



ARMY MWR

Business and Recreation

Views
2,489,791

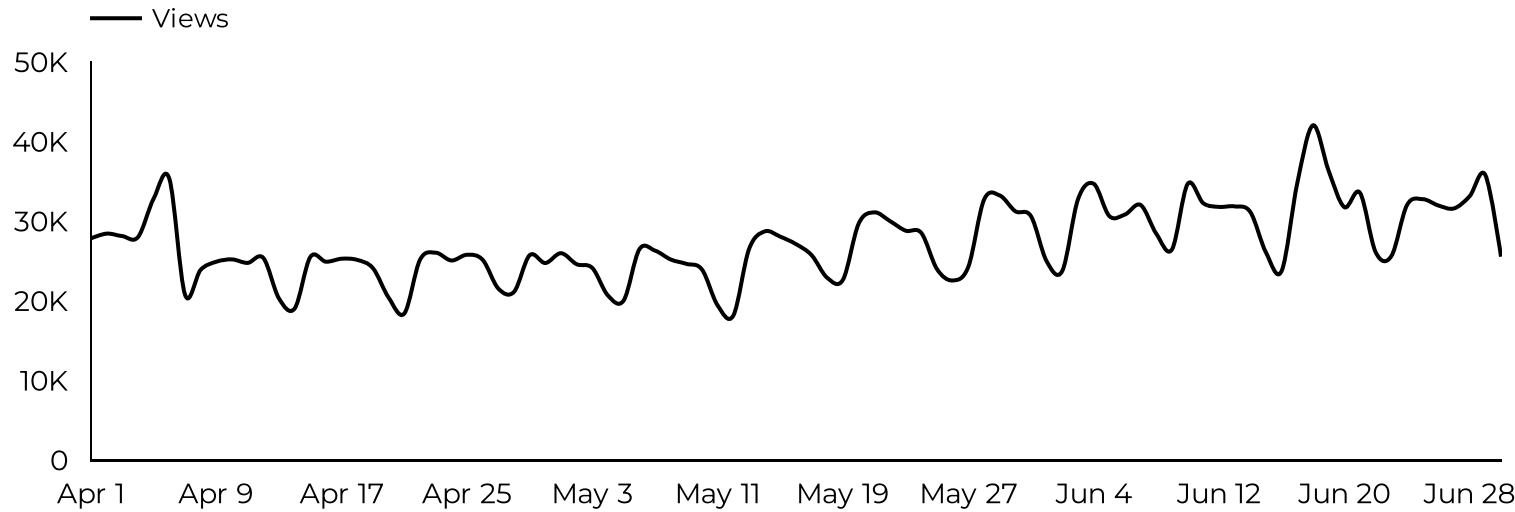
Visits (pageviews) to your page

Engagement rate
62%

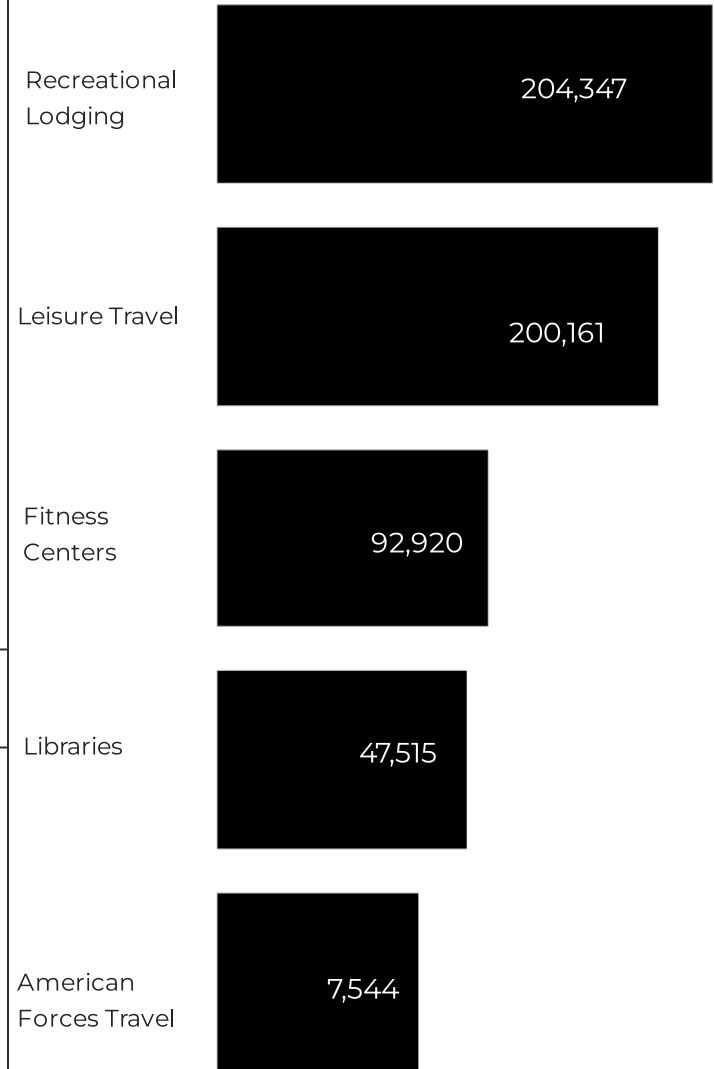
Average time people are engaged on your website

Total users
1,157,198

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	6,960
YouTube	231
Instagram	159
Other	156
Twitter	24
Reddit	7



Program Roll-Up

Apr 1, 2024 - Jun 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	7,544	2,217	9,196	82.99%
Arts & Crafts	17,843	9,640	24,245	63.82%
Auto Skills	61,617	44,120	87,185	58.69%
BOSS	20,146	9,810	25,389	68.21%
Food and Beverage	490,656	343,207	677,578	66.24%
Healthy Army Communities	3,073	2,490	4,035	59.95%
Leisure Travel	200,161	117,082	278,032	74.65%
Libraries	47,515	29,258	70,697	63.36%
Warrior Zone	7,586	4,279	9,696	66.78%
Army Ten Miler (ATM)	58,783	56,761	86,123	44.06%
World Class Athlete Program	22,914	22,637	27,969	59.44%



Sports and Fitness Program Roll-Up

Apr 1, 2024 - Jun 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	10,969	7,127	13,508	68.66%
Aquatics	113,451	70,474	161,949	61.38%
Bowling	56,167	37,524	76,166	63.41%
Fitness Centers	92,920	61,674	132,191	63.57%
Golf	144,961	119,996	204,802	67.42%
Intramural Sports	5,668	1,899	7,248	74.83%
Strong BANDS	4,410	1,567	5,124	71.64%
Warrior Zone	7,586	4,279	9,696	66.78%
World Class Athlete Program	22,914	22,637	27,969	59.44%



Outdoor Rec Program Roll-Up

Apr 1, 2024 - Jun 30, 2024

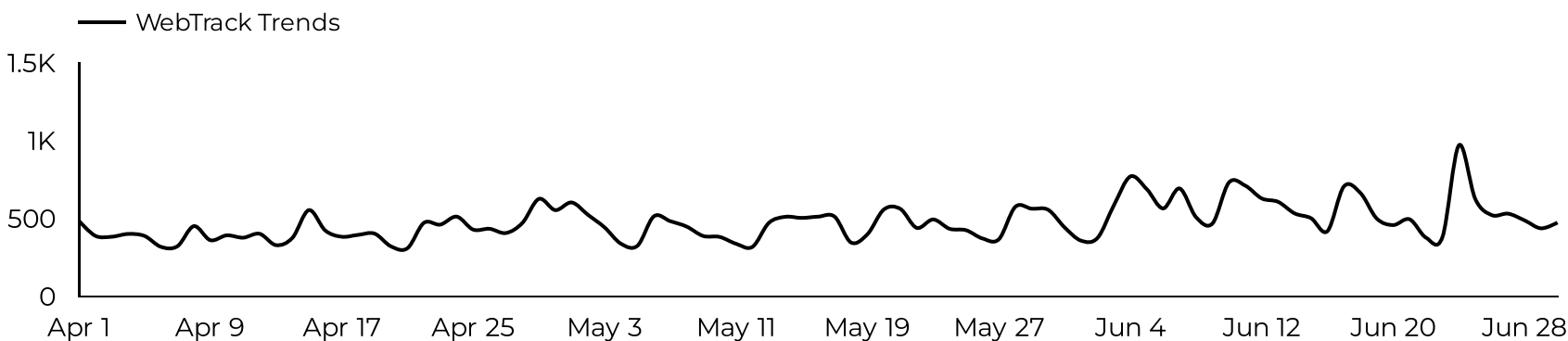


PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	4,716	2,191	5,935	67.06%
Equipment Rental	28,784	12,333	41,085	71.68%
Recreational Lodging	204,347	138,035	285,312	74.39%



Total WebTrac clicks on pages.

43,542



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

Installation	Clicks on WebTrac Links. ▾
westpoint.armymwr.com	9,500
mccoy.armymwr.com	5,946
campbell.armymwr.com	4,805
belvoir.armymwr.com	4,787
picatinny.armymwr.com	1,758
stuttgart.armymwr.com	1,716
jblm.armymwr.com	1,581
knox.armymwr.com	1,307
jackson.armymwr.com	1,287
kaiserslautern.armymwr.com	1,284
leavenworth.armymwr.com	1,195
liberty.armymwr.com	1,120
cavazos.armymwr.com	607
stewarhunter.armymwr.com	595
moore.armymwr.com	467
grafenwoehr.armymwr.com	449
redstone.armymwr.com	433
bliss.armymwr.com	420
meade.armymwr.com	361
sill.armymwr.com	346



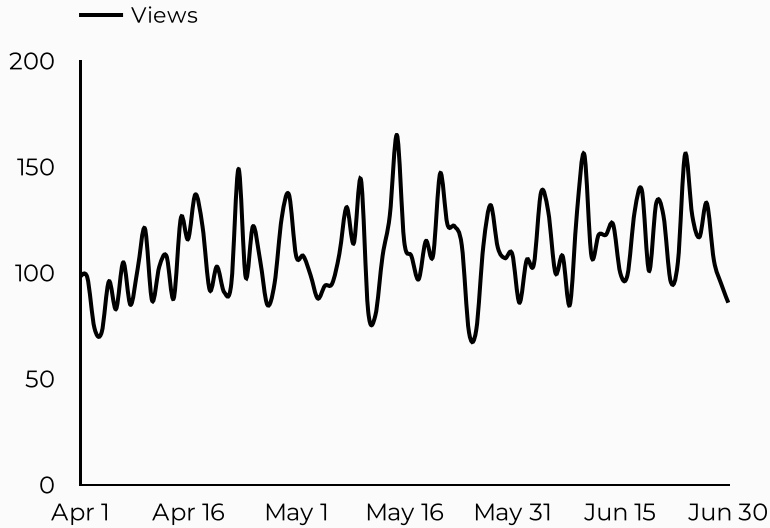
ARMY MWR

American Forces Travel

Views 9,995 ↓ -5.1%	Sessions 9,196 ↓ -1.2%	Total users 7,544 ↓ -1.7%	New users 2,217 ↑ 7.6%	Avg. Session Time 01:58 ↓ -3.9%	Engagement rate 83% ↑ 351.9%
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Compared Y-o-Y

How is site traffic trending?

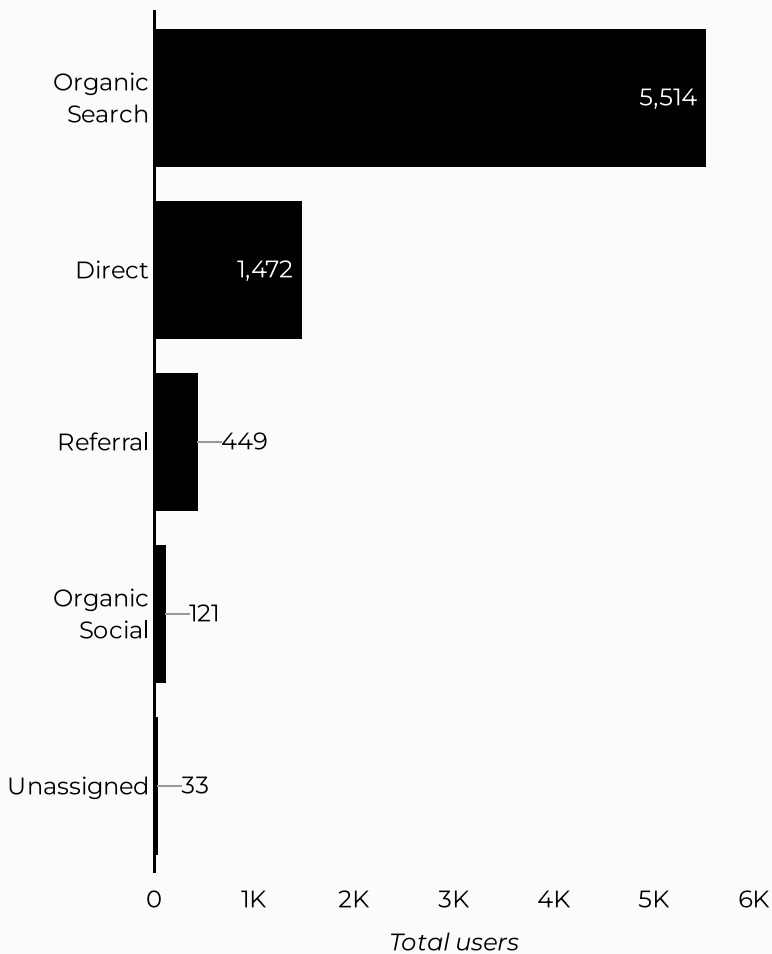


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	7,442
jbmhh.armymwr.com	34
meade.armymwr.com	28
westpoint.armymwr.com	22
drum.armymwr.com	15
detroit.armymwr.com	10
mccoy.armymwr.com	5
belvoir.armymwr.com	1
jackson.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

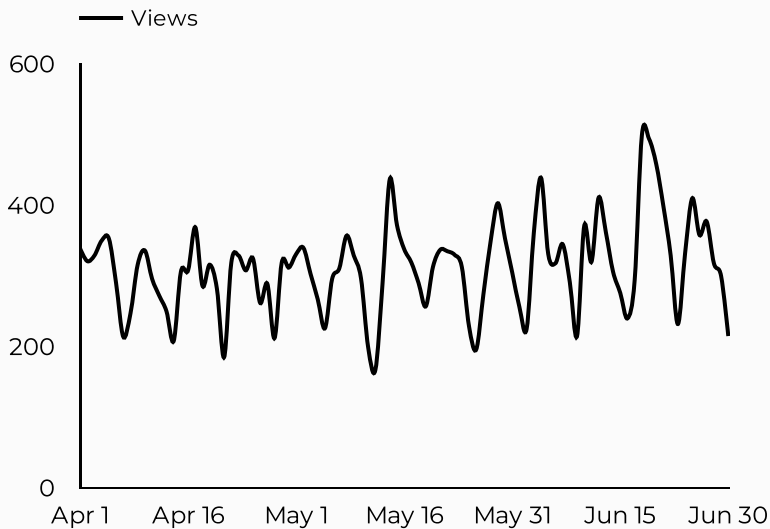
Session source	Total users
google	4,983
(direct)	1,472
bing	345
militaryonesource.mil	209
yahoo	95
duckduckgo	82
home.army.mil	77
m.facebook.com	59
l.facebook.com	40
(not set)	30



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
28,392	24,245	17,843	9,640	02:02	64%
↓ -0.4%	↑ 2.3%	↑ 2.4%	↓ -2.9%	↓ -10.3%	↑ 60.8%

Compared Y-o-Y

How is site traffic trending?

