



Program Roll-Up

Apr 1, 2024 - Jun 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	12,582	6,804	16,790	69.32%
CYS Careers	3,580	1,959	4,310	66.33%
Family Child Care	8,501	4,374	10,932	68.28%
Parent Outreach Services	6,586	2,343	8,663	73.23%
School Age Centers	3,105	1,180	3,933	77.83%
School Support Services	7,551	4,178	9,276	67.52%
Youth Centers	9,755	4,189	12,166	74.03%
Youth Sports	24,638	11,281	34,502	70.61%



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Child & Youth Services

Views
521,910

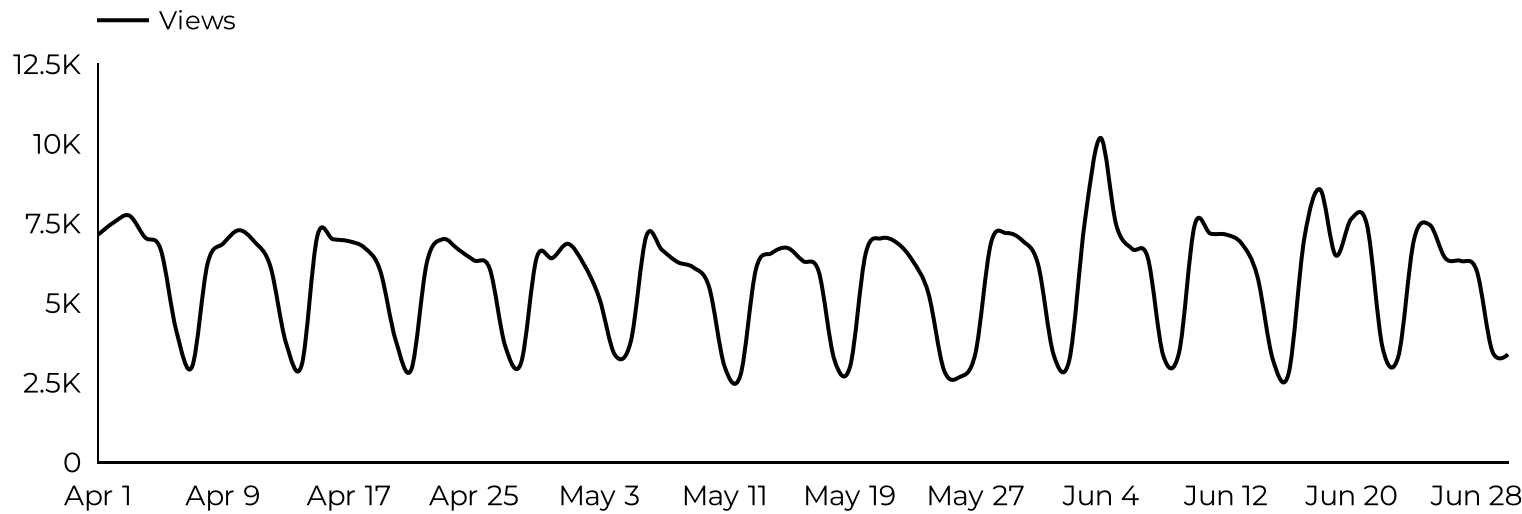
Visits (pageviews) to your page

Engagement rate
62%

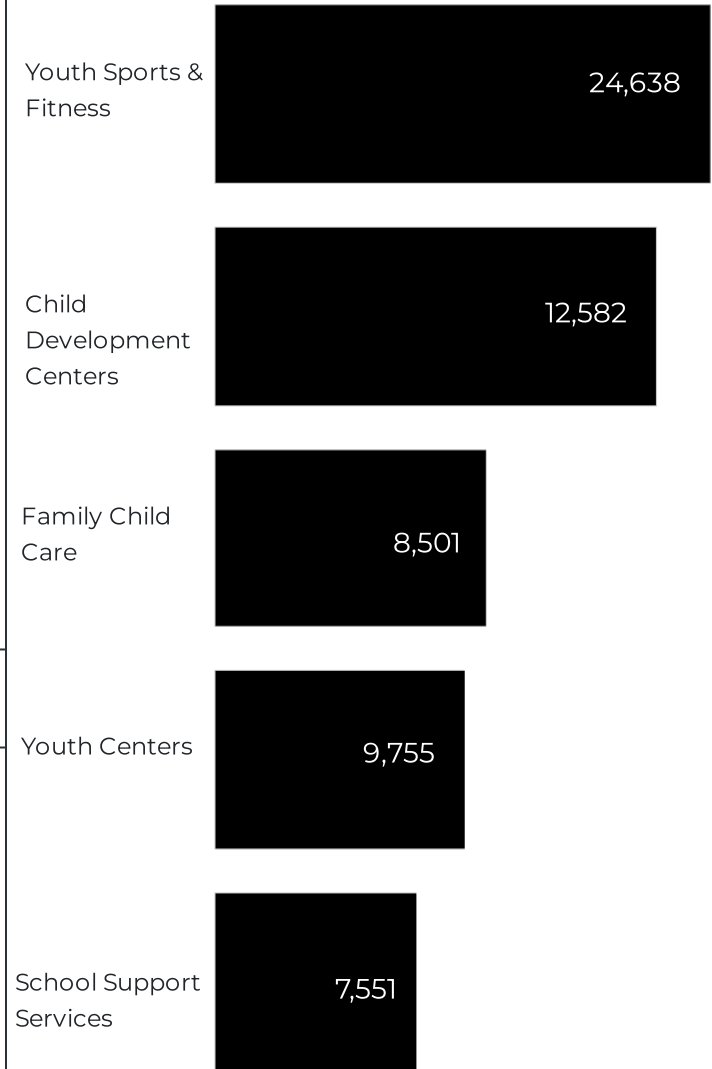
Average time people are engaged on your website

