -11.2%	New users 2,843 ↓ -17.1%	Avg. Session Time 02:40 ↓ -2.5%	Engagement rate 76% ↑ 145.9%
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Compared Y-o-Y

How is site traffic trending?

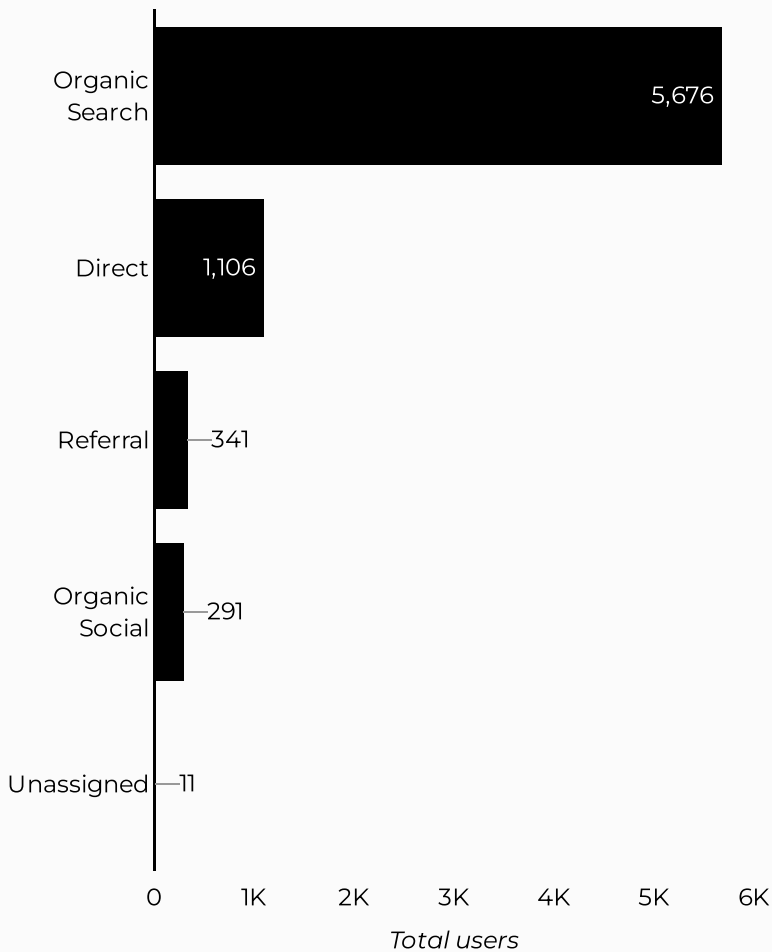


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	1,073
riley.armymwr.com	1,013
bliss.armymwr.com	920
cavazos.armymwr.com	609
belvoir.armymwr.com	572
meade.armymwr.com	567
gregg-adams.armymwr...	333
jackson.armymwr.com	332
eisenhower.armymwr.co...	303
www.armymwr.com	235

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	972
bing	91
installations.militaryonesource...	70
(direct)	68
m.facebook.com	36
l.facebook.com	20
home.army.mil	15
yahoo	14
duckduckgo	5
lm.facebook.com	5



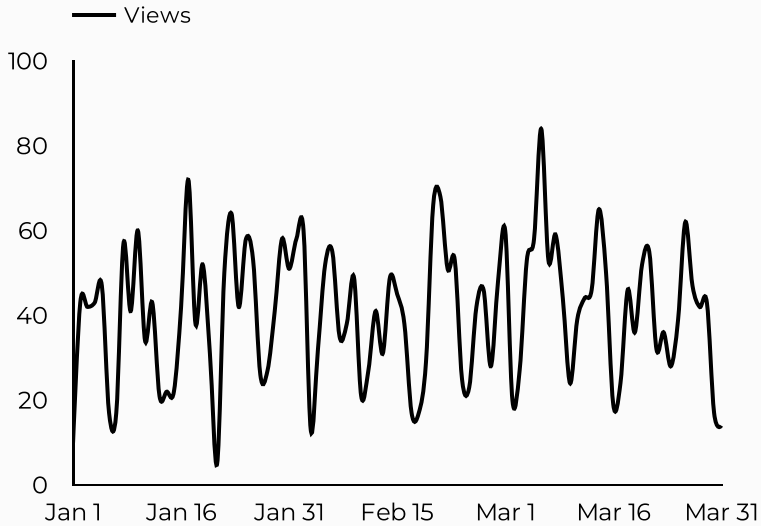
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School Age Centers

Views 3,704 ↑ 10.2%	Sessions 3,189 ↑ 8.0%	Total users 2,400 ↑ 6.3%	New users 1,002 ↑ 3.4%	Avg. Session Time 02:31 ↑ 25.2%	Engagement rate 73% ↑ 117.6%
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Compared Y-o-Y

How is site traffic trending?