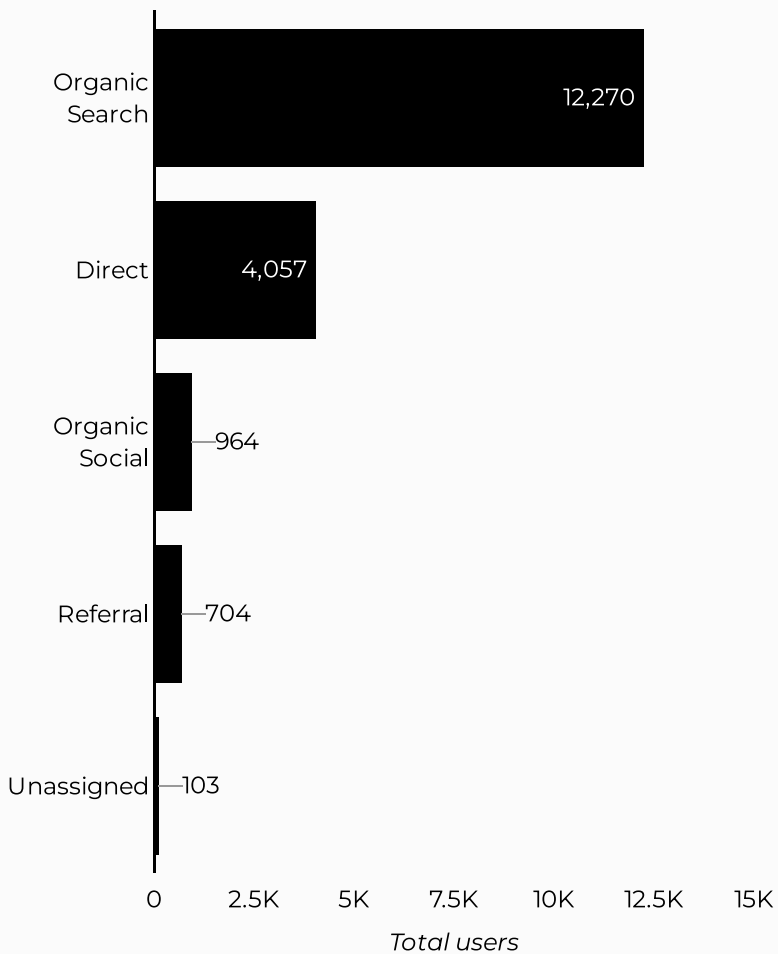


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	2,336
stuttgart.armymwr.com	1,230
hawaii.armymwr.com	1,184
humphreys.armymwr.com	1,184
www.armymwr.com	1,040
bliss.armymwr.com	927
jblm.armymwr.com	848
knox.armymwr.com	745
campbell.armymwr.com	676
leavenworth.armymwr.com	639

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	11,295
(direct)	4,057
bing	641
m.facebook.com	596
home.army.mil	373
l.facebook.com	169
duckduckgo	164
yahoo	154
lm.facebook.com	145
(not set)	71



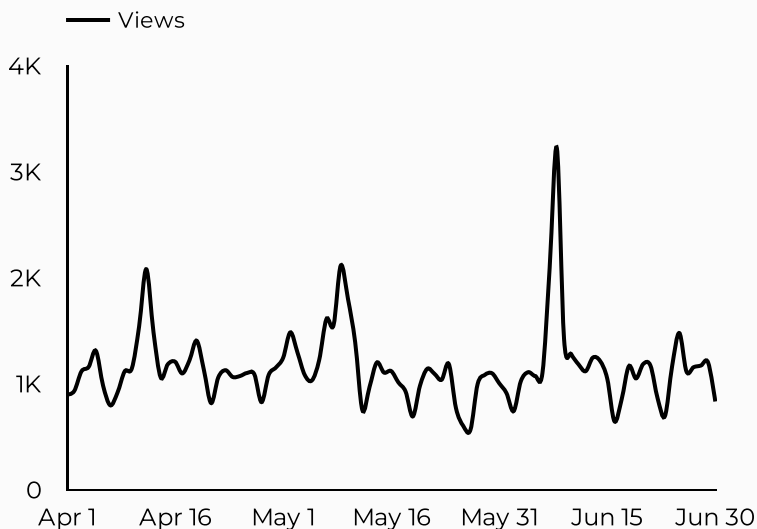
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Auto Skills

Views 105,098 ↑ 4.6%	Sessions 87,185 ↑ 5.3%	Total users 61,617 ↑ 5.7%	New users 44,120 ↑ 9.1%	Avg. Session Time 02:23 ↓ -7.5%	Engagement rate 59% ↑ 28.0%
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Compared Y-o-Y

How is site traffic trending?

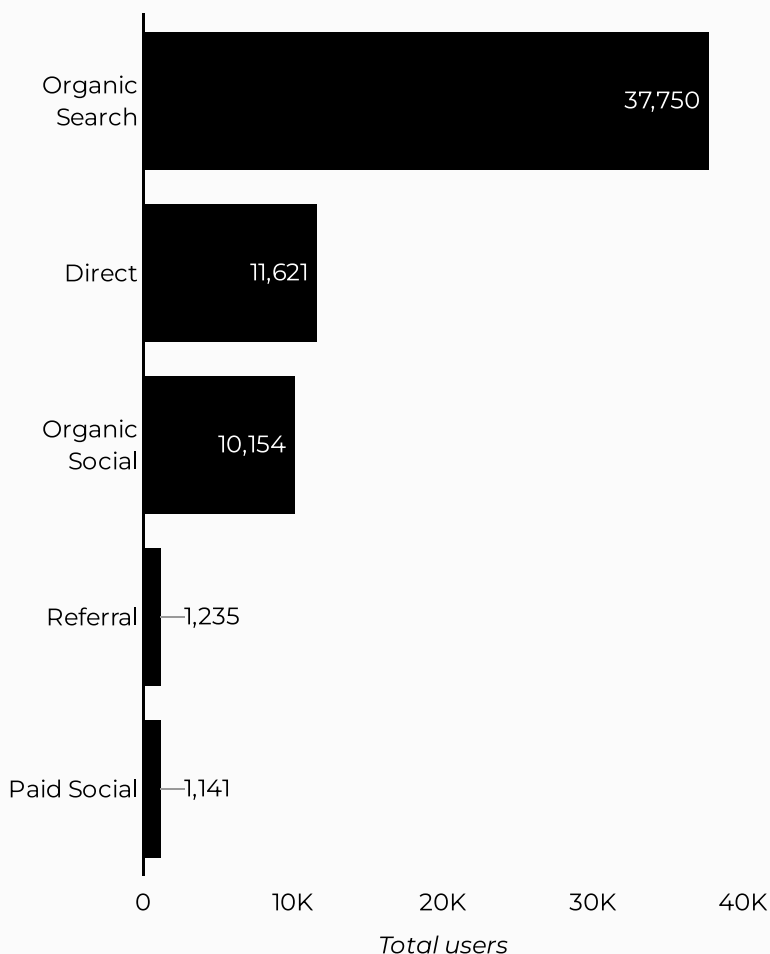


Top US Army Installations

Sorted by Total Users

Installation	Total users
drum.armymwr.com	8,055
campbell.armymwr.com	5,677
cavazos.armymwr.com	3,217
liberty.armymwr.com	3,065
moore.armymwr.com	2,978
kaiserslautern.armymwr.com	2,744
stewarthunter.armymwr.com	2,740
wiesbaden.armymwr.com	2,297
stuttgart.armymwr.com	2,249
zama.armymwr.com	1,970

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	35,303
(direct)	11,621
m.facebook.com	7,138
lm.facebook.com	2,139
bing	1,739
fb	1,140
l.facebook.com	872
home.army.mil	536
duckduckgo	454
yahoo	353



ARMY MWR

BOSS

Views
31,713
↑ 5.6%

Sessions
25,389
↑ 7.7%

Total users
20,146
↑ 6.1%

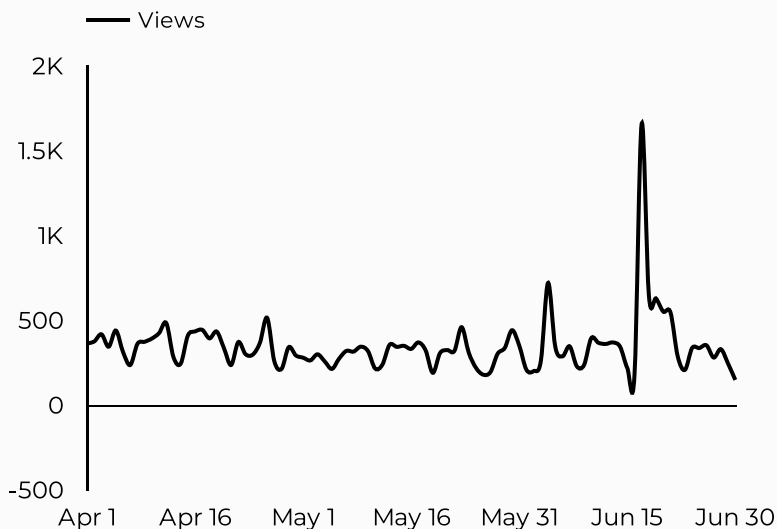
New users
9,810
↑ 5.9%

Avg. Session Time
01:49
↓ -5.8%

Engagement rate
68%
↑ 100.2%

Compared Y-o-Y

How is site traffic trending?

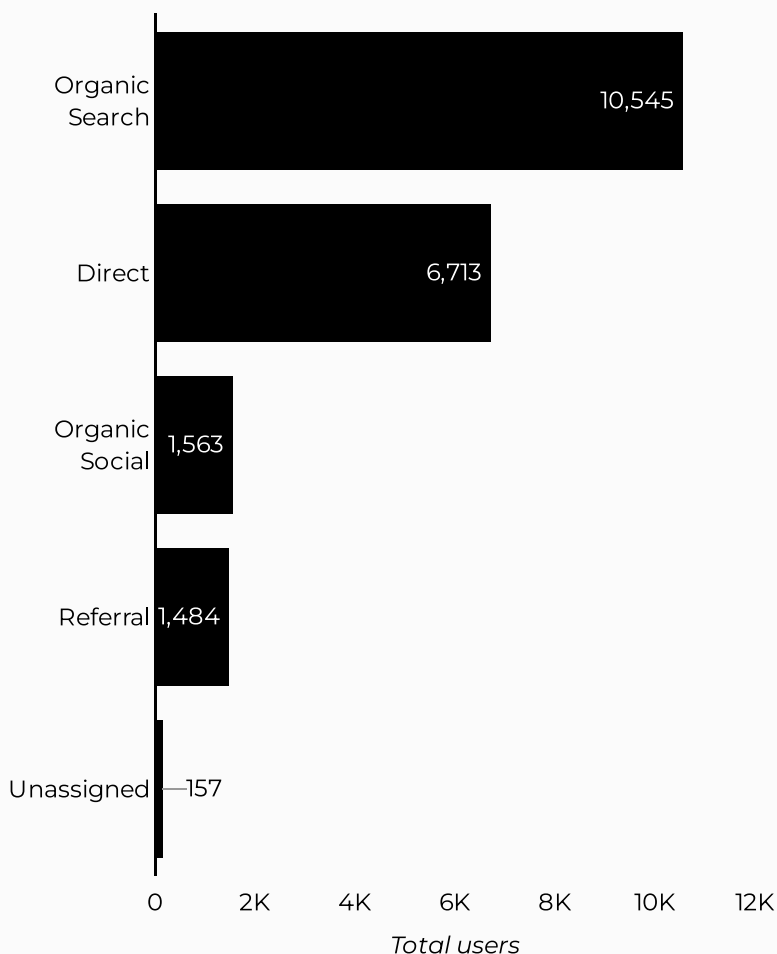


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	3,650
humphreys.armymwr.com	2,363
cavazos.armymwr.com	1,025
liberty.armymwr.com	878
bliss.armymwr.com	871
italy.armymwr.com	831
jblm.armymwr.com	650
carson.armymwr.com	636
eisenhower.armymwr.com	614
stewarhunter.armymwr.com	603

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	9,604
(direct)	6,713
m.facebook.com	836
bing	749
home.army.mil	653
l.facebook.com	323
linktr.ee	258
lm.facebook.com	225
(not set)	144
militaryonesource.mil	106



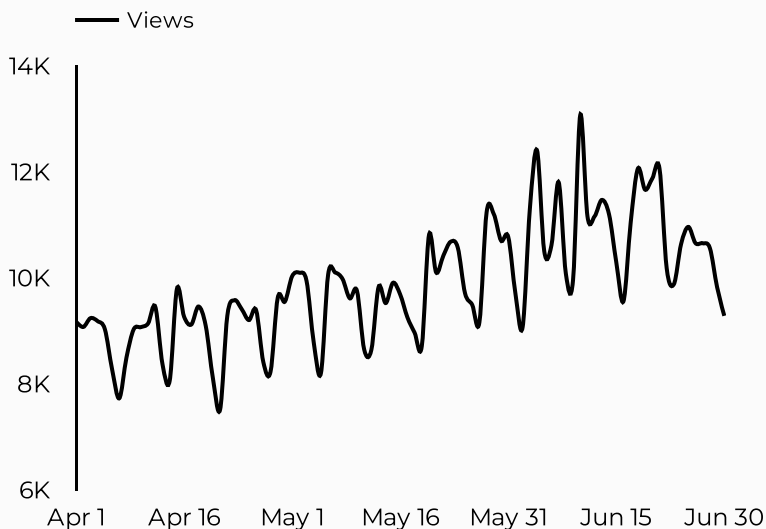
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Food and Beverage

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
897,896	677,578	490,656	343,207	02:32	66%
↓ -4.9%	↓ -4.1%	↓ -2.6%	↓ -4.7%	↓ -6.0%	↑ 35.4%

Compared Y-o-Y

How is site traffic trending?