Total users
270,723

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	1,295
YouTube	67
Other	32
Instagram	10
Twitter	3



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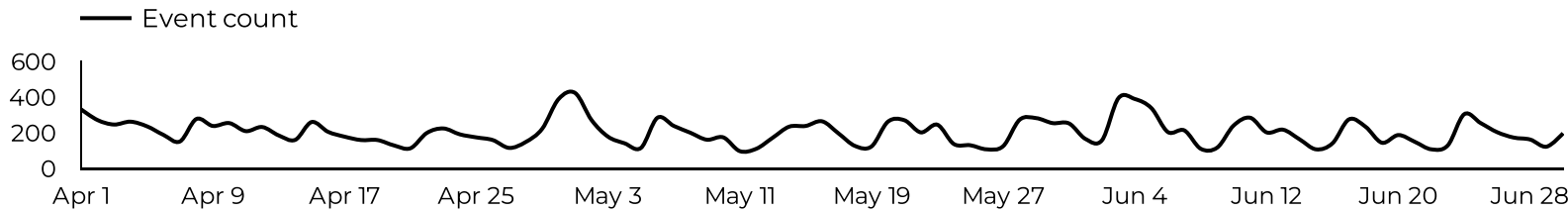
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

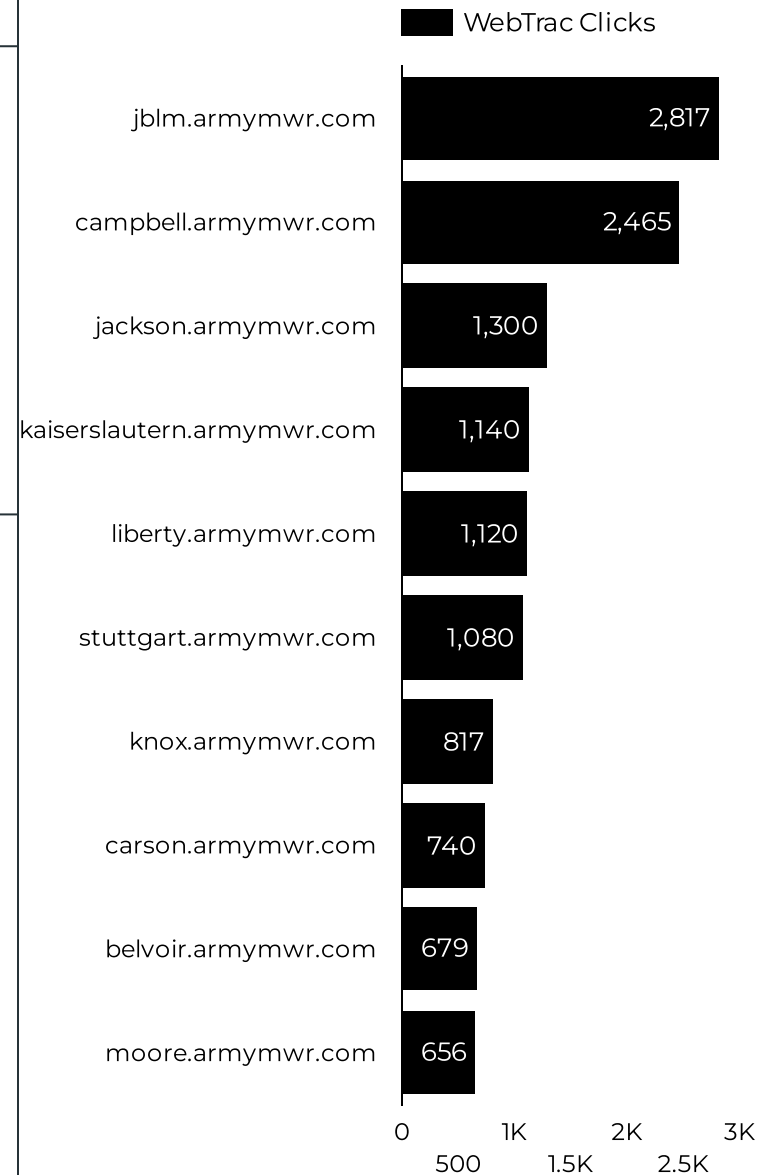
18,813

WebTrac trends

Total WebTrac clicks per day.

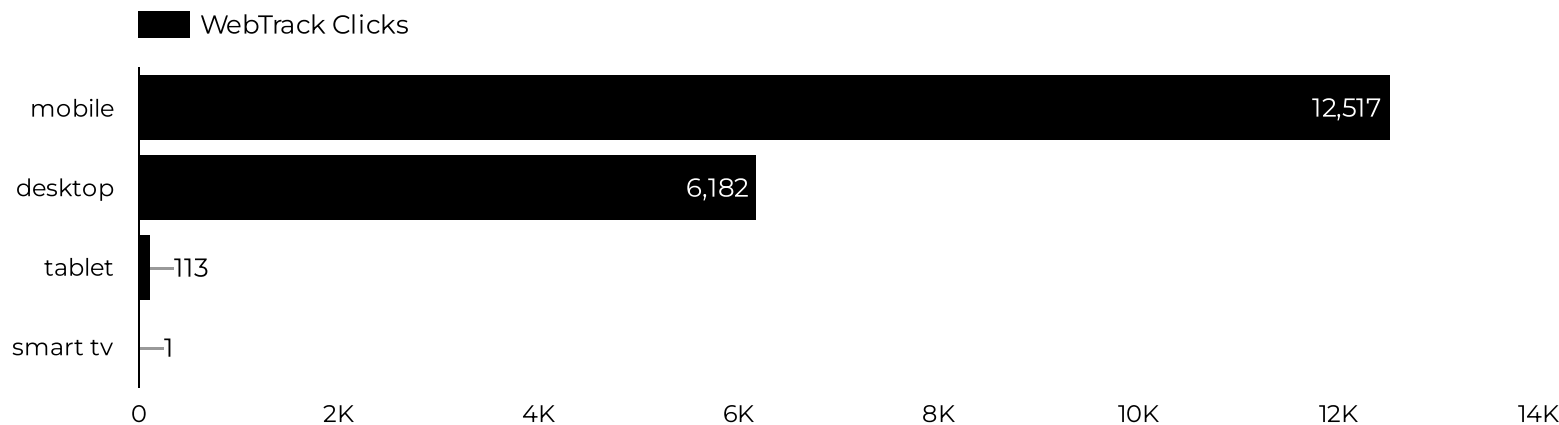


What installations are generating registrations?