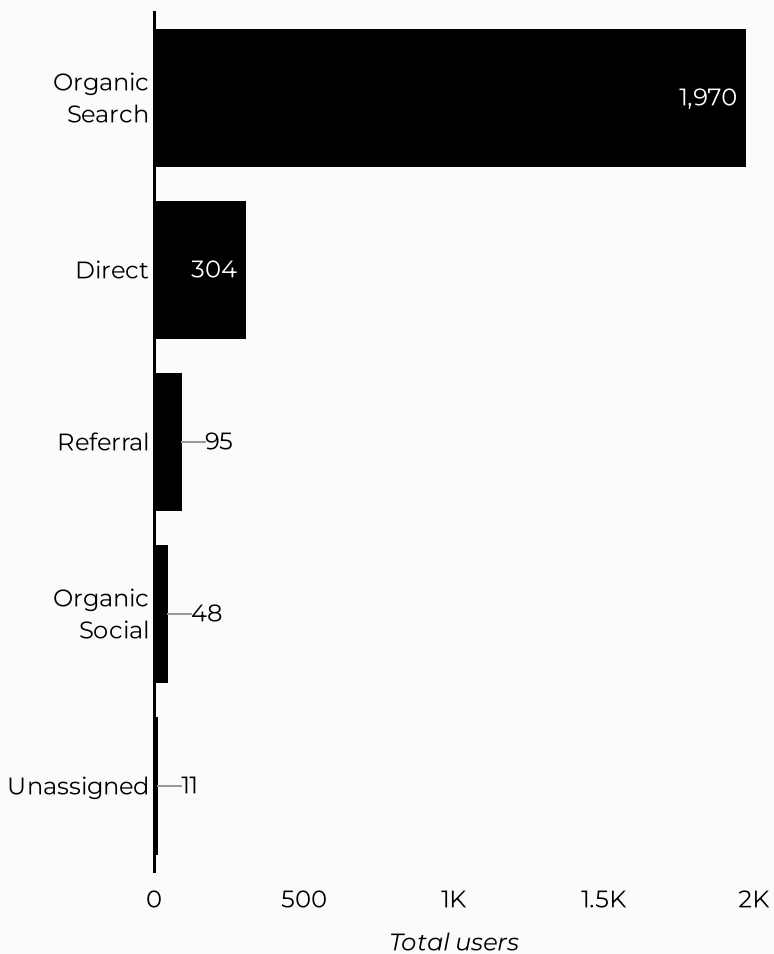


Top US Army Installations

Sorted by Total Users

Installation	Total users
campbell.armymwr.com	568
liberty.armymwr.com	563
hawaii.armymwr.com	493
www.armymwr.com	330
bliss.armymwr.com	248
stewarthunter.armymwr...	232
carson.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	61
bing	6
(direct)	5
campbellcrossingllc.com	2
fortcampbellhousing.com	1
installations.militaryonesource...	1
military.com	1
usajobs.gov	1



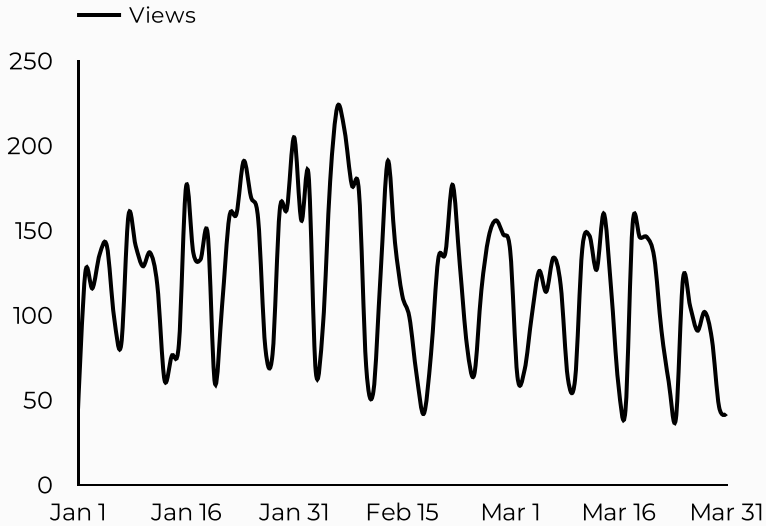
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School Support Services

Views 10,807 ↑ 15.8%	Sessions 9,031 ↑ 16.5%	Total users 7,104 ↑ 13.2%	New users 4,213 ↑ 9.9%	Avg. Session Time 02:46 ↑ 8.8%	Engagement rate 69% ↑ 62.5%
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Compared Y-o-Y

How is site traffic trending?