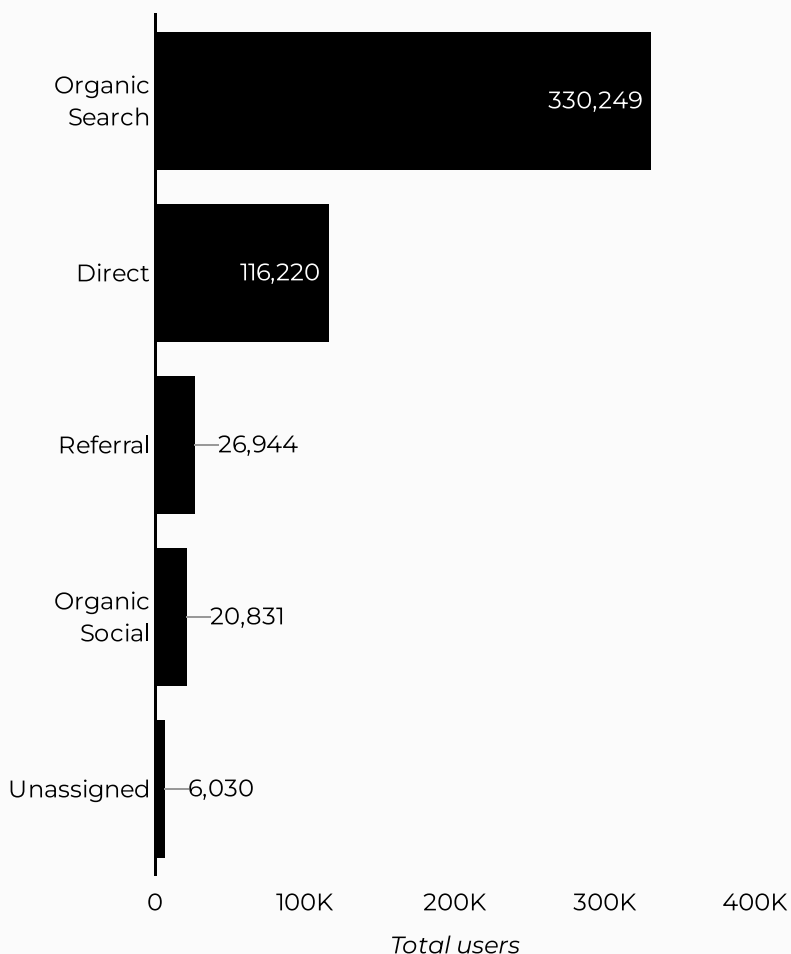


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	64,618
moore.armymwr.com	38,329
belvoir.armymwr.com	25,352
liberty.armymwr.com	23,130
carlisle.armymwr.com	22,361
sill.armymwr.com	13,889
stewarhunter.armymwr.com	13,304
cavazos.armymwr.com	13,149
jackson.armymwr.com	11,876
hawaii.armymwr.com	11,569

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	304,607
(direct)	116,220
bing	16,429
m.facebook.com	13,608
home.army.mil	6,852
yahoo	4,378
referral	4,008
l.facebook.com	3,568
duckduckgo	3,507
militaryonesource.mil	3,256

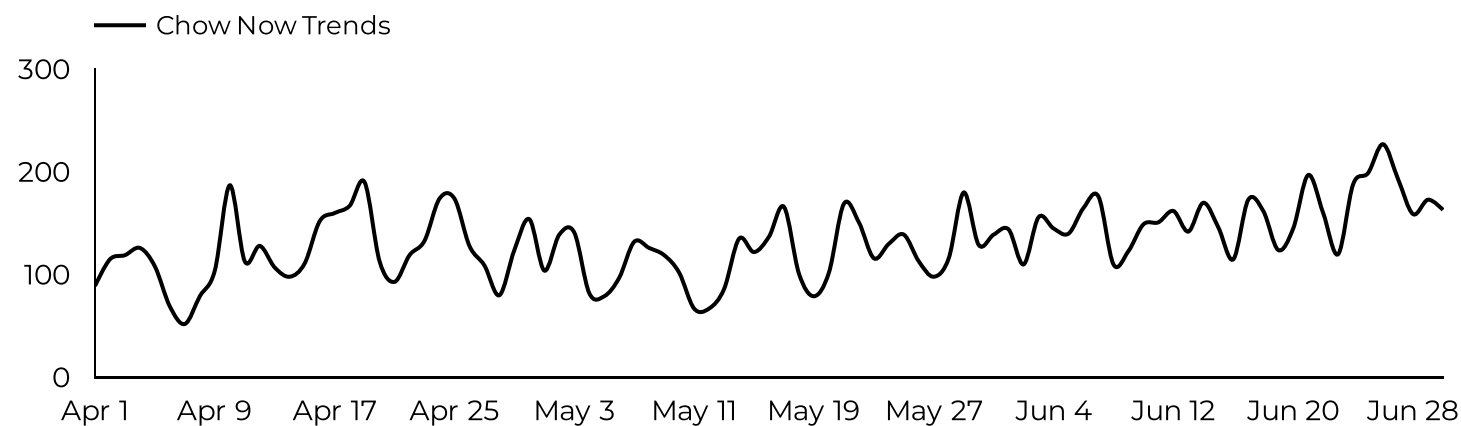
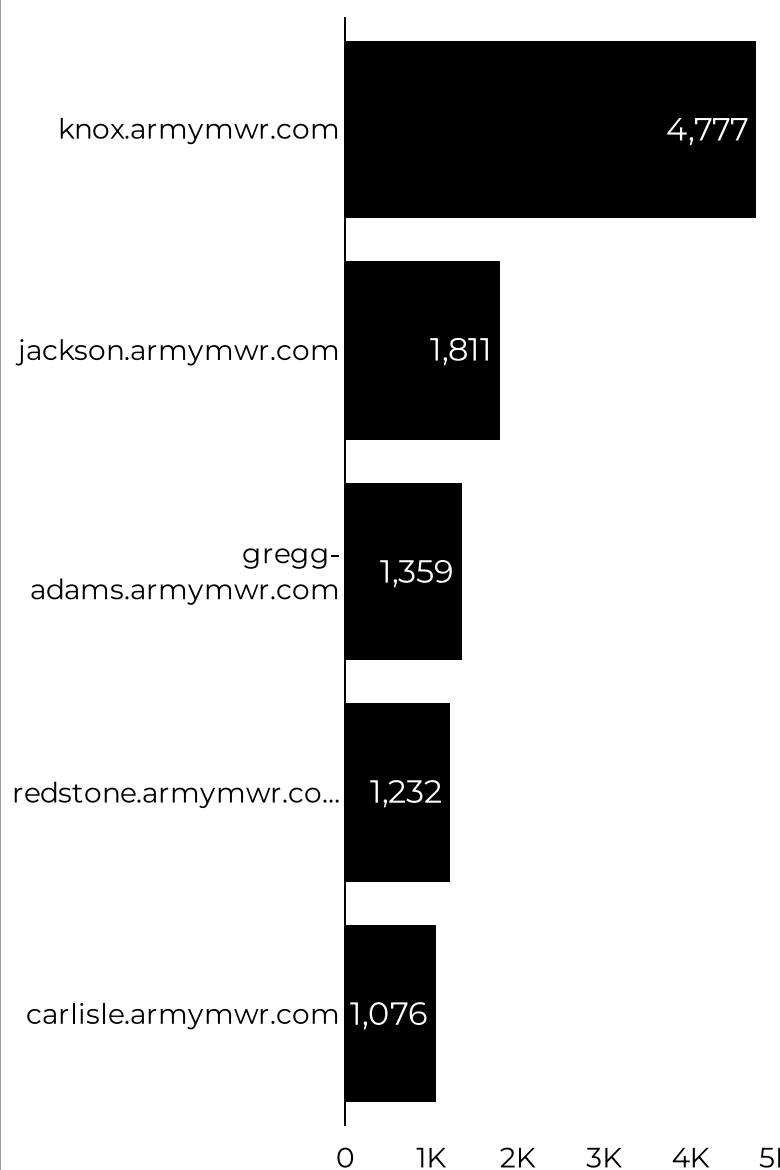


Chow Now Link Clicks 12,025

Top installations

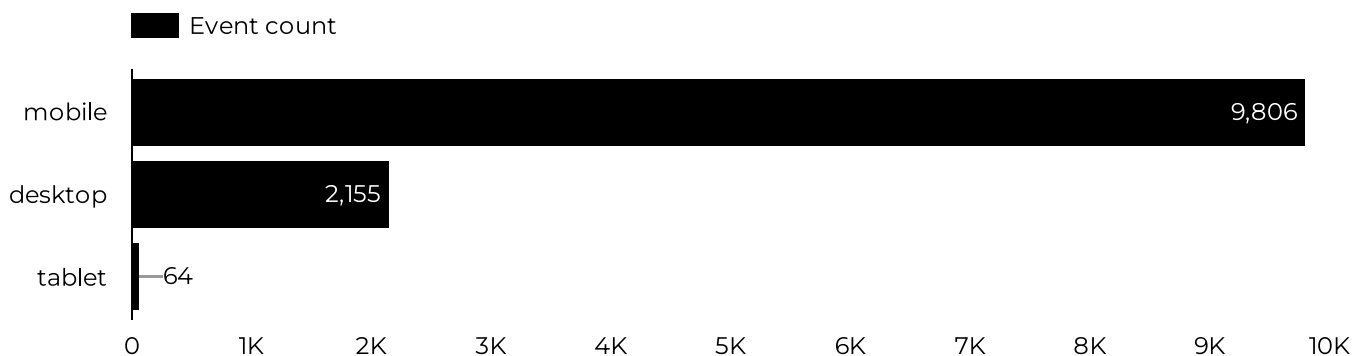
Top installations with the highest number of Chow Now link clicks on pages.

Clicks on Chow Now Links.



Which devices are driving engagement?

Do people order on mobile or desktop?





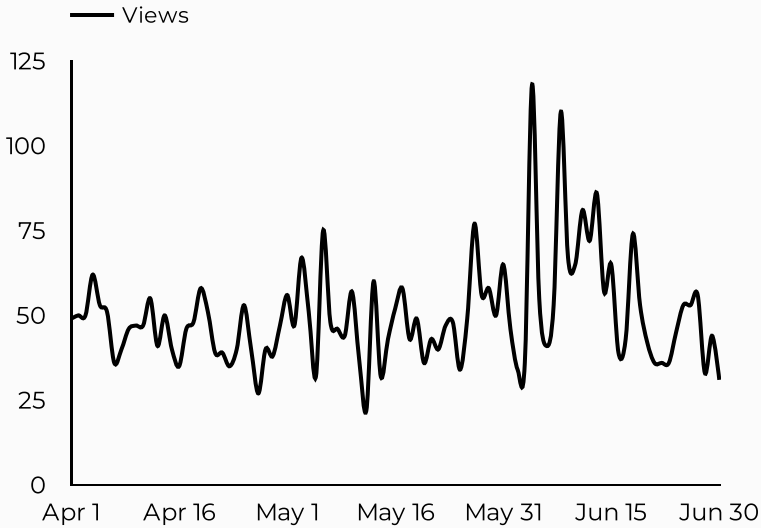
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Healthy Army Communities (HAC)

Views 4,535 ↑ 8.0%	Sessions 4,035 ↑ 12.1%	Total users 3,073 ↑ 13.8%	New users 2,490 ↑ 12.0%	Avg. Session Time 02:44 ↓ -11.0%	Engagement rate 60% ↑ 9.4%
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Compared Y-o-Y

How is site traffic trending?

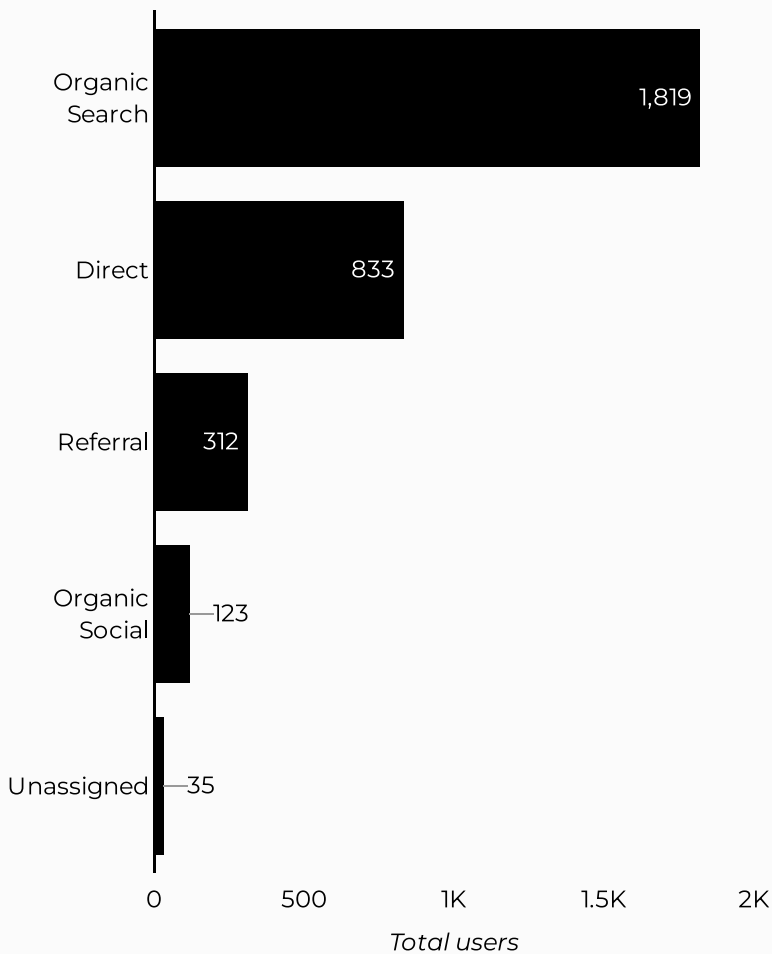


Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	2,590
campbell.armymwr.com	154
www.armymwr.com	133
humphreys.armymwr.com	62
eisenhower.armymwr.com	55
sill.armymwr.com	27
zama.armymwr.com	20
belvoir.armymwr.com	10
garmisch.armymwr.com	6
ansbach.armymwr.com	4

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,669
(direct)	833
home.army.mil	164
bing	94
m.facebook.com	84
missionwalk.org	50
duckduckgo	32
lm.facebook.com	25
yahoo	25
mymilitarynetwork.org	20



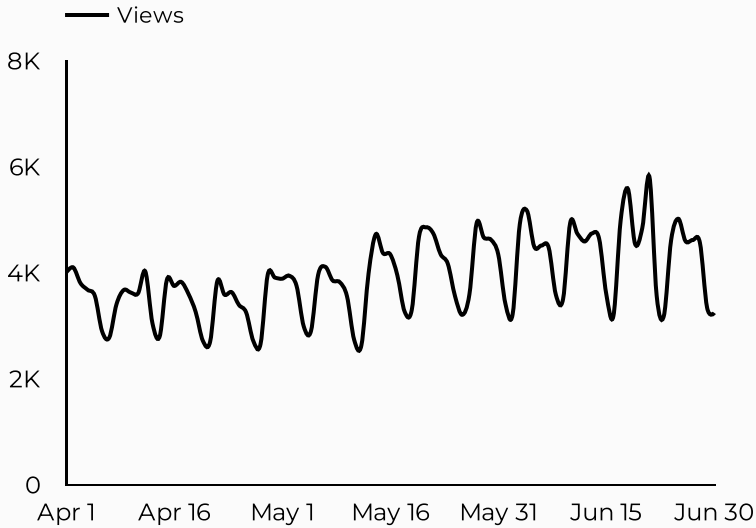
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Leisure Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
356,157	278,032	200,161	117,082	02:31	75%
↓ -6.4%	↓ -4.3%	↓ -3.0%	↓ -2.6%	↓ -6.4%	↑ 51.8%

Compared Y-o-Y

How is site traffic trending?