Which devices are driving engagement?

Do parents register on mobile or desktop?



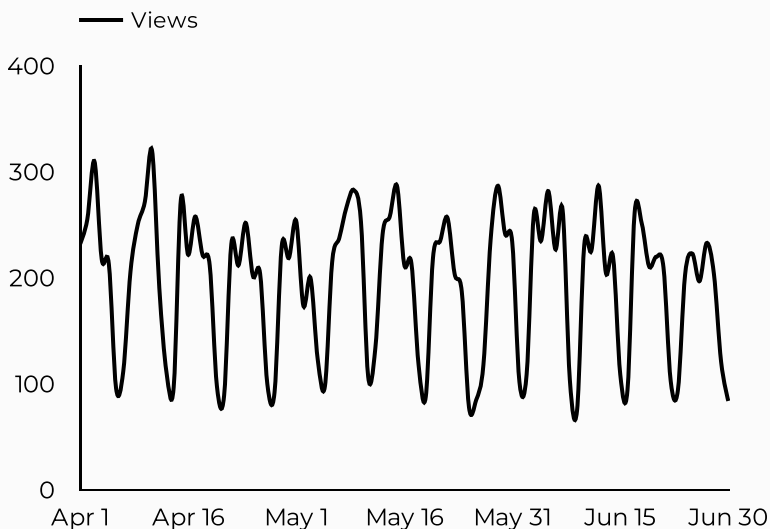


ARMY MWR Child Development Centers (CDC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
17,794	16,790	12,582	6,804	02:04	69%
↓ -4.4%	↓ -3.6%	↓ -6.9%	↓ -12.7%	↓ -12.0%	↑ 55.8%

Compared Y-o-Y

How is site traffic trending?

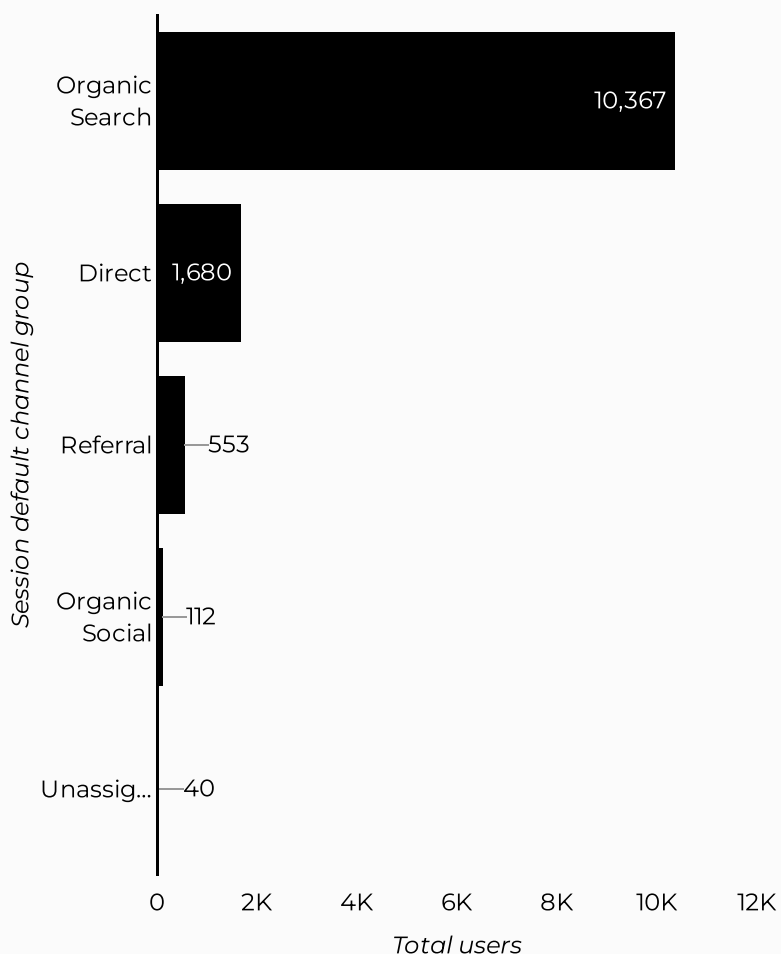


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	2,152
hawaii.armymwr.com	1,785
campbell.armymwr.com	1,283
bliss.armymwr.com	1,280
moore.armymwr.com	1,065
www.armymwr.com	926
riley.armymwr.com	875
drum.armymwr.com	596
aberdeen.armymwr.com	591
stuttgart.armymwr.com	531

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	654
(direct)	74
bing	45
yahoo	8
installations.militaryonesource...	7
home.army.mil	6
l.facebook.com	6
duckduckgo	5
military.com	4
moore.army.mil	3