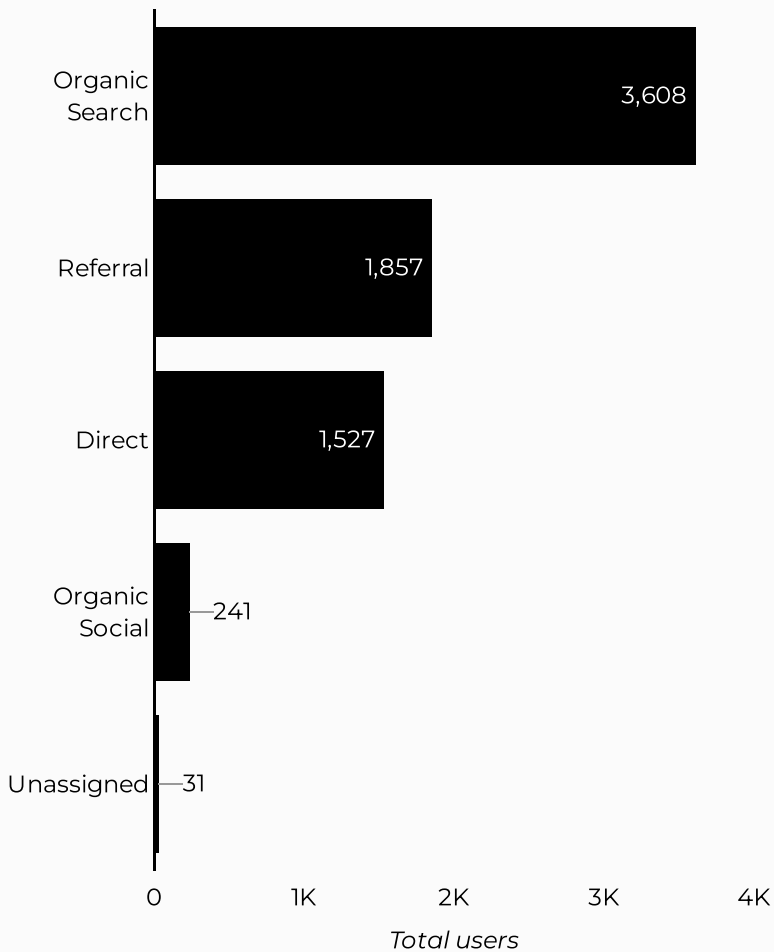


Top US Army Installations

Sorted by Total Users

Installation	Total users
bliss.armymwr.com	488
jblm.armymwr.com	460
italy.armymwr.com	432
carson.armymwr.com	427
www.armymwr.com	422
liberty.armymwr.com	406
moore.armymwr.com	360
belvoir.armymwr.com	329
stuttgart.armymwr.com	316
hawaii.armymwr.com	313

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	454
(direct)	120
installations.militaryonesource...	107
home.army.mil	74
bing	39
fcps.edu	26
l.facebook.com	24
m.facebook.com	15
hawaiipublicschools.org	14
yahoo	8



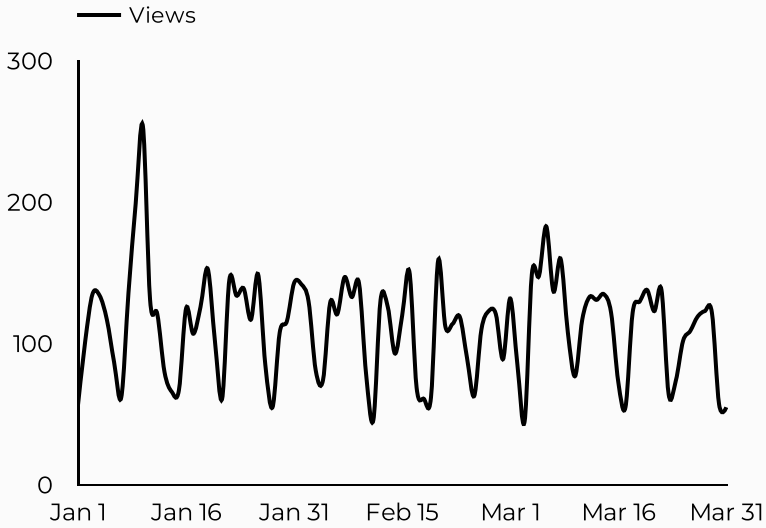
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Youth Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,216	9,190	7,338	3,544	02:00	72%
↓ -3.5%	↑ 0.5%	↓ -2.1%	↓ -8.6%	↓ -2.4%	↑ 87.9%

Compared Y-o-Y

How is site traffic trending?