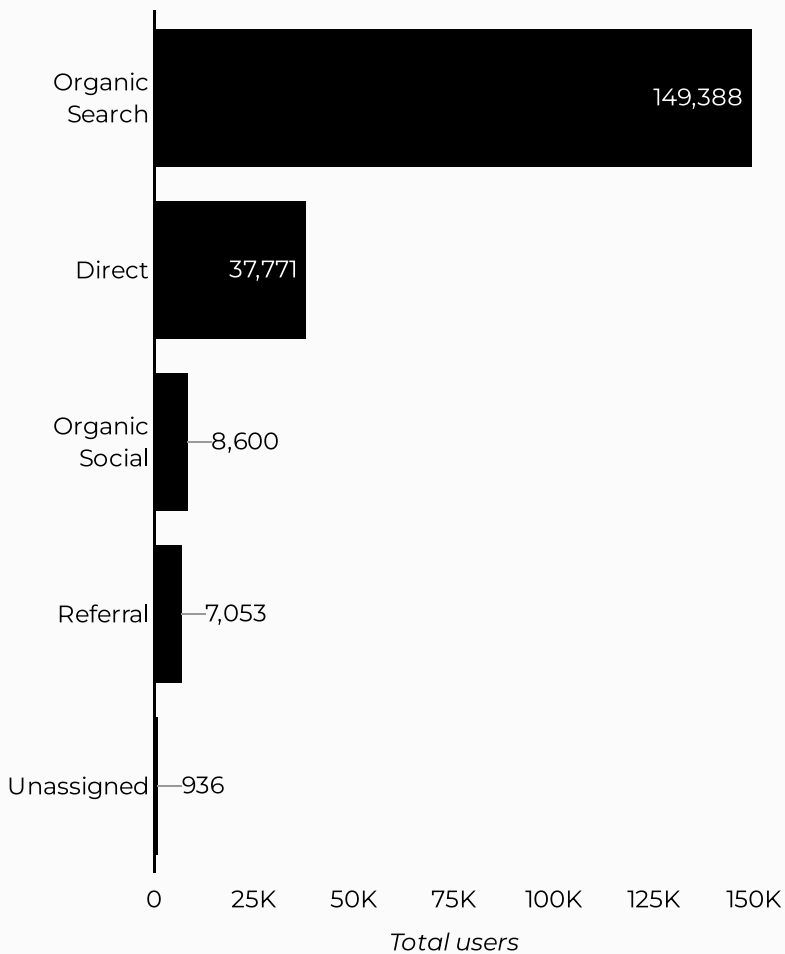


Top US Army Installations

Sorted by Total Users

Installation	Total users
belvoir.armymwr.com	14,414
www.armymwr.com	12,111
hawaii.armymwr.com	10,348
liberty.armymwr.com	9,963
jblm.armymwr.com	9,101
moore.armymwr.com	8,974
redstone.armymwr.com	8,850
cavazos.armymwr.com	8,317
stewarhunter.armymwr.com	7,549
bliss.armymwr.com	7,495

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	137,032
(direct)	37,771
bing	7,792
m.facebook.com	5,601
yahoo	2,112
home.army.mil	2,075
militaryonesource.mil	1,702
l.facebook.com	1,480
duckduckgo	1,396
lm.facebook.com	1,274



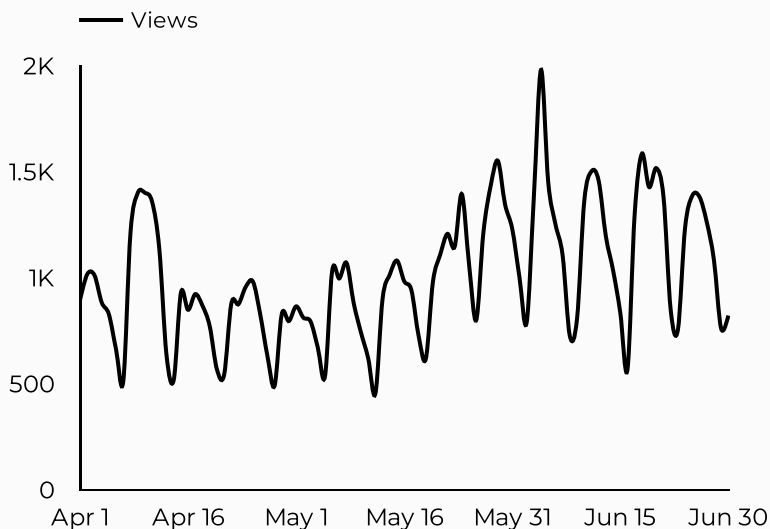
ARMY MWR

Libraries

Views 91,707 ↑ 2.2%	Sessions 70,697 ↑ 7.5%	Total users 47,515 ↑ 7.2%	New users 29,258 ↑ 2.4%	Avg. Session Time 02:12 ↓ -9.5%	Engagement rate 63% ↑ 29.2%
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Compared Y-o-Y

How is site traffic trending?

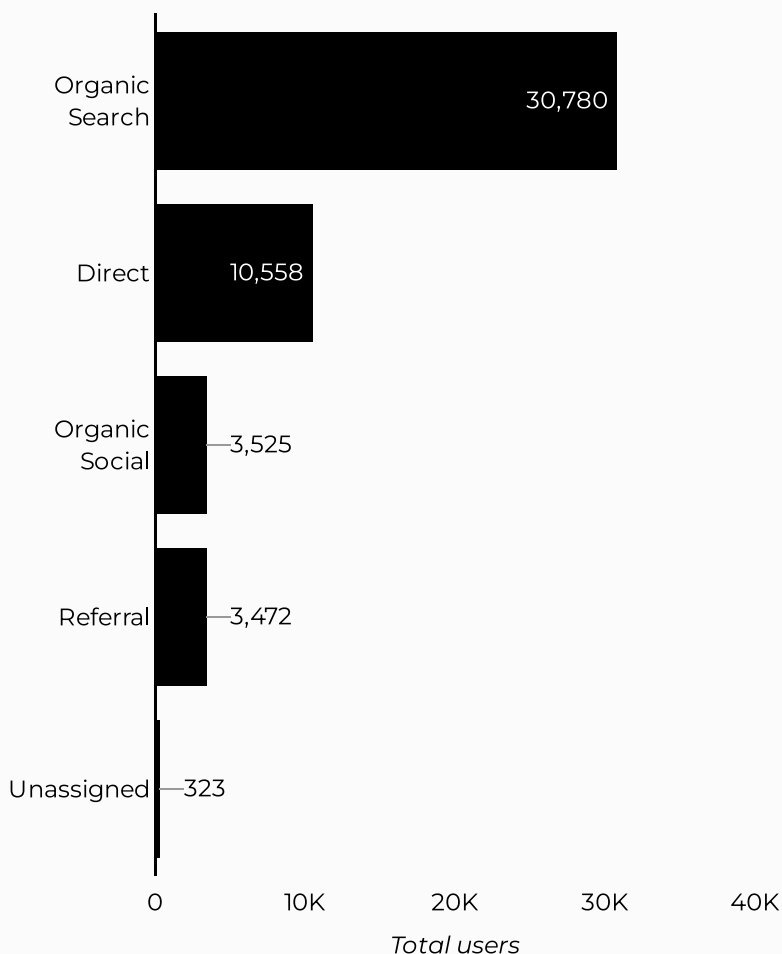


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	8,065
liberty.armymwr.com	3,715
jblm.armymwr.com	3,677
campbell.armymwr.com	2,248
knox.armymwr.com	1,755
hawaii.armymwr.com	1,704
humphreys.armymwr.com	1,683
moore.armymwr.com	1,647
wiesbaden.armymwr.com	1,524
belvoir.armymwr.com	1,475

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	28,358
(direct)	10,558
m.facebook.com	2,203
bing	1,662
home.army.mil	1,088
mwrlibrary.armybiznet.com	894
l.facebook.com	731
lm.facebook.com	543
army.dodmwrlibraries.org	458
duckduckgo	376



ARMY MWR

Adventure Programs

Views
6,720
↑ 9.8%

Sessions
5,935
↑ 13.3%

Total users
4,716
↑ 12.9%

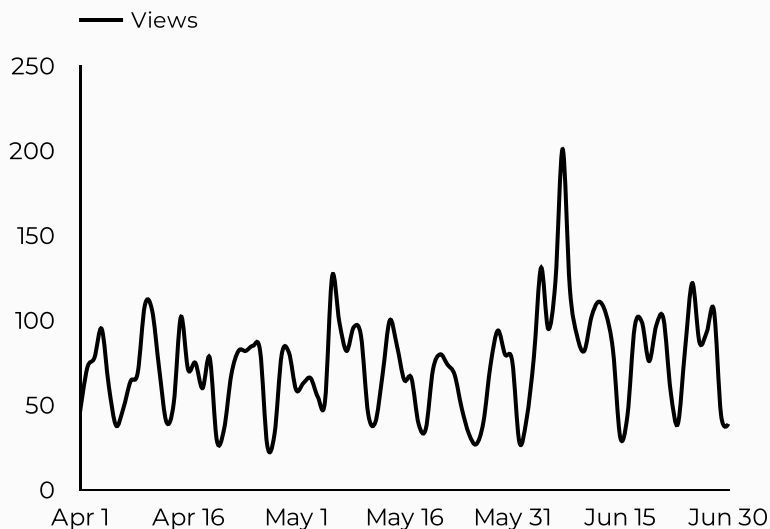
New users
2,191
↑ 14.4%

Avg. Session Time
01:54
↓ -20.9%

Engagement rate
67%
↑ 109.6%

Compared Y-o-Y

How is site traffic trending?

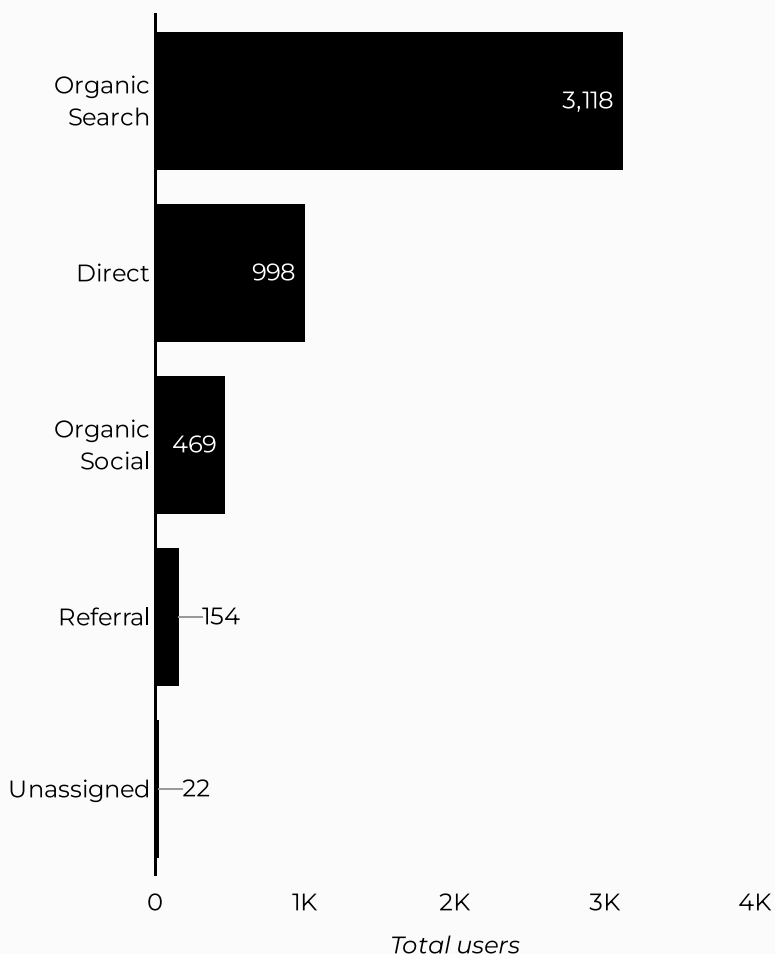


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,175
cavazos.armymwr.com	764
liberty.armymwr.com	617
jblm.armymwr.com	558
stewarthunter.armymwr.com	290
moore.armymwr.com	238
carson.armymwr.com	194
drum.armymwr.com	174
eisenhower.armymwr.com	144
riley.armymwr.com	112

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,773
(direct)	998
m.facebook.com	304
bing	271
lm.facebook.com	95
home.army.mil	87
l.facebook.com	56
duckduckgo	37
yahoo	28
(not set)	19



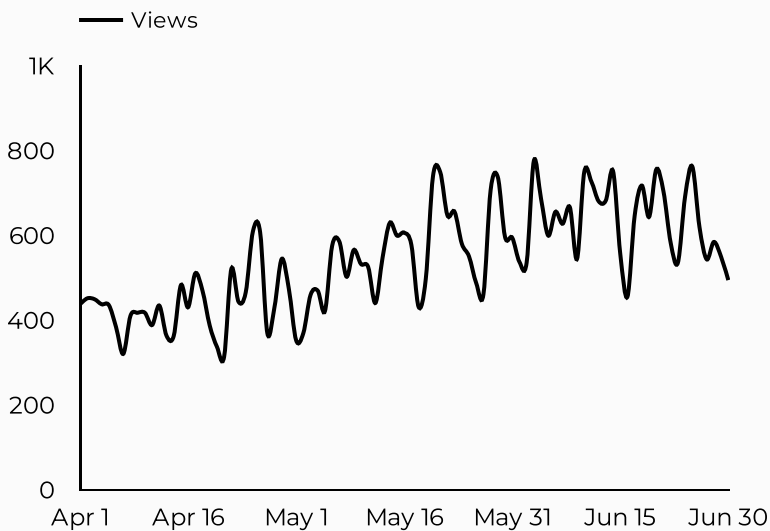
ARMY MWR

Equipment Rental

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
49,408	41,085	28,784	12,333	02:49	72%
↓ -15.4%	↓ -15.6%	↓ -16.3%	↓ -16.5%	↓ -3.4%	↑ 110.3%

Compared Y-o-Y

How is site traffic trending?