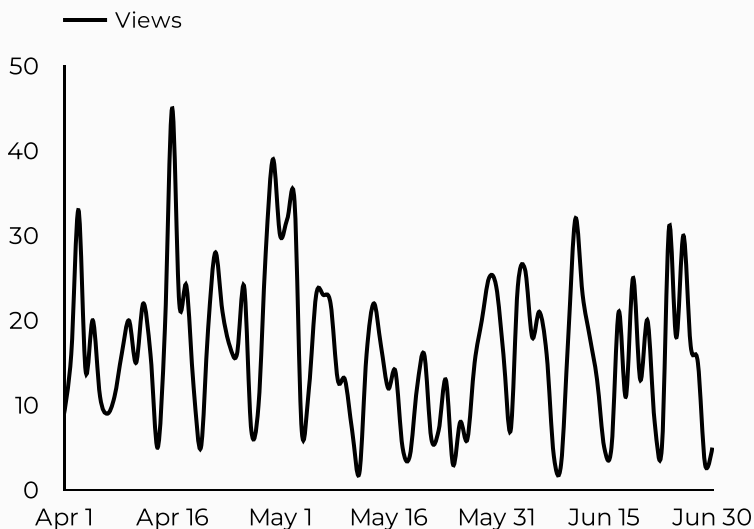
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Child Care Fee Assistance

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,487	1,254	1,037	459	02:00	71%
↓ -21.5%	↓ -19.0%	↓ -18.2%	↓ -37.5%	↑ 6.3%	↑ 95.4%

Compared Y-o-Y

How is site traffic trending?

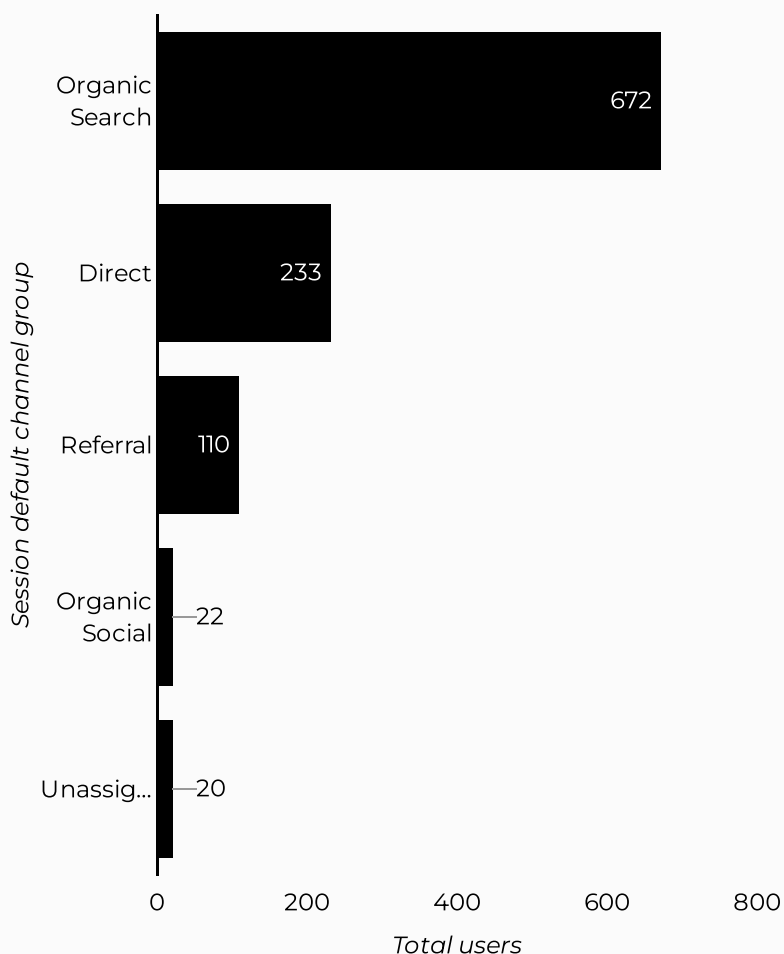


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,022
parks.armymwr.com	14
www-armymwr-com.tra...	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	580
(direct)	233
bing	73
myarmybenefits.us.army...	64
(not set)	20
yahoo	16
m.facebook.com	13
home.army.mil	11
army.mil	5
l.facebook.com	4



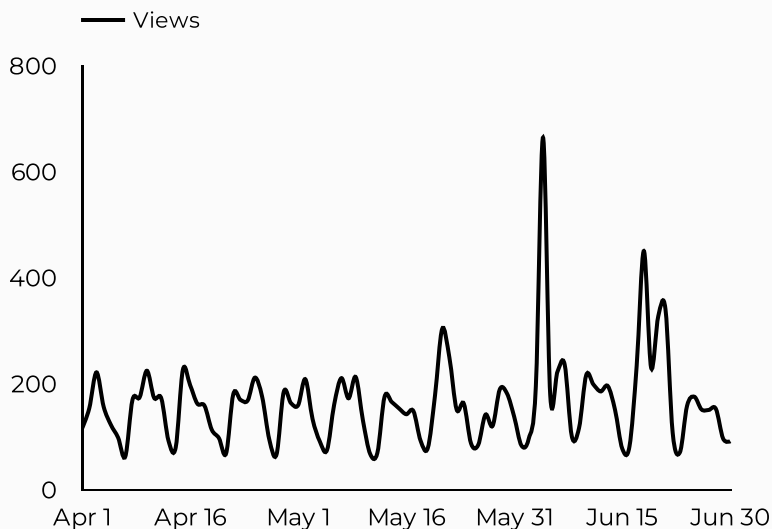
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Family Child Care (FCC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
14,871	10,932	8,501	4,374	02:15	68%
↓ -3.9%	↓ -3.4%	↓ -7.8%	↓ -3.7%	↓ -13.8%	↑ 96.7%

Compared Y-o-Y

How is site traffic trending?