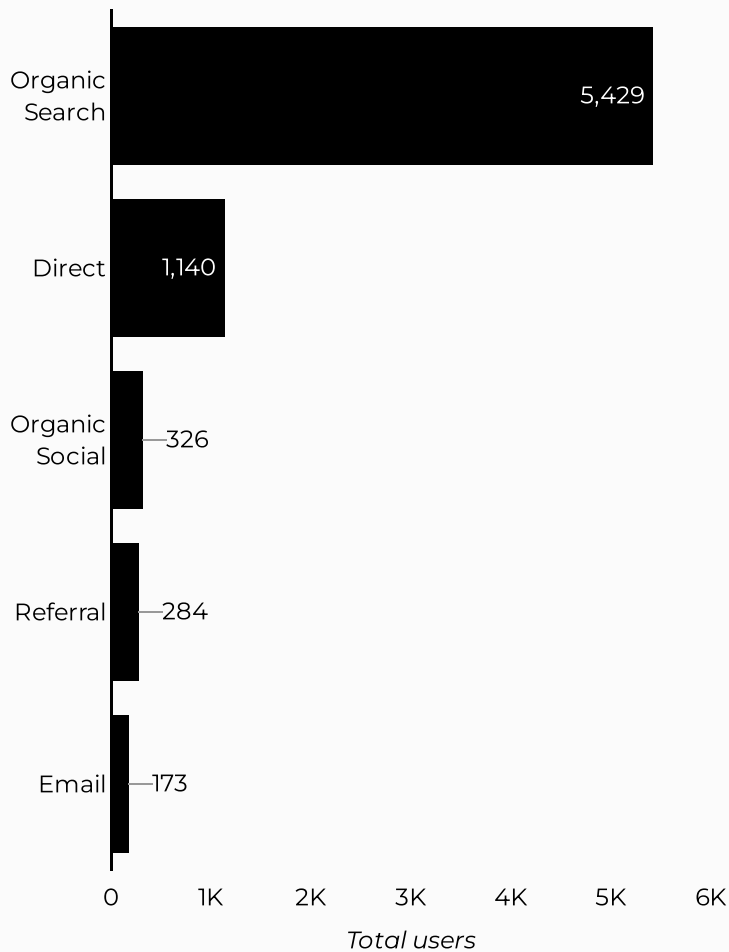


Top US Army Installations

Sorted by Total Users

Installation	Total users
belvoir.armymwr.com	548
liberty.armymwr.com	541
carson.armymwr.com	508
presidio.armymwr.com	394
stuttgart.armymwr.com	386
bliss.armymwr.com	361
kaiserslautern.armymwr.com	321
hawaii.armymwr.com	297
drum.armymwr.com	282
humphreys.armymwr.com	274

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	528
(direct)	60
govdelivery	33
bing	28
l.facebook.com	20
m.facebook.com	18
home.army.mil	15
installations.militaryonesource...	8
yahoo	5
nafbenefits.com	4



Views
53,816
↑ 20.6%

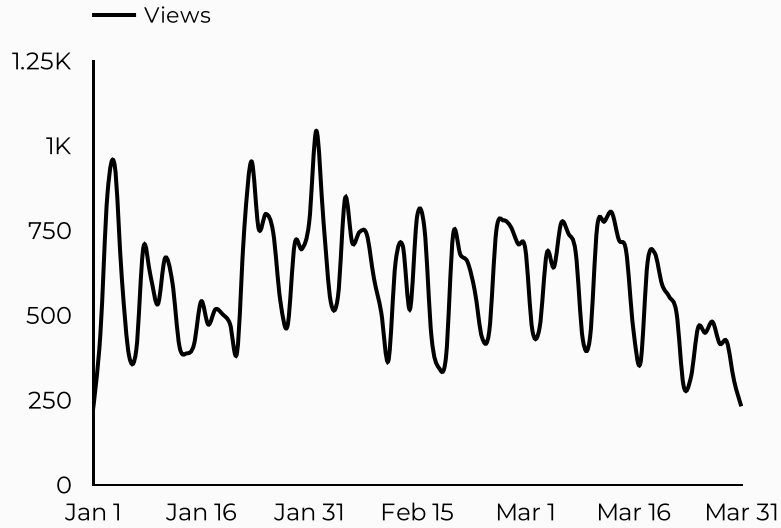
Sessions
40,414
↑ 16.1%

Total users
28,647
↑ 15.8%

New users
14,869
↑ 22.6% from previous year

Engagement rate
70%
↑ 101.9%

How is site traffic trending?