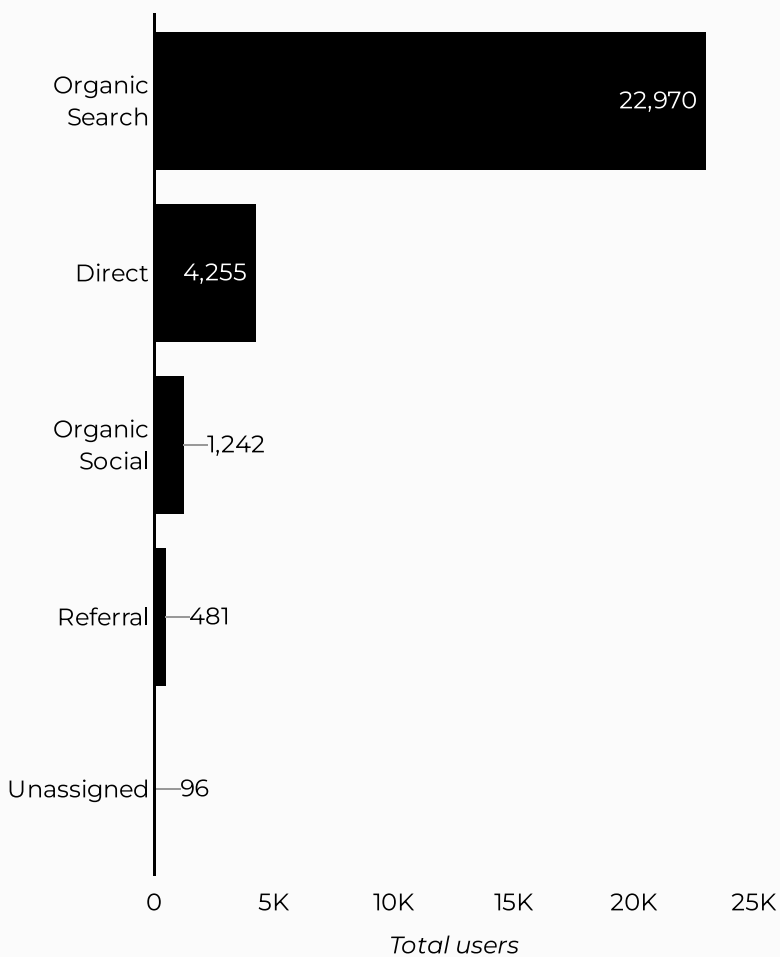


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	6,373
liberty.armymwr.com	5,236
cavazos.armymwr.com	2,920
knox.armymwr.com	2,456
riley.armymwr.com	2,431
redstone.armymwr.com	2,168
eisenhower.armymwr.com	1,518
sill.armymwr.com	1,177
mccoy.armymwr.com	1,033
grafenwoehr.armymwr.com	701

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	21,545
(direct)	4,255
bing	959
m.facebook.com	893
duckduckgo	244
yahoo	204
lm.facebook.com	201
home.army.mil	171
l.facebook.com	133
(not set)	95



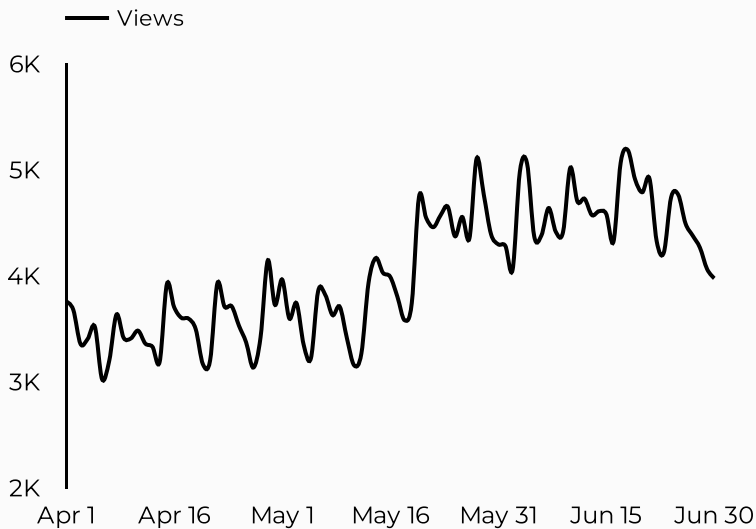
ARMY MWR

Recreational Lodging

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
367,300	285,312	204,347	138,035	02:52	74%
↓ -7.1%	↓ -5.9%	↓ -6.2%	↓ -6.7%	↓ -5.0%	↑ 40.1%

Compared Y-o-Y

How is site traffic trending?

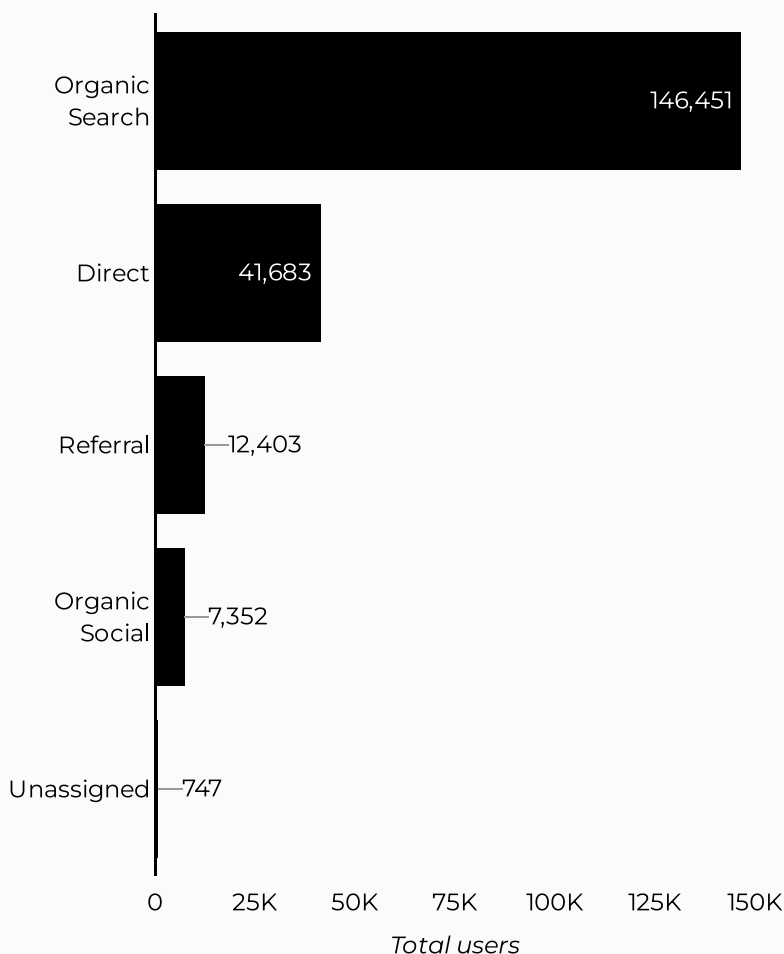


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	14,646
jackson.armymwr.com	14,433
moore.armymwr.com	12,710
belvoir.armymwr.com	12,162
mccoy.armymwr.com	12,080
eisenhower.armymwr.com	10,787
cavazos.armymwr.com	10,113
leonardwood.armymwr.com	9,345
jblm.armymwr.com	8,224
westpoint.armymwr.com	7,323

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	135,700
(direct)	41,683
bing	7,110
m.facebook.com	4,553
home.army.mil	2,120
yahoo	1,813
duckduckgo	1,582
militarycampgrounds.us	1,556
campgrounds.rvlife.com	1,519
l.facebook.com	1,413



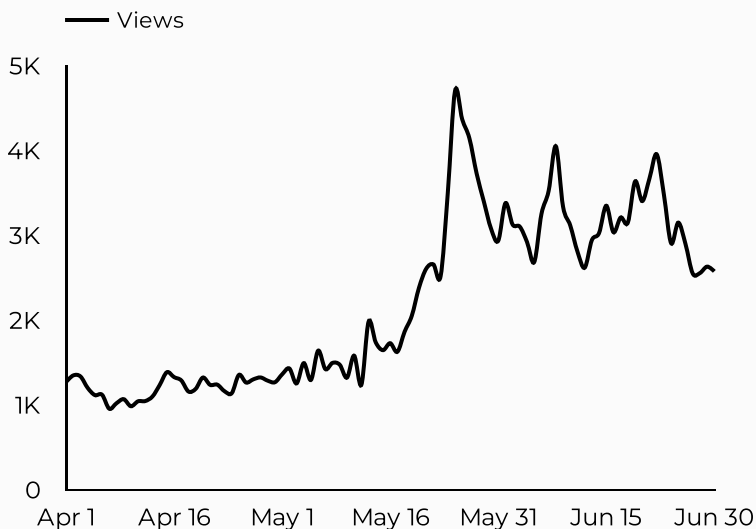
ARMY MWR

Aquatics

Views 200,082 ↑ 6.6%	Sessions 161,949 ↑ 7.4%	Total users 113,451 ↑ 8.4%	New users 70,474 ↑ 11.8%	Avg. Session Time 02:08 ↓ -7.5%	Engagement rate 61% ↑ 57.0%
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Compared Y-o-Y

How is site traffic trending?

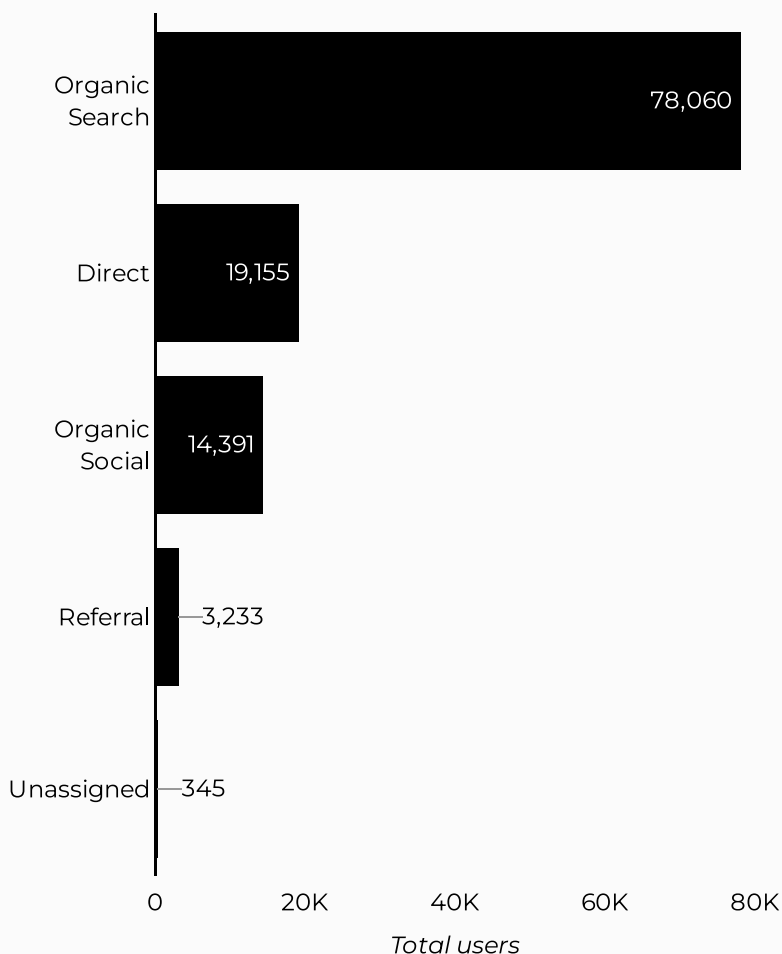


Top US Army Installations

Sorted by Total Users

Installation	Total users
campbell.armymwr.com	8,482
jblm.armymwr.com	8,363
liberty.armymwr.com	8,270
eisenhower.armymwr.com	6,339
belvoir.armymwr.com	6,190
bliss.armymwr.com	5,852
cavazos.armymwr.com	5,476
moore.armymwr.com	5,213
carson.armymwr.com	4,704
hawaii.armymwr.com	3,944

Which channels are driving traffic?



What are the top sources?

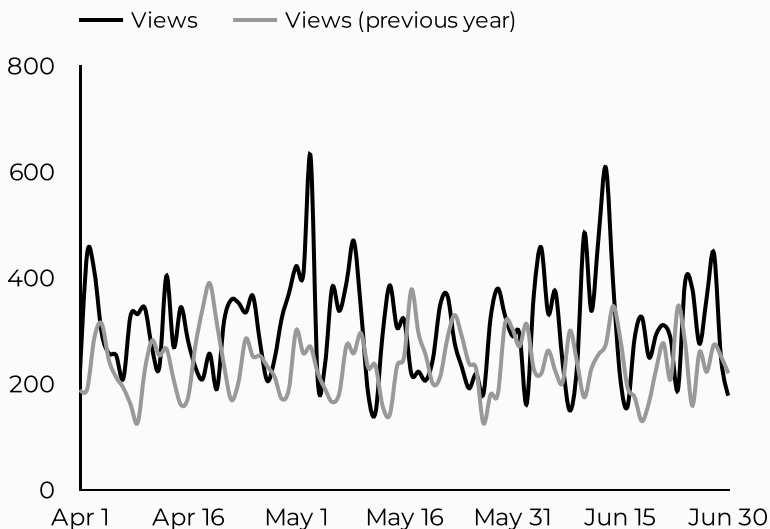
Session source	Total users
google	74,365
(direct)	19,155
m.facebook.com	10,754
bing	2,133
lm.facebook.com	2,076
l.facebook.com	1,285
home.army.mil	1,017
duckduckgo	739
yahoo	727
(not set)	325



Views 27,956 ↑ 28.7%	Sessions 13,508 ↑ 5.2%	Total users 10,969 ↑ 15.0%	New users 7,127 ↓ -8.2%	Avg. Session Time 02:12 ↓ -7.9%	Engagement rate 69% ↑ 34.1%
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Compared Y-o-Y

How is site traffic trending?

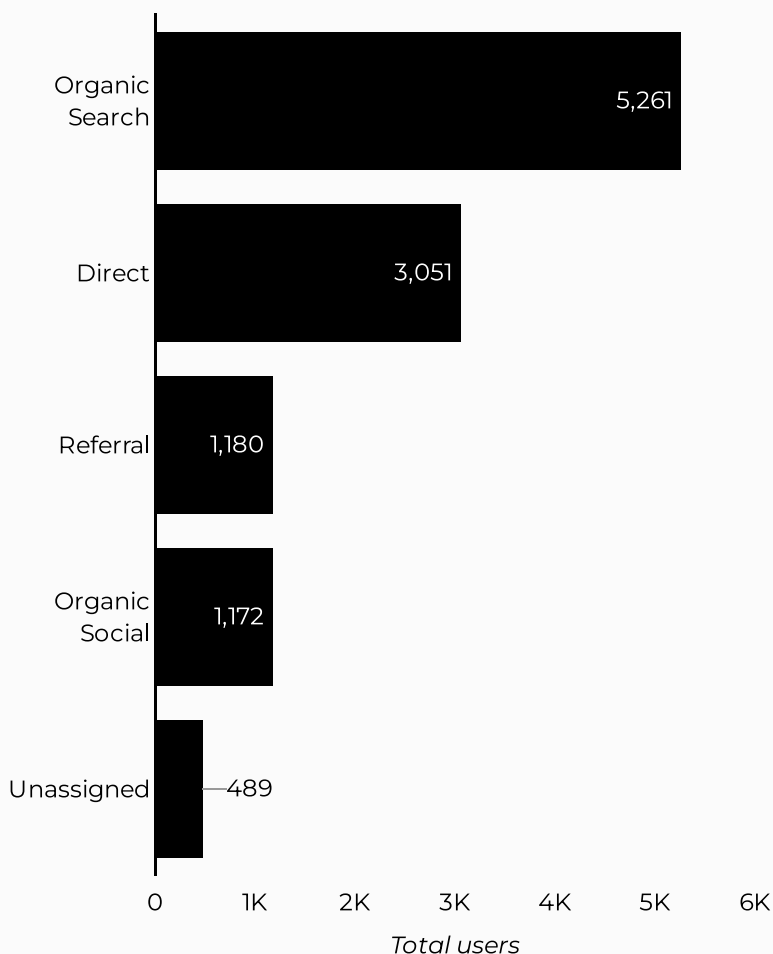


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	455
Apply now!	320
www.armedforcessports.com	219
All Army Application website	107
AllSoldiersmustapplythroughtheapplicatio nwebsite:	43
Applynow!	21
Facebook	14
renew	14
Grand total	1,274

Which channels are driving traffic?