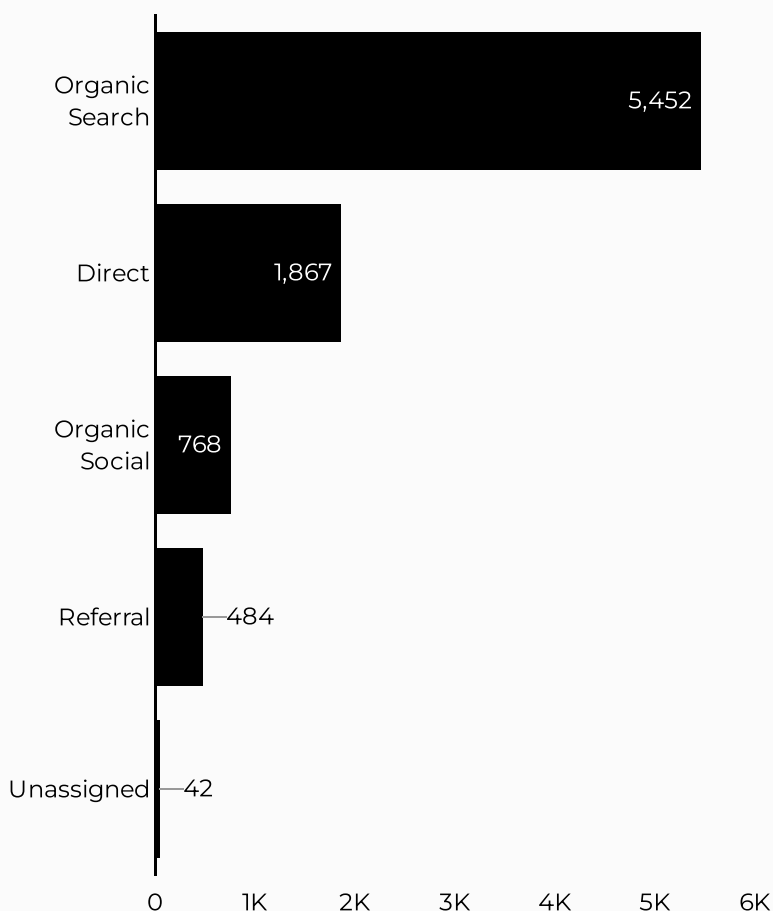


FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

Installation	Conversions
www.armymwr.com	314
campbell.armymwr.com	104
bliss.armymwr.com	72
liberty.armymwr.com	64
carson.armymwr.com	58
cavazos.armymwr.com	46
drum.armymwr.com	46
stewarhunter.armymwr.com	34
riley.armymwr.com	30
hawaii.armymwr.com	24
novosel.armymwr.com	20
gregg-adams.armymwr.com	18
leonardwood.armymwr.com	18
sill.armymwr.com	16
belvoir.armymwr.com	10
johnson.armymwr.com	10
irwin.armymwr.com	6
leavenworth.armymwr.com	6
meade.armymwr.com	4
wainwright.armymwr.com	4
baumholder.armymwr.com	2
eisenhower.armymwr.com	2
huachuca.armymwr.com	2
knox.armymwr.com	2
presidio.armymwr.com	2
redstone.armymwr.com	2

Which channels are driving traffic?



Grand total

916



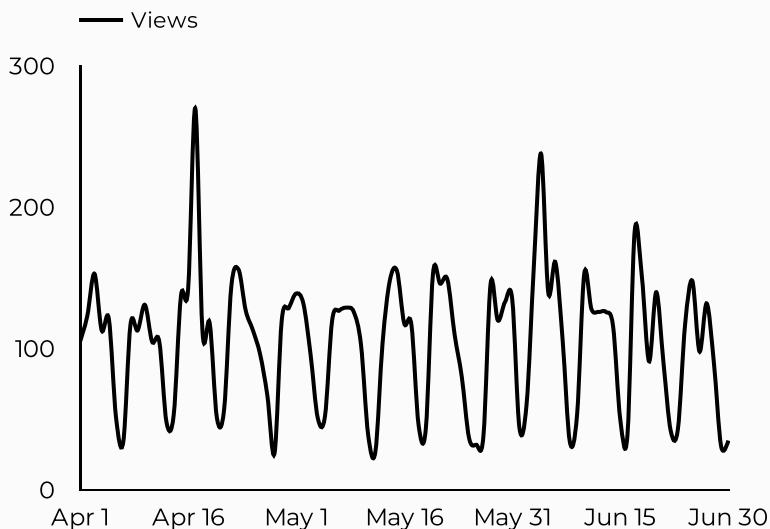
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Parent Outreach Services (PO)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
9,512	8,663	6,586	2,343	02:58	73%
↓ -14.1%	↓ -14.3%	↓ -12.7%	↓ -17.7%	↑ 6.0%	↑ 125.0%

Compared Y-o-Y

How is site traffic trending?