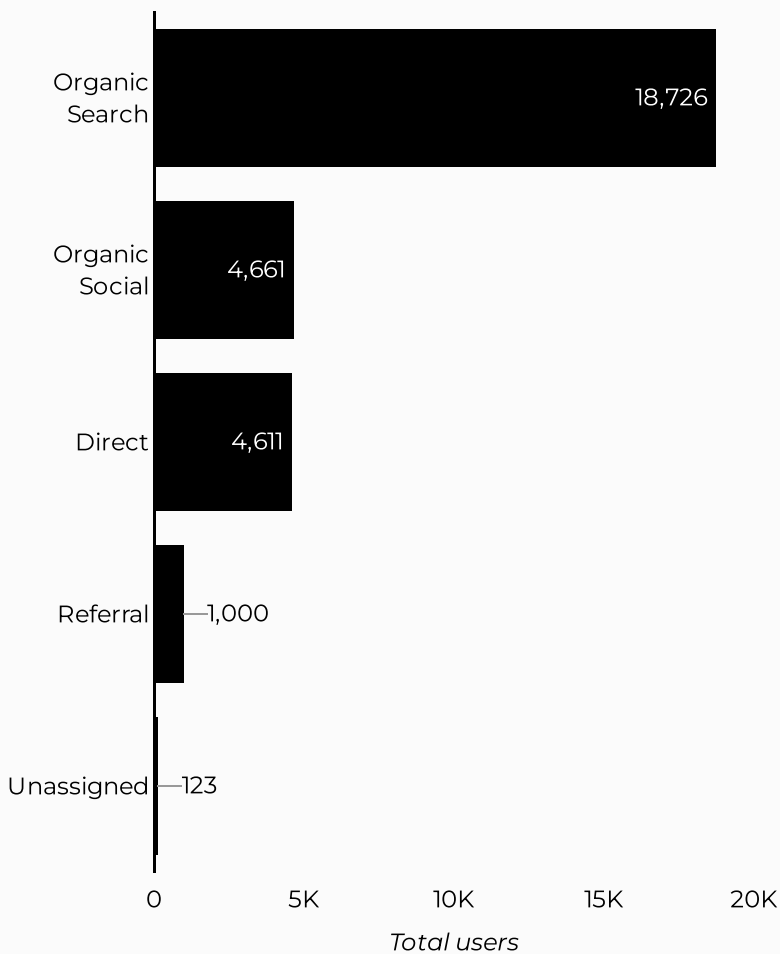


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	2,679
campbell.armymwr.com	2,616
jblm.armymwr.com	2,524
liberty.armymwr.com	2,370
moore.armymwr.com	1,481
bliss.armymwr.com	1,395
belvoir.armymwr.com	1,388
www.armymwr.com	1,127
humphreys.armymwr.com	957
cavazos.armymwr.com	943

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	3,753
m.facebook.com	382
(direct)	270
bing	180
l.facebook.com	109
lm.facebook.com	67
home.army.mil	55
yahoo	50
nflflag.com	49
webtrac.mwr.army.mil	44