What are the top sources?

Session source	Total users...	% Δ
google	4,565	-24.4% ↓
(direct)	3,051	106.1% ↑
armywcap.com	829	44.4% ↑
m.facebook.com	615	255.5% ↑
bing	603	75.3% ↑
(not set)	487	1,639.3... ↑
i.instagram.com	357	410.0% ↑
home.army.mil	108	227.3% ↑
i.facebook.com	92	64.3% ↑
yahoo	65	-8.5% ↓



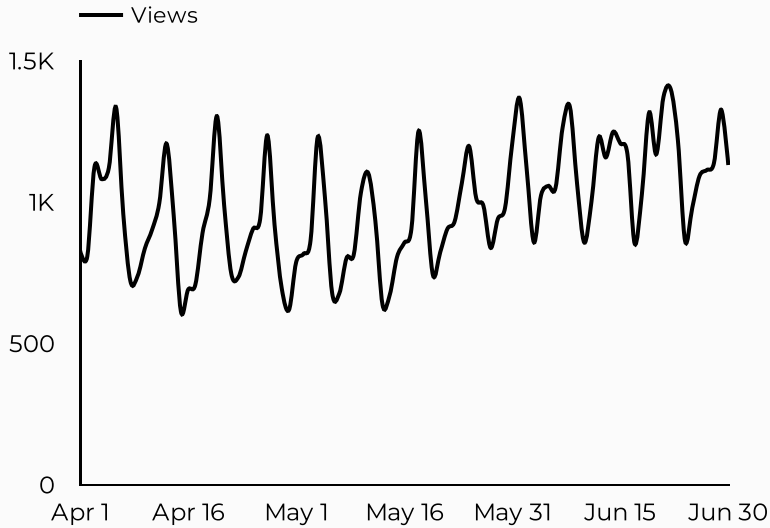
ARMY MWR

Bowling

Views 90,048 ↓ -2.7%	Sessions 76,166 ↓ 0.0%	Total users 56,167 ↓ -2.5%	New users 37,524 ↓ -7.7%	Avg. Session Time 02:13 ↓ -3.7%	Engagement rate 63% ↑ 34.2%
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Compared Y-o-Y

How is site traffic trending?

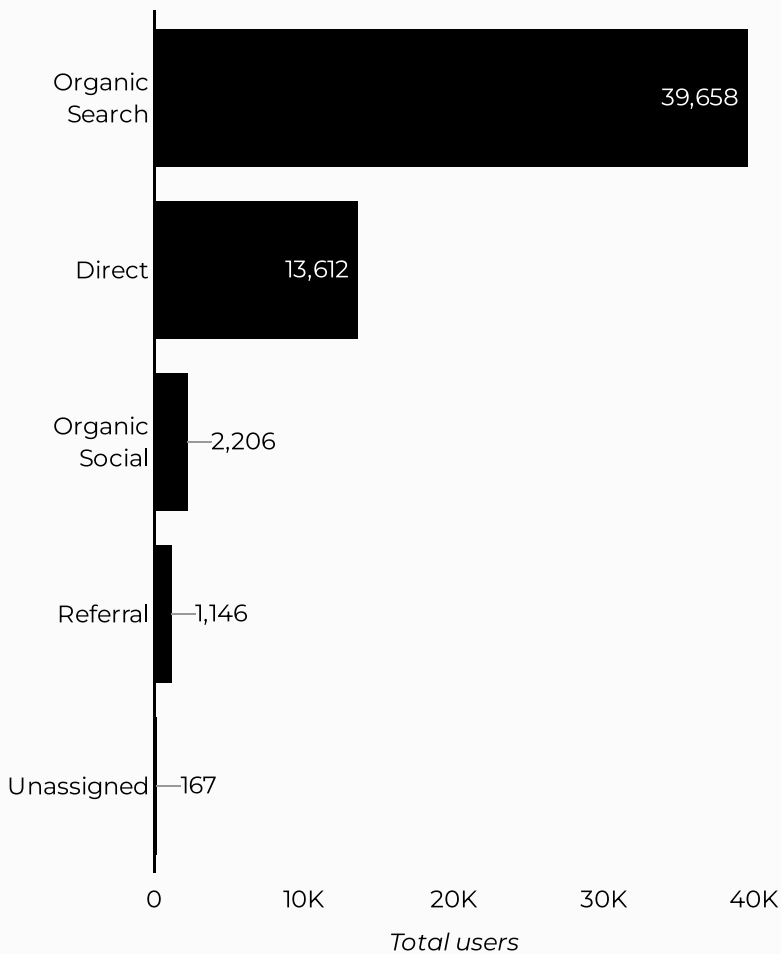


Top US Army Installations

Sorted by Total Users

Installation	Total use...	% Δ
hawaii.armymwr.com	4,207	-1.6% ↓
campbell.armymwr.com	3,358	-5.8% ↓
stewarhunter.armymwr...	3,047	-1.5% ↓
jbmhh.armymwr.com	2,396	13.0% ↑
liberty.armymwr.com	2,383	217.7% ↑
redstone.armymwr.com	2,357	-10.0% ↓
bliss.armymwr.com	2,345	10.4% ↑
cavazos.armymwr.com	2,145	37.3% ↑
moore.armymwr.com	2,118	32.5% ↑
knox.armymwr.com	2,006	-4.9% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	37,628
(direct)	13,612
m.facebook.com	1,408
bing	1,337
home.army.mil	427
l.facebook.com	419
yahoo	371
lm.facebook.com	316
duckduckgo	223
(not set)	154



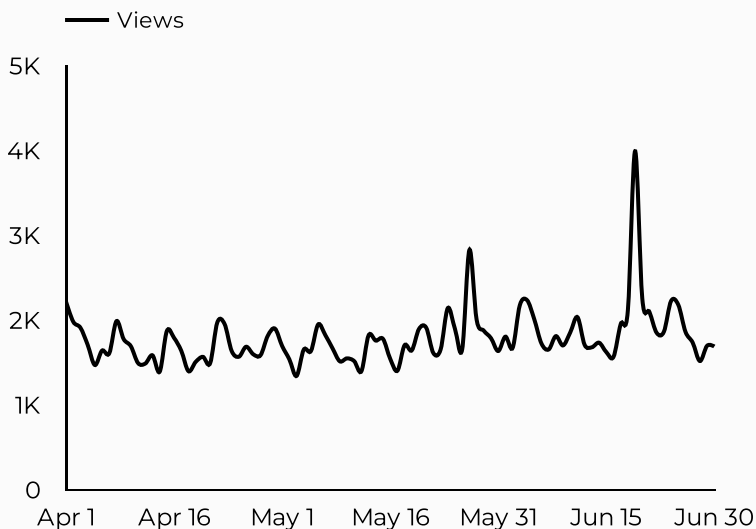
ARMY MWR

Fitness Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
163,067	132,191	92,920	61,674	02:13	64%
↓ -5.3%	↓ -4.3%	↓ -6.1%	↓ -8.1%	↓ -3.6%	↑ 41.5%

Compared Y-o-Y

How is site traffic trending?

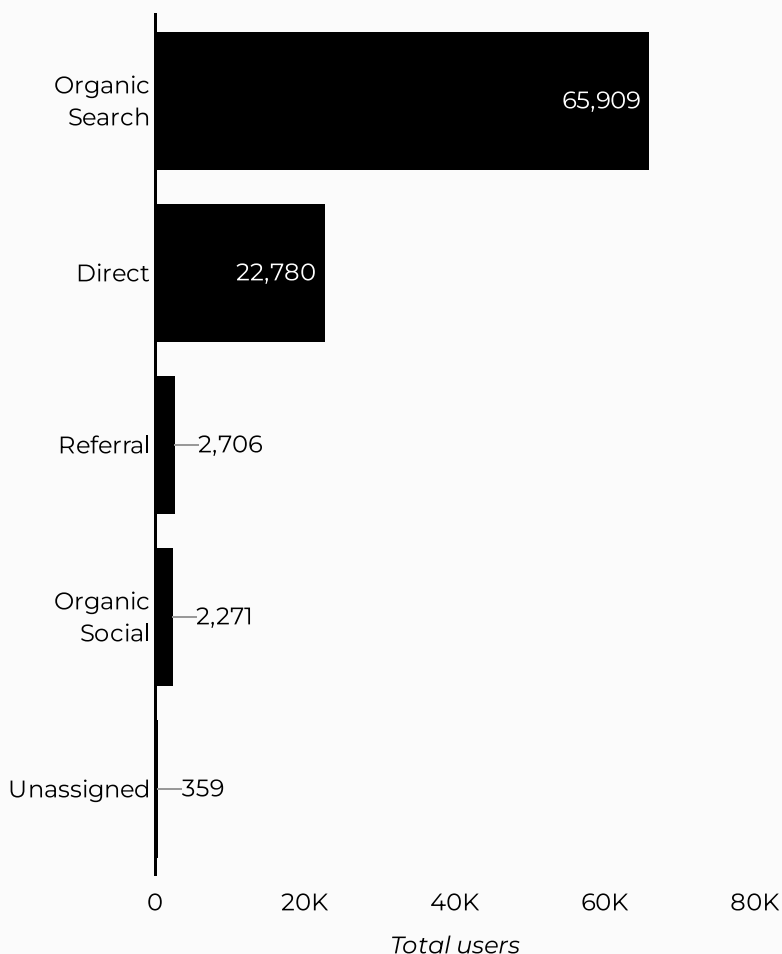


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	6,978
jblm.armymwr.com	5,546
humphreys.armymwr.com	5,436
cavazos.armymwr.com	5,190
carson.armymwr.com	4,578
moore.armymwr.com	4,074
campbell.armymwr.com	4,069
hawaii.armymwr.com	3,874
bliss.armymwr.com	3,807
meade.armymwr.com	3,608

Which channels are driving traffic?



What are the top sources?

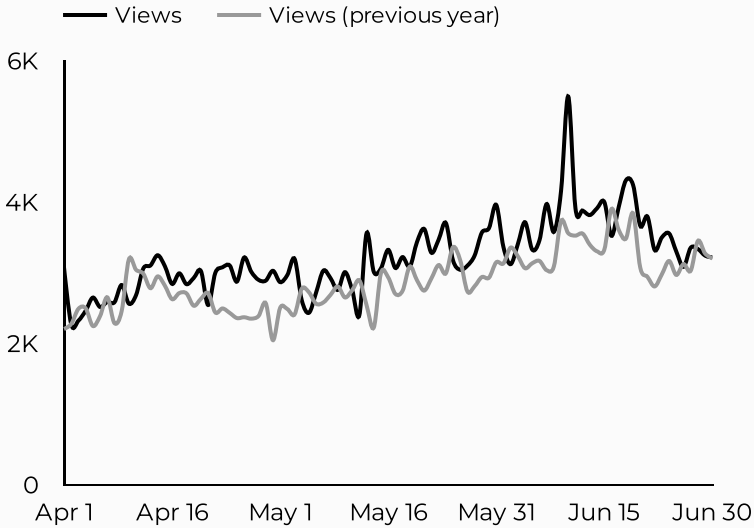
Session source	Total users
google	62,583
(direct)	22,780
bing	2,232
m.facebook.com	1,385
home.army.mil	1,287
duckduckgo	576
yahoo	474
l.facebook.com	457
(not set)	339
lm.facebook.com	293



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
293,339	204,802	144,961	119,996	02:33	67%
↑ 11.9%	↑ 1.2%	↑ 1.0%	↑ 0.8%	↓ -4.7%	↑ 19.6%

Compared Y-o-Y

How is site traffic trending?

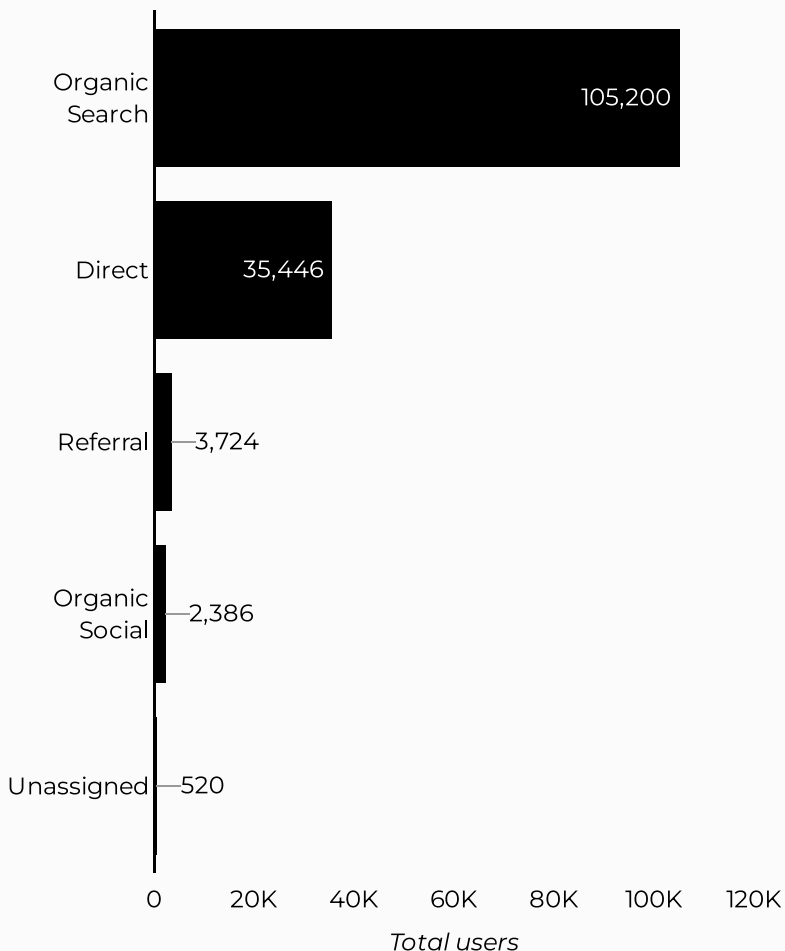


Top US Army Installations

Sorted by Total Users

Installation	Total users
westpoint.armymwr.com	13,287
jblm.armymwr.com	12,787
hawaii.armymwr.com	9,609
carson.armymwr.com	9,445
belvoir.armymwr.com	9,192
liberty.armymwr.com	7,533
jackson.armymwr.com	7,138
stewarhunter.armymwr.com	5,753
carlisle.armymwr.com	5,451
aberdeen.armymwr.com	5,301

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	97,745
(direct)	35,446
bing	4,938
m.facebook.com	1,393
yahoo	1,245
duckduckgo	970
home.army.mil	502
l.facebook.com	491
(not set)	490
ajga.org	368



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Intramural Sports

Views
8,127
↑ 0.7%

Sessions
7,248
↑ 3.0%

Total users
5,668
↑ 1.1%

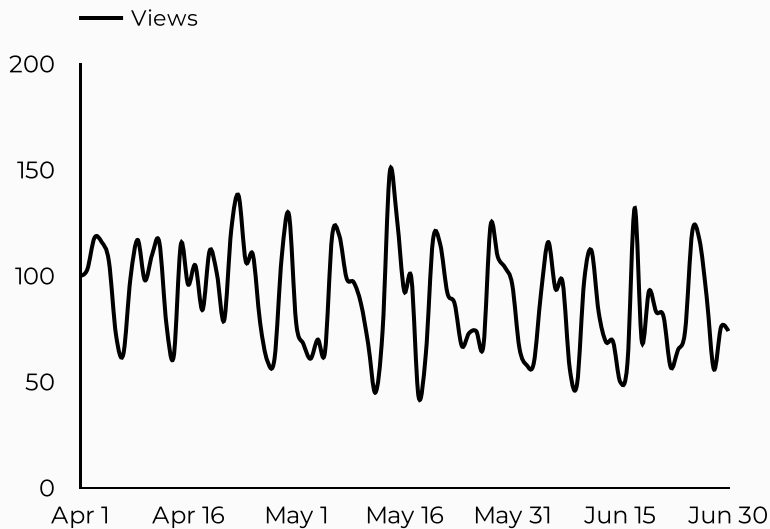
New users
1,899
↓ -8.0%

Avg. Session Time
02:05
↑ 15.8%

Engagement rate
75%
↑ 163.7%

Compared Y-o-Y

How is site traffic trending?