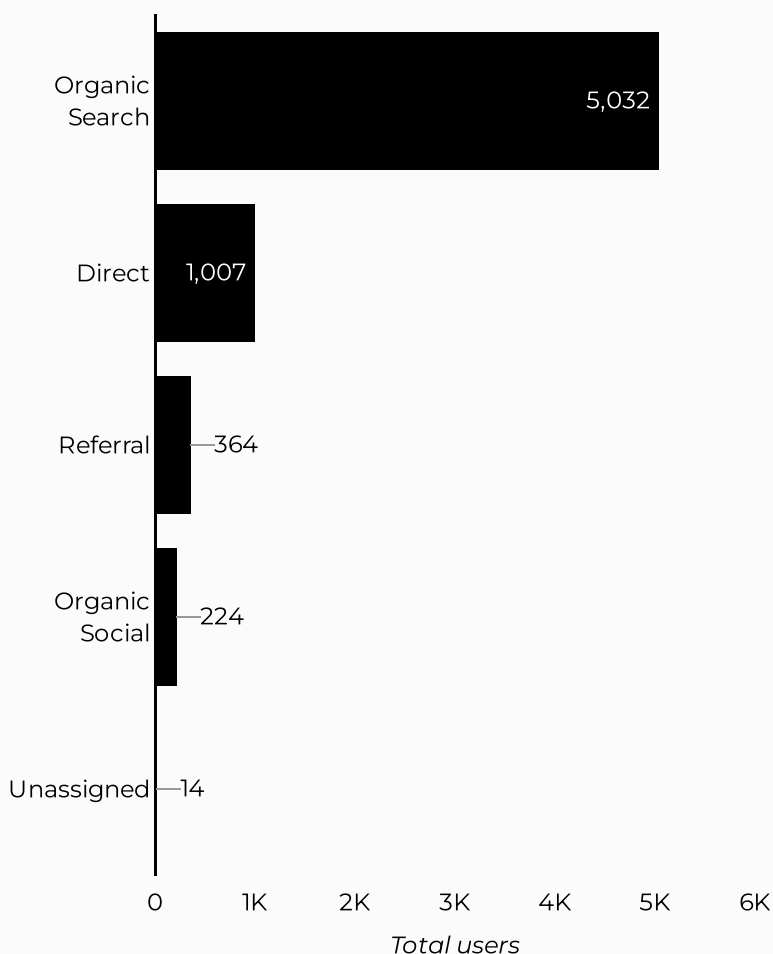


Top US Army Installations

Sorted by Total Users

Installation	Total users
riley.armymwr.com	1,045
liberty.armymwr.com	915
bliss.armymwr.com	847
cavazos.armymwr.com	591
meade.armymwr.com	533
gregg-adams.armymwr....	320
belvoir.armymwr.com	289
eisenhower.armymwr.co...	248
westpoint.armymwr.com	213
jackson.armymwr.com	181

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	955
(direct)	95
installations.militaryonesource...	73
m.facebook.com	72
bing	71
home.army.mil	22
l.facebook.com	16
yahoo	14
lm.facebook.com	7
nafbenefits.com	7



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School Age Centers

Views
4,605
↑ 7.0%

Sessions
3,933
↑ 3.0%

Total users
3,105
↑ 5.1%

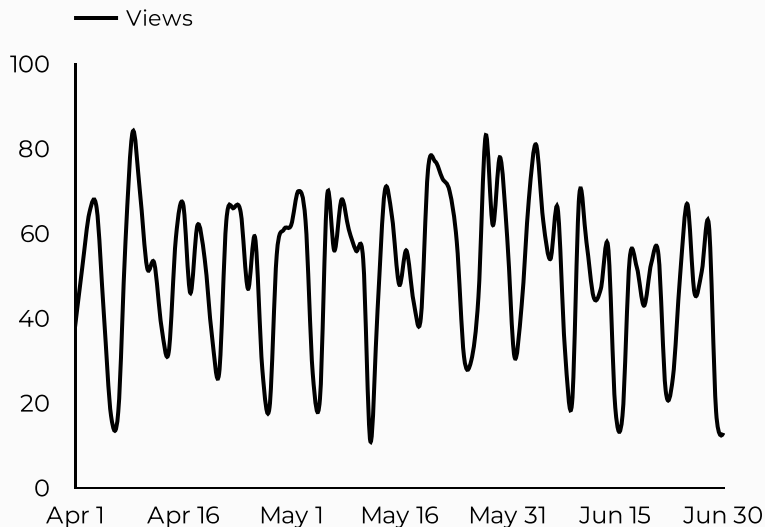
New users
1,180
↓ -2.6%

Avg. Session Time
02:11
↓ -33.4%

Engagement rate
78%
↑ 119.7%

Compared Y-o-Y

How is site traffic trending?

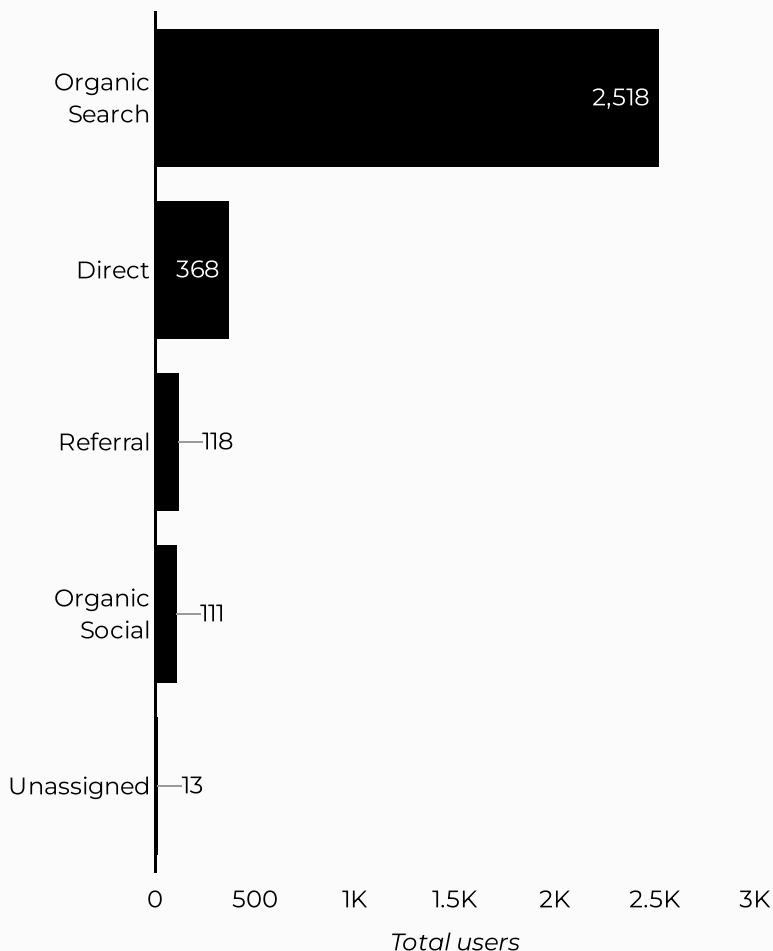


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	748
campbell.armymwr.com	668
hawaii.armymwr.com	589
www.armymwr.com	491
stewarhunter.armymwr...	397
bliss.armymwr.com	249
hohenfels.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	141
m.facebook.com	14
bing	11
(direct)	9
home.army.mil	3
installations.militaryonesource...	2
l.facebook.com	2
myarmybenefits.us.army.mil	2
nafbenefits.com	2
army.mil	1