Views
3,416
↓ -34.2%

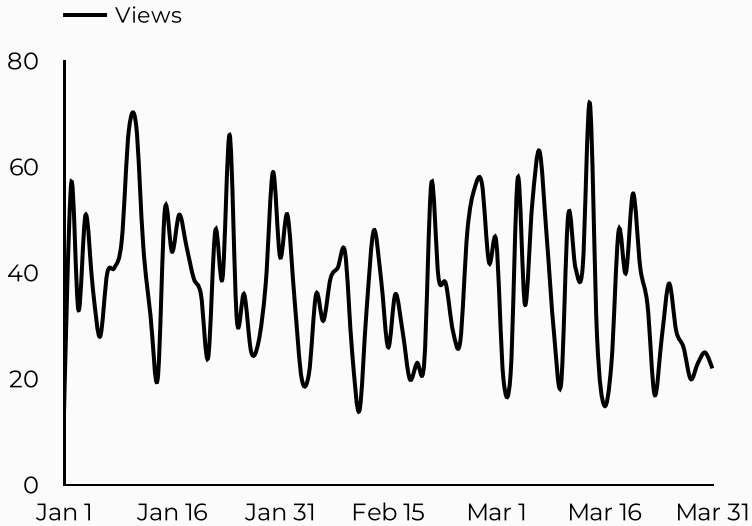
Sessions
2,823
↓ -35.2%

Total users
2,296
↓ -36.8%

New users
1,108
↓ -52.8%

Engagement rate
72%
↑ 92.7%

How is site traffic trending?



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

KPI link clicks to USAJOBS.gov.

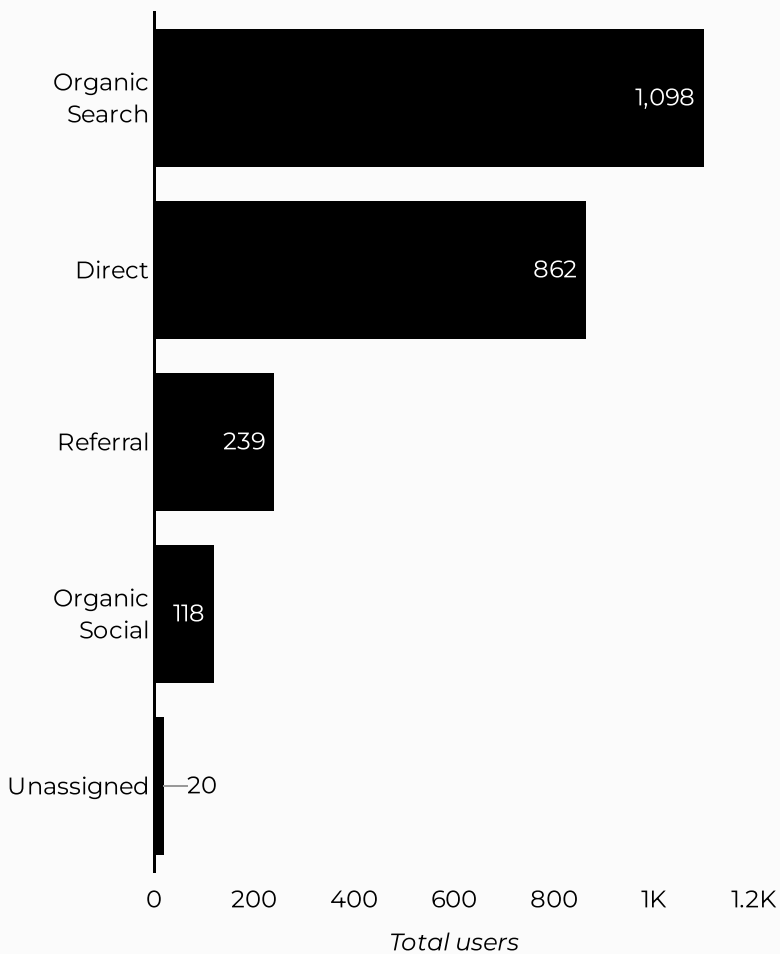
Name	Link Clicks
USAJOBS.gov	1,099

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	621
Rack Card	73

Which channels are driving traffic?





Views

722

📈 97.3%

Sessions

692

📈 118.3%

Total users

606

📈 122.8%

New users

311

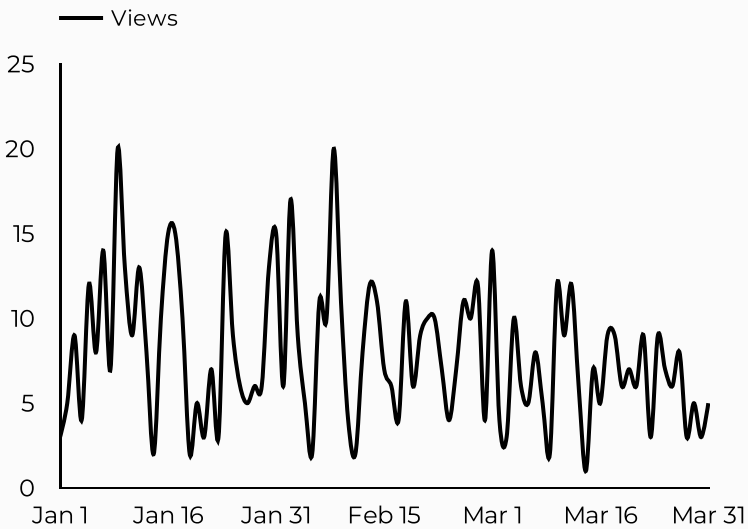
📈 106.0% from previous year

Engagement rate

76%

📈 96.4%

How is site traffic trending?