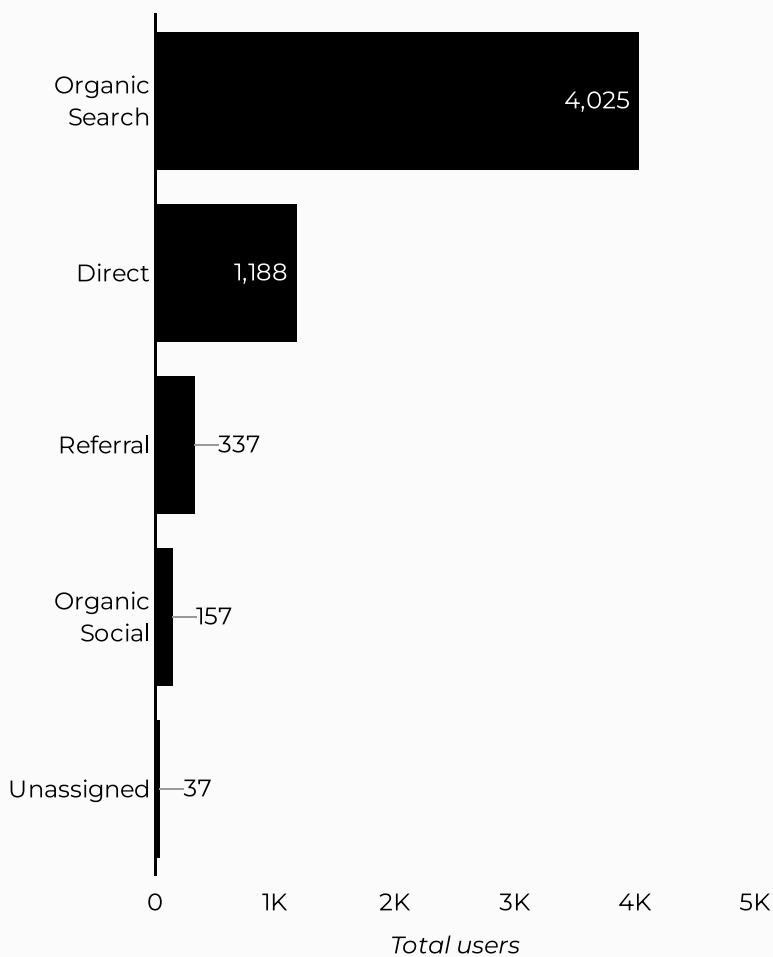


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	1,059
liberty.armymwr.com	843
www.armymwr.com	602
carson.armymwr.com	557
campbell.armymwr.com	483
cavazos.armymwr.com	314
hawaii.armymwr.com	309
riley.armymwr.com	202
wiesbaden.armymwr.com	197
sill.armymwr.com	185

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,747
(direct)	1,188
bing	207
home.army.mil	163
m.facebook.com	104
armywcap.com	63
yahoo	41
l.facebook.com	36
(not set)	29
duckduckgo	26



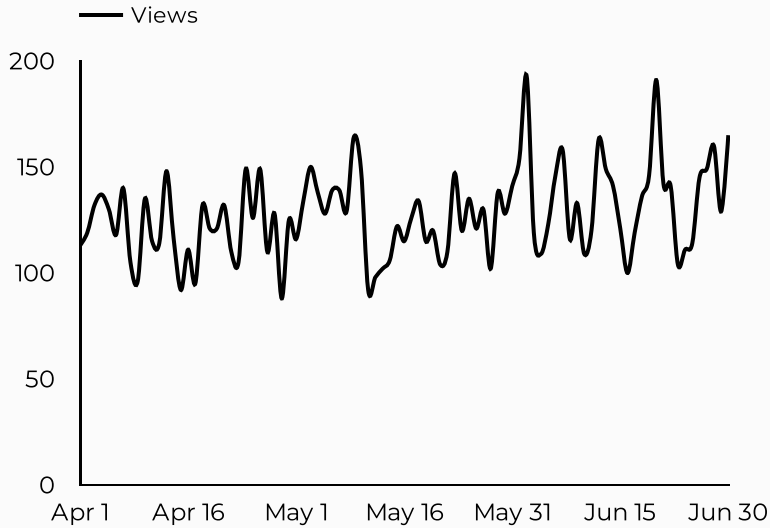
ARMY MWR

Warrior Zone

Views 11,610 ↓ -7.7%	Sessions 9,696 ↓ -8.2%	Total users 7,586 ↓ -6.7%	New users 4,279 ↓ -6.9%	Avg. Session Time 01:59 ↓ -14.8%	Engagement rate 67% ↑ 60.5%
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Compared Y-o-Y

How is site traffic trending?

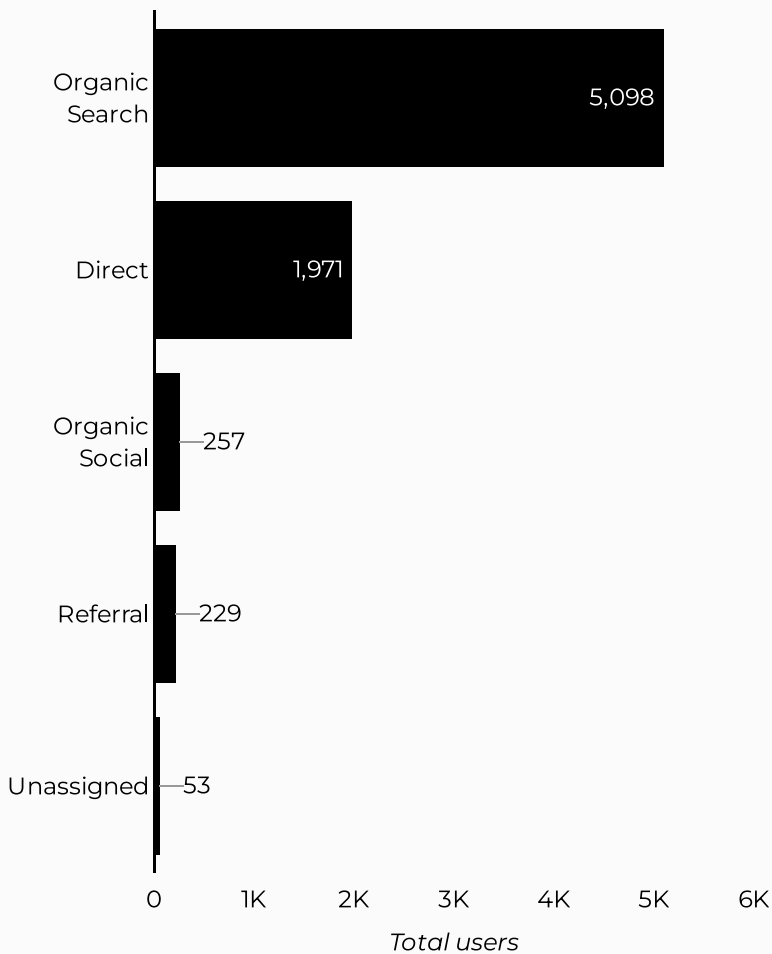


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	2,119	1.4% ↑
campbell.armymwr.com	1,274	0.6% ↑
riley.armymwr.com	893	6.3% ↑
wainwright.armymwr.com	754	-17.3% ↓
bliss.armymwr.com	562	-1.7% ↓
humphreys.armymwr.com	481	-48.9% ↓
italy.armymwr.com	477	-16.5% ↓
irwin.armymwr.com	347	57.7% ↑
grafenwoehr.armymwr.com	234	-7.9% ↓
eisenhower.armymwr.com	145	-

Which channels are driving traffic?



What are the top sources?

Session source	Total us...
google	4,851
(direct)	1,971
bing	181
home.army.mil	139
m.facebook.com	120
l.facebook.com	75
duckduckgo	33
(not set)	28
yahoo	26
lm.facebook.com	24



Views
144,378
 ↓ -5.1%

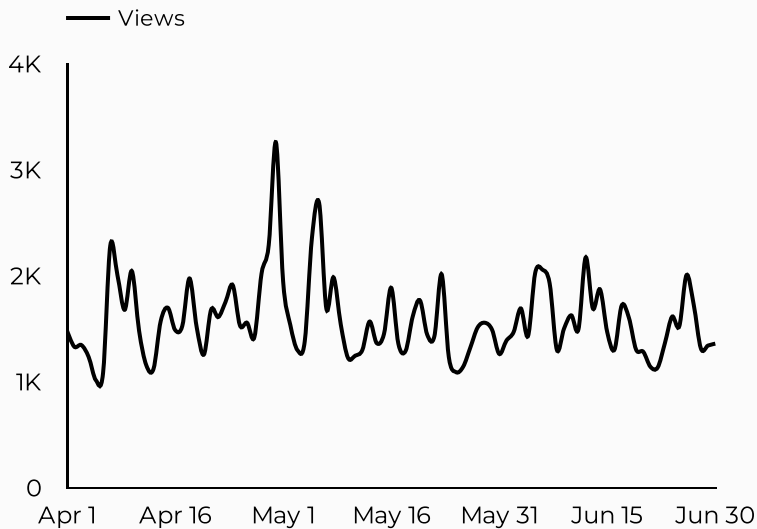
Sessions
86,123
 ↑ 3.9%

Total users
58,783
 ↑ 1.0%
 Compared Y-o-y

New users
56,761
 ↑ 4.1%

Engagement rate
44%
 ↓ -13.2%

How is site traffic trending?

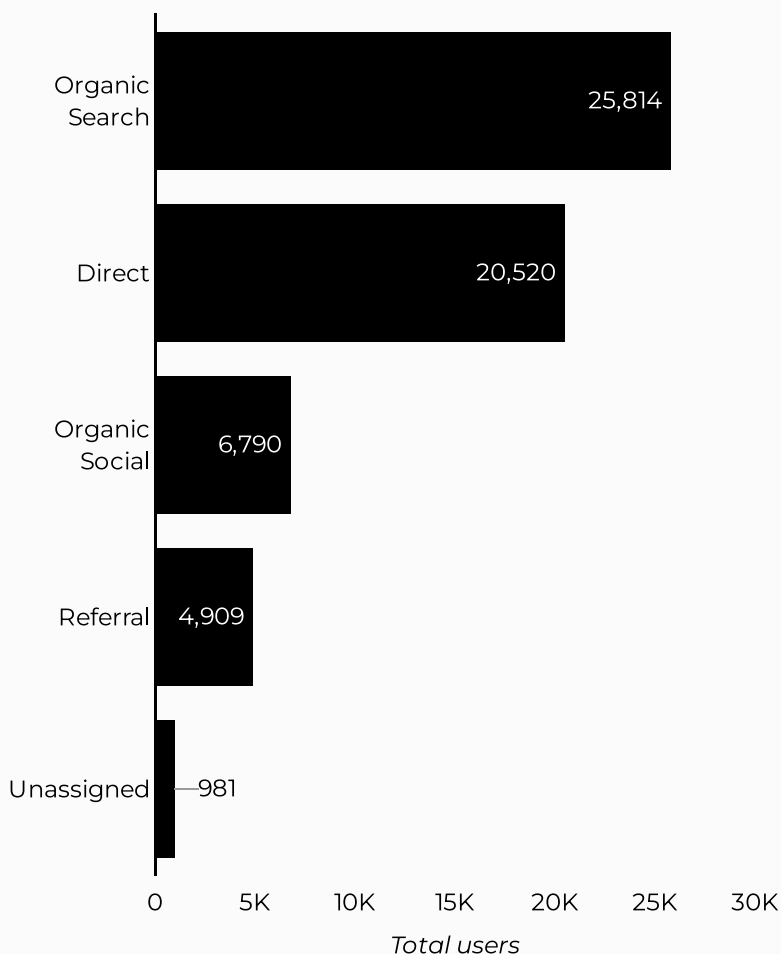


Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	30,691
Individual Registration :: Army Ten-Miler	22,080
In-Person Race :: Army Ten-Miler	9,848
The Course :: Army Ten-Miler	4,886
Race Day Schedule :: Army Ten-Miler	3,129
ATM Race FAQ's :: Army Ten-Miler	3,038
Arrive & Depart :: Army Ten-Miler	2,580
Official Gear :: Army Ten-Miler	2,109
Results :: Army Ten-Miler	2,096
Hotel & Travel :: Army Ten-Miler	1,681

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	23,842
(direct)	20,520
m.facebook.com	5,224
bing	1,390
l.facebook.com	857
sixminutemile.beehiiv.com	706
runguides.com	688
armymwr.com	435
yahoo	274
(not set)	265



ARMY MWR World Class Athlete Program (WCAP)

Views
61,463
↑ 40.8%

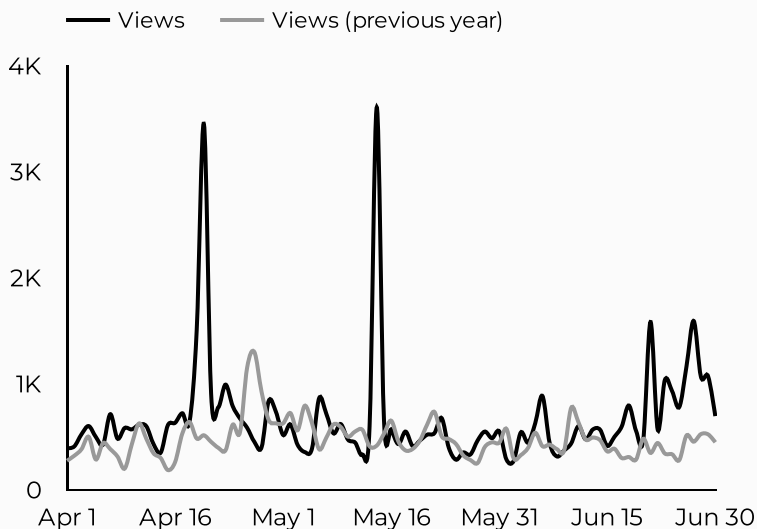
Sessions
27,969
↑ 43.7%

Total users
22,914
↑ 40.2%
Compared Y-o-y

New users
22,637
↑ 41.4%

Engagement rate
59%
↓ -2.8%

How is site traffic trending?