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School Support Services

Views
11,023
↑ 5.2%

Sessions
9,276
↑ 5.3%

Total users
7,551
↑ 7.0%

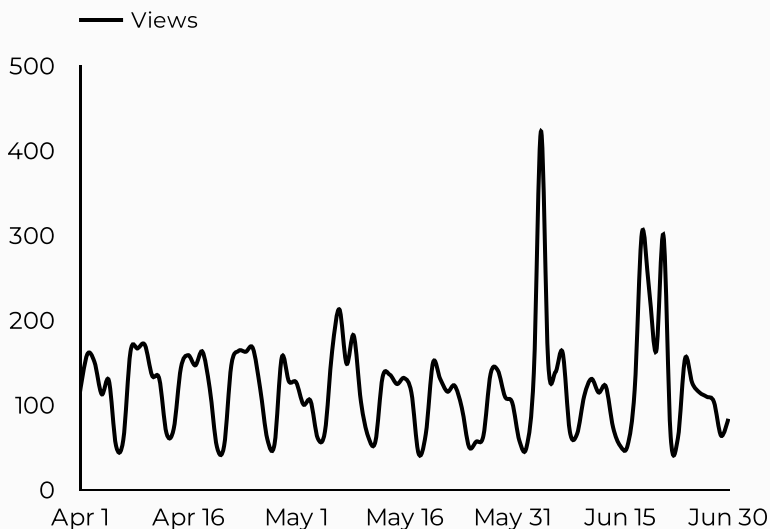
New users
4,178
↑ 8.5%

Avg. Session Time
02:37
↑ 6.1%

Engagement rate
68%
↑ 66.1%

Compared Y-o-Y

How is site traffic trending?

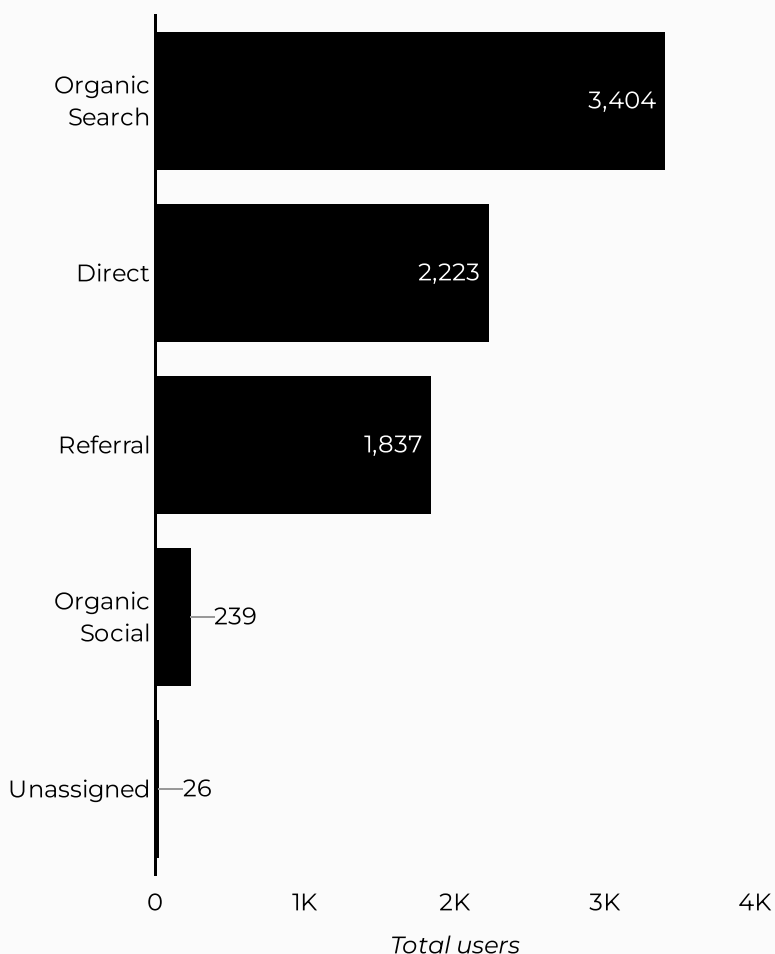


Top US Army Installations

Sorted by Total Users

Installation	Total users
bliss.armymwr.com	571
liberty.armymwr.com	506
jblm.armymwr.com	422
italy.armymwr.com	415
kaiserslautern.armymwr.com	377
carson.armymwr.com	376
belvoir.armymwr.com	371
stuttgart.armymwr.com	348
hawaii.armymwr.com	340
www.armymwr.com	332

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	468
(direct)	151
installations.militaryonesource.com	119
home.army.mil	48
bing	40
fcps.edu	33
m.facebook.com	21
l.facebook.com	16
hawaiipublicschools.org	14
8tharmy.korea.army.mil	12