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

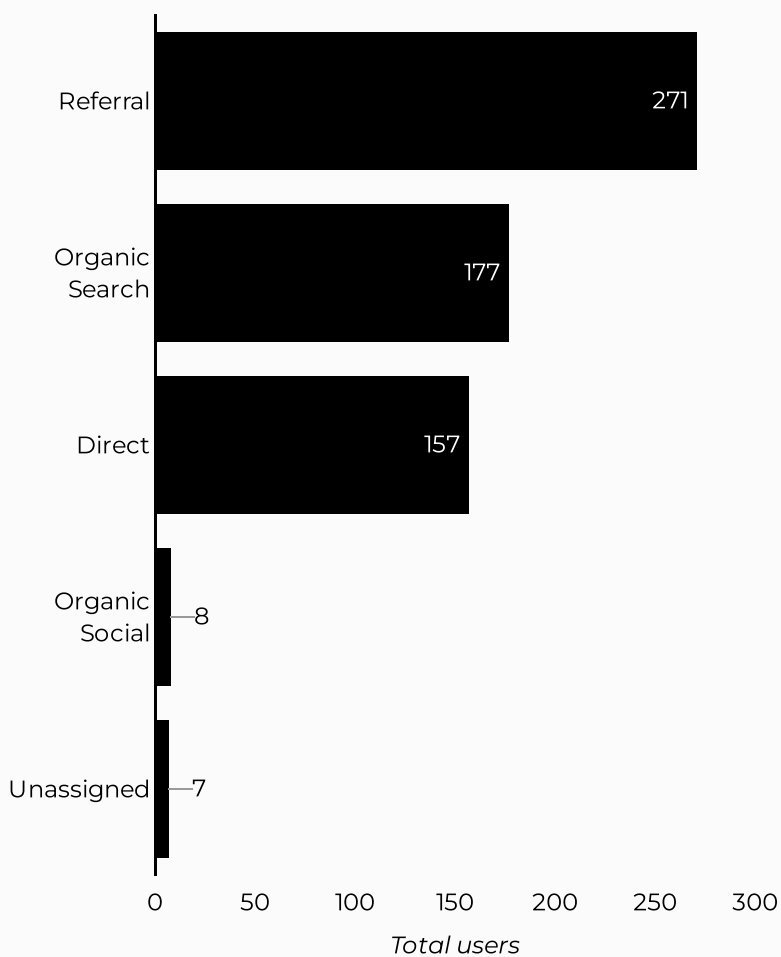
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	109
https://www.usajobs.gov/	8

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	144

Which channels are driving traffic?





ARMY MWR

Month of the Military Child

Views
9,057
 ↑ 23.2%

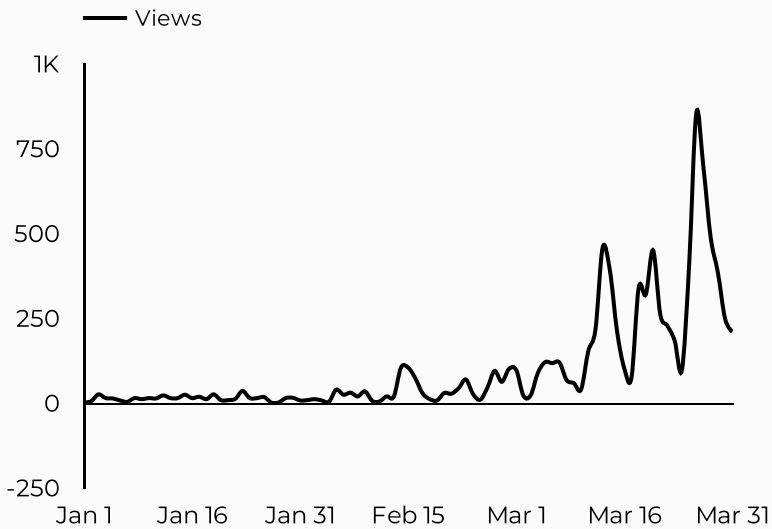
Sessions
6,452
 ↑ 27.6%

Total users
5,168
 ↑ 29.5%

New users
3,167
 ↑ 52.1%

Engagement rate
62%
 ↑ 83.9%

How is site traffic trending?