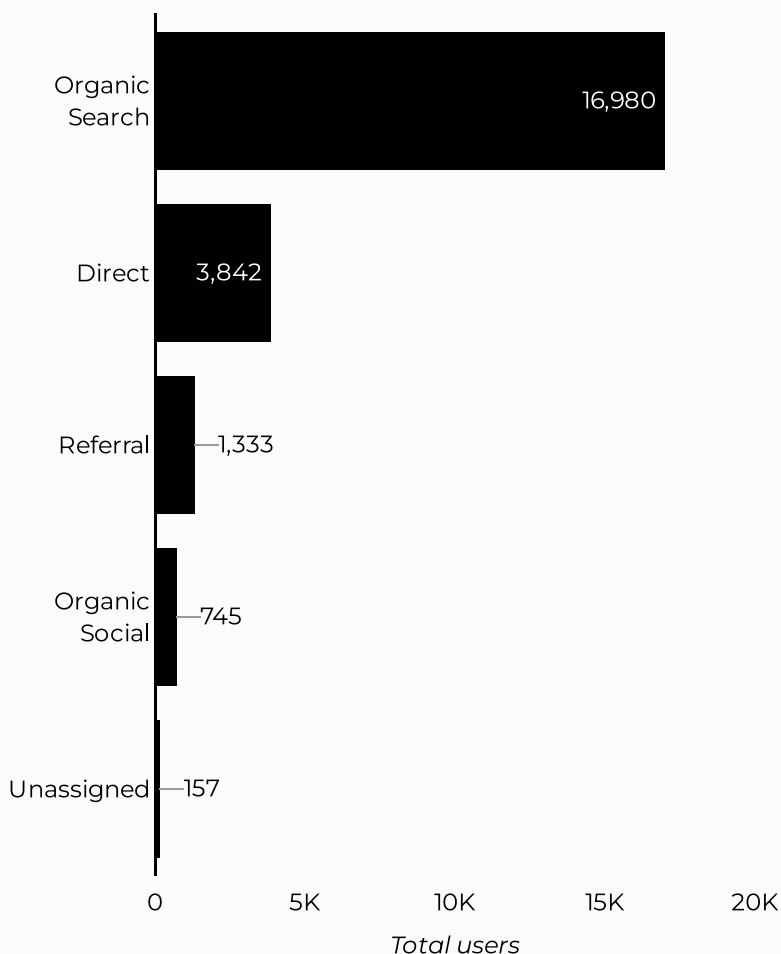


Top WCAP Pages

Sorted by Total Users

Page title	Total users
Home :: WCAP	5,182
Boxing :: WCAP	2,933
Entry Standards & Apply :: WCAP	2,667
Wrestling :: WCAP	2,443
Track & Field :: WCAP	2,302
About :: WCAP	2,267
SPC Dalton Roberts :: WCAP	1,162
Ssg Morgan McIntosh :: WCAP	987
PARIS 2024 :: WCAP	891
SPC Kamal Bey :: WCAP	778

Which channels are driving traffic?



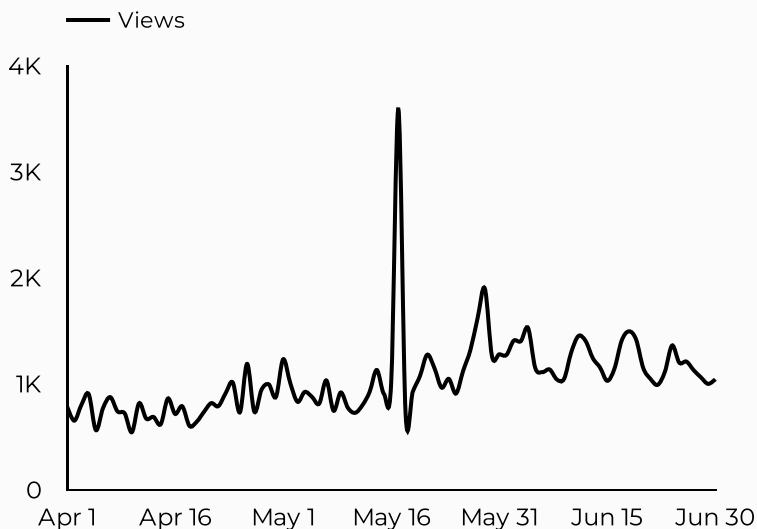
What are the top sources?

Session source	Total users
google	16,061
(direct)	3,842
goarmy.com	830
bing	632
m.facebook.com	338
(not set)	157
yahoo	130
armymwr.com	117
duckduckgo	103
reddit.com	86



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
94,875	25,426	16,417	15,865	04:19	65%

How is site traffic trending?

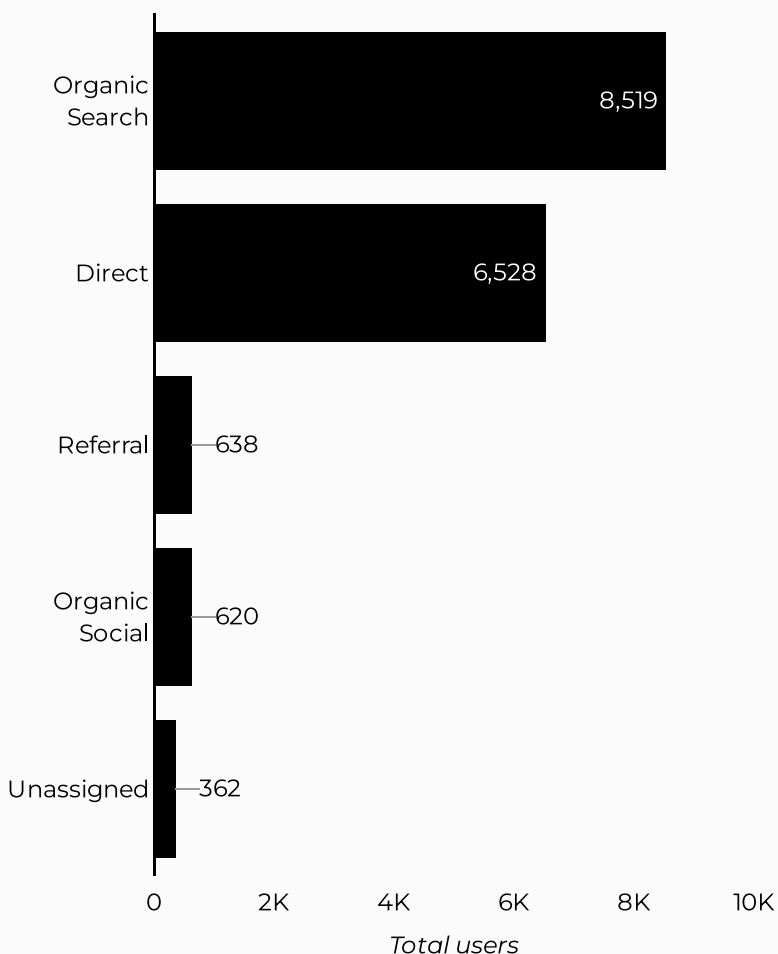


Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	13,665
Booking Rates :: Seward Military Resort	8,232
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	7,803
Contact Us :: Seward Military Resort	3,988
Tickets & Tours :: Seward Military Resort	3,295
Eligibility :: Seward Military Resort	3,091
Amenities :: Seward Military Resort	1,810
Charter Fishing :: Seward Military Resort	1,378
Townhouses :: Seward Military Resort	1,144

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	7,573
(direct)	6,528
bing	566
militaryonesource.mil	453
m.facebook.com	419
(not set)	362
yahoo	198
duckduckgo	177
lm.facebook.com	86
l.facebook.com	84



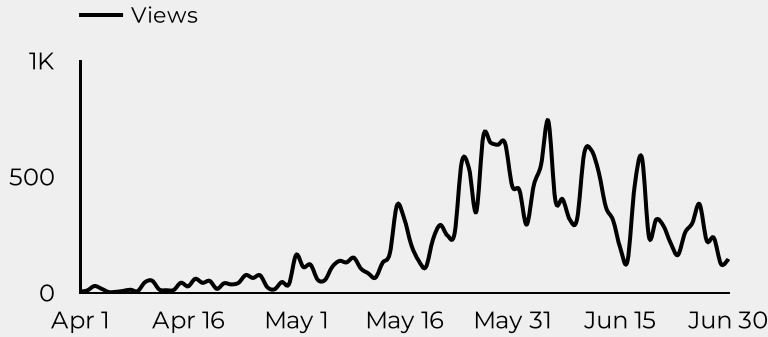
ARMY MWR

2024 Summer Reading

Views	Sessions	Total users	New users	Engagement rate
19,908	16,370	11,981	5,552	66%

Visitor trends.

Visits compared to previous year.



How does the site acquire traffic?

Top five channels sorted by visits.

Session default channel group	Total users
Organic Search	4,541
Organic Social	3,594
Direct	2,953
Referral	978
Unassigned	148

UTM Tracking

Top five UTM URL's sorted by visits.

Campaign
(referral)
(organic)
(direct)

Referrals

Top referral sources sorted by visits.

Session source	Total users
google	4,193
(direct)	2,953
m.facebook.com	2,531
home.army.mil	709
lm.facebook.com	643

Where do people click for more information?

Top Beanstack link clicks.

click_url	Clicks
https://www.beanstack.com/dod	2,042
https://dodvirtualsrp.beanstack.org/reader365	618
https://jlthrockmorton.beanstack.org/reader365	564
https://usaghumphreys.beanstack.org/reader365	520
https://bookpatchgrandstaff.beanstack.org/reader365	398
https://fortcavazos.beanstack.com/	240
https://georgephays.beanstack.org/	164
https://patchlibrary.beanstack.org/	162
Grand total	5,641

Where do people click for more information?

Top AT&T link clicks.

Sponsored Link Clicks	Total
Image Clicks	4,776
Shop The Exchange AT&T	17
Grand total	4,793

Stripes

Total stripe impressions.

Installation	Total
redstone.armymwr.com	22,870
jblm.armymwr.com	21,853
cavazos.armymwr.com	19,419
moore.armymwr.com	14,921
hawaii.armymwr.com	14,649
stewarthunter.armymwr.com	13,962
liberty.armymwr.com	11,726
kaiserslautern.armymwr.com	10,461
Grand total	338,369



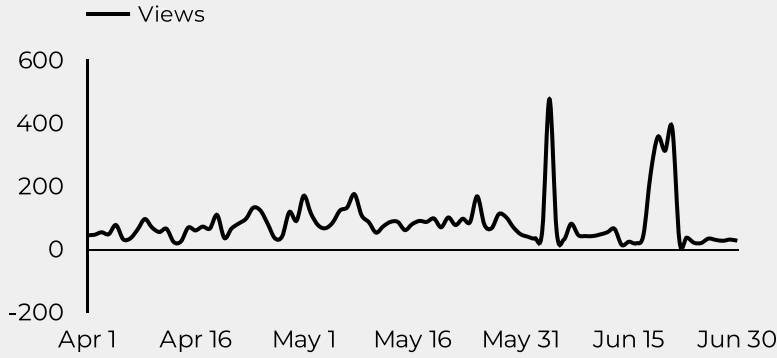
ARMY MWR

Strong B.A.N.D.S

Views 7,568 ↓ -2.3%	Sessions 5,124 ↓ -12.4%	Total users 4,410 ↓ -12.2%	New users 1,567 ↑ 45.4%	Engagement rate 72% ↑ 386.7%
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Visitor trends.

Visits compared to previous year.



How does the site acquire traffic?

Top five channels sorted by visits.

Session default channel group	Total users
Organic Search	1,947
Direct	1,523
Organic Social	635
Referral	355
Email	26

Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	987
belvoir.armymwr.com	320
leonardwood.armymwr.com	233
stewart hunter.armymwr.com	233
humphreys.armymwr.com	200
liberty.armymwr.com	164
stuttgart.armymwr.com	150
hawaii.armymwr.com	140
leavenworth.armymwr.com	123
novosel.armymwr.com	111

Where do people click for more information?

Top link clicks.

URL	Clicks
Image Link Clicks	177
http://shopmyexchange.com/BeFit	28
http://www.facebook.com/FamilyMWR	14
https://www.hprc-online.org/	13
https://usg01.safelinks.protection.office365.us/	11
https://www.hprc-online.org/nutritional-fitness/performance-nutrition/high-performance-eating-vs-low	11
https://www.hprc-online.org/social-fitness/teams-leadership/hprc-team-building-resource-guide	11
https://www.facebook.com/FamilyMWR	10
https://www.opss.org/article/bodybuilding-and-performance-supplements-are-they-safe	10
Grand total	441

Stripes

Total stripe impressions.

Installation	Total
www.armymwr.com	25,646
leavenworth.armymwr.com	5,411
hawaii.armymwr.com	3,232
stuttgart.armymwr.com	2,014
stewart hunter.armymwr.com	1,326
leonardwood.armymwr.com	1,247
jackson.armymwr.com	1,137
kaiserslautern.armymwr.com	403
yongsan.armymwr.com	340
daegu.armymwr.com	320
europa.armymwr.com	106
baumholder.armymwr.com	86
italy.armymwr.com	78
novosel.armymwr.com	44
aberdeen.armymwr.com	10
Grand total	41,422



	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	disney	447	403	1.11	0.73%
2.	golf	428	299	1.43	3.02%
3.	pool	418	329	1.27	5.49%
4.	tickets	351	298	1.18	0.98%
5.	rentals	332	235	1.41	3.63%
6.	rental	325	250	1.3	0.78%
7.	summer camp	224	152	1.47	1.92%
8.	fishing	213	187	1.14	1.57%
9.	camping	191	166	1.15	0%
10.	auction	188	135	1.39	4.11%
11.	bowling	177	131	1.35	4.2%
12.	lodging	176	136	1.29	0.73%
13.	jobs	175	137	1.28	2.1%
14.	auto	168	79	2.13	4.76%
15.	rv rental	156	101	1.54	1.94%
16.	mwr	153	118	1.3	1.64%
17.	youth sports	144	113	1.27	0%
18.	boat rental	140	117	1.2	2.52%
19.	cys	139	116	1.2	3.31%
20.	rv	128	117	1.09	0.85%
21.	swim lessons	124	108	1.15	3.54%
22.	boss	124	71	1.75	7.06%
23.	disneyland	123	113	1.09	1.74%
24.	sports	118	91	1.3	0%
25.	cruise	112	94	1.19	1.04%
26.	soccer	109	76	1.43	7.69%
27.	universal studios	107	100	1.07	0%
28.	disney tickets	106	94	1.13	0%
29.	travel	104	80	1.3	1.19%
30.	food	104	68	1.53	1.45%
	Grand total	34,163	22,277	1.53	2.39%