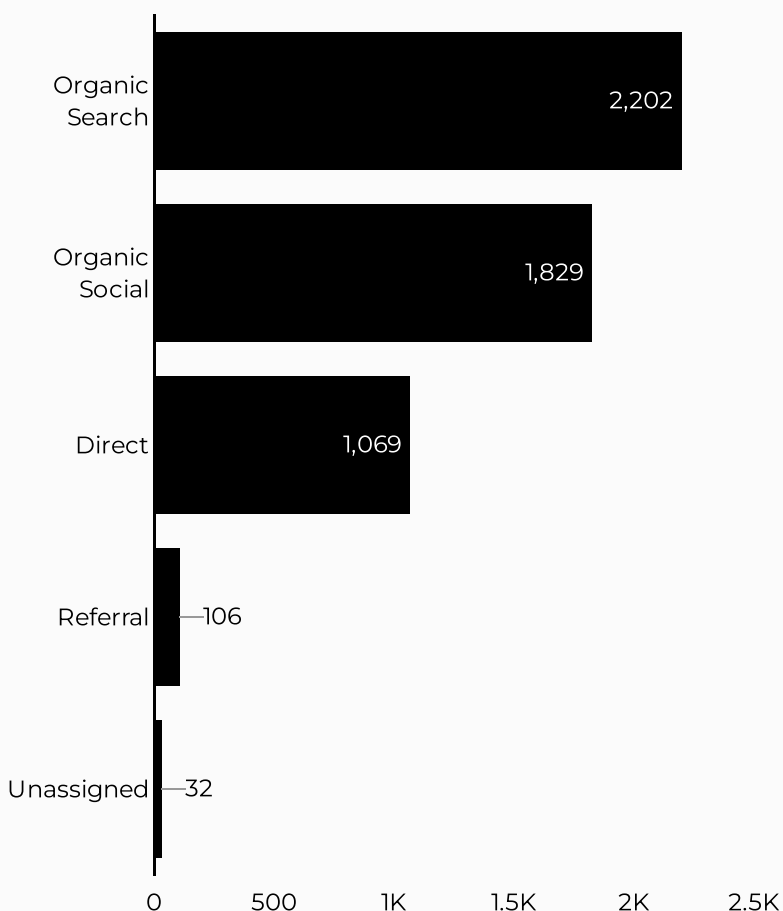


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,052
stewarhunter.armymwr.com	954
leonardwood.armymwr.com	617
campbell.armymwr.com	575
cavazos.armymwr.com	429
knox.armymwr.com	391
westpoint.armymwr.com	373
bliss.armymwr.com	191
miami.armymwr.com	117
wainwright.armymwr.com	66

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	114
(direct)	31
m.facebook.com	26
bing	14
l.facebook.com	8
lm.facebook.com	8
home.army.mil	3
na.network-auth.com	2
webtrac.mwr.army.mil	2
Grand total	196



	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	cys	123	107	1.15	2.7%
2.	soccer	105	84	1.25	2.22%
3.	youth sports	101	74	1.36	0%
4.	sports	83	77	1.08	1.28%
5.	webtrac	78	73	1.07	0%
6.	summer camp	62	57	1.09	1.72%
7.	cdc	52	43	1.21	2.17%
8.	skies	49	48	1.02	0%
9.	gymnastics	42	35	1.2	0%
10.	jobs	39	38	1.03	2.63%
11.	careers	34	32	1.06	0%
12.	baby	34	11	3.09	0%
13.	baseball	34	30	1.13	0%
14.	childcare	33	25	1.32	0%
15.	child	32	27	1.19	33.33%
16.	babysitter	30	18	1.67	0%
17.	volleyball	30	22	1.36	4.17%
18.	registration	27	22	1.23	0%
19.	swim	27	24	1.13	3.85%
20.	basketball	27	23	1.17	0%
21.	daycare	27	20	1.35	13.04%
22.	child care	26	23	1.13	0%
23.	babysitting	25	21	1.19	0%
24.	parent handbook	24	6	4	0%
25.	parent central	24	22	1.09	0%
26.	youth center	24	17	1.41	0%
27.	ein	23	21	1.1	0%
28.	parent central services	22	18	1.22	5.26%
29.	tax	20	15	1.33	0%
30.	cys sports	19	16	1.19	0%
31.	preschool	19	17	1.12	0%
	Grand total	5,273	3,710	1.42	2.64%