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Youth Centers

Views
13,642
↓ -4.4%

Sessions
12,166
↓ -2.7%

Total users
9,755
↓ -1.8%

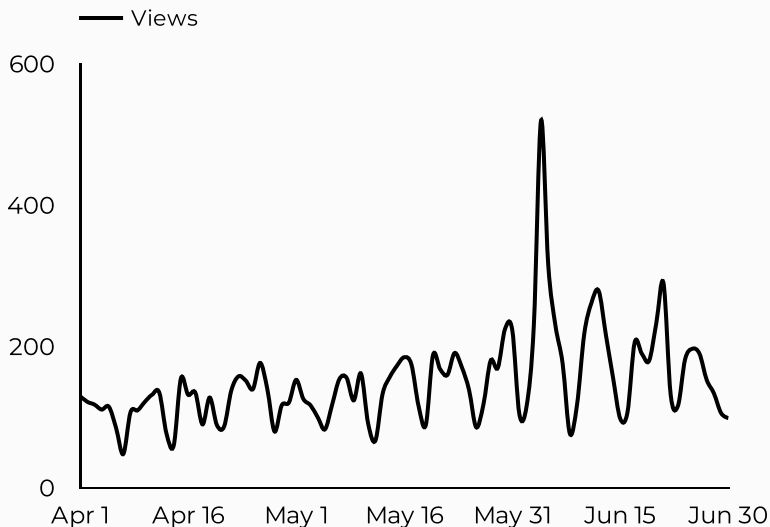
New users
4,189
↓ -9.8%

Avg. Session Time
02:01
↓ -6.4%

Engagement rate
74%
↑ 95.3%

Compared Y-o-Y

How is site traffic trending?

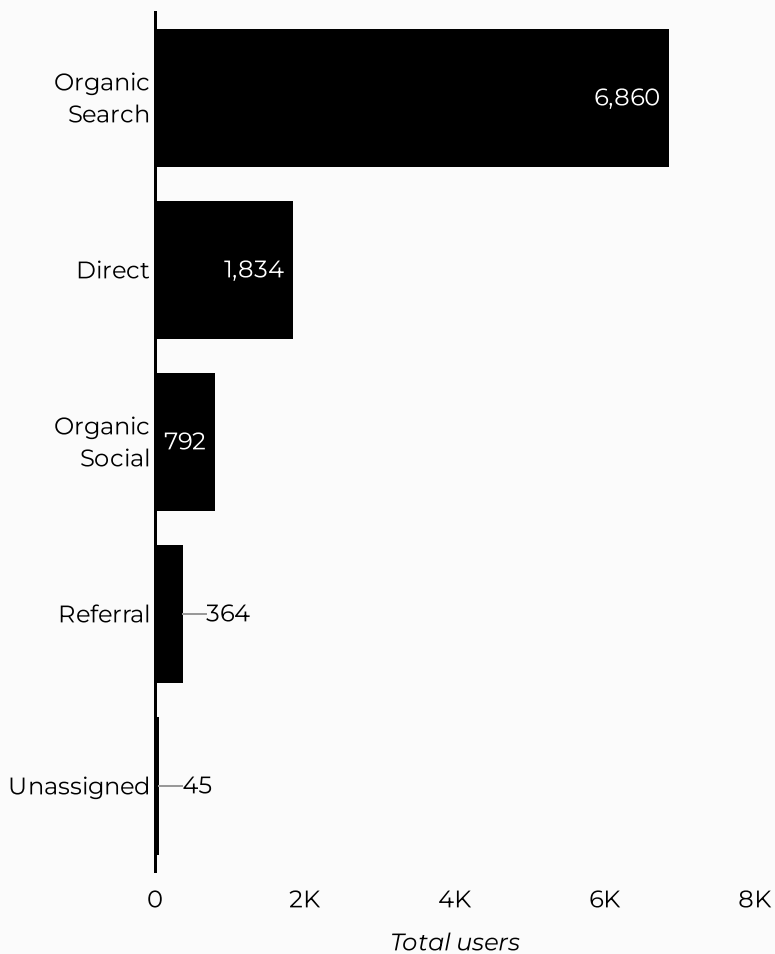


Top US Army Installations

Sorted by Total Users

Installation	Total users
belvoir.armymwr.com	1,013
liberty.armymwr.com	707
bliss.armymwr.com	626
stuttgart.armymwr.com	570
www.armymwr.com	559
carson.armymwr.com	502
hawaii.armymwr.com	408
kaiserslautern.armymwr.com	382
presidio.armymwr.com	366
gregg-adams.armymwr.com	356

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	807
(direct)	222
bing	47
m.facebook.com	30
l.facebook.com	26
home.army.mil	13
yahoo	11
installations.militaryonesource...	6
duckduckgo	5
lm.facebook.com	5



Views
44,227
 ↑ 5.1%

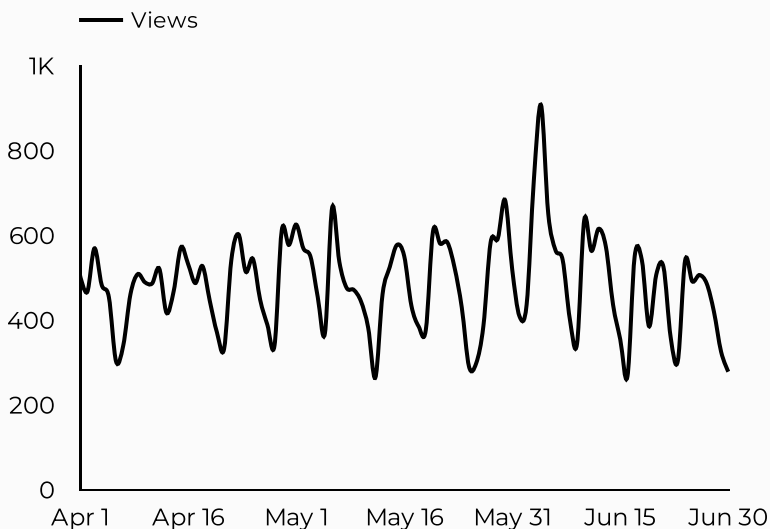
Sessions
34,502
 ↑ 3.4%

Total users
24,638
 ↑ 5.6%

New users
11,281
 ↑ 7.5% from previous year

Engagement rate
71%
 ↑ 104.7%

How is site traffic trending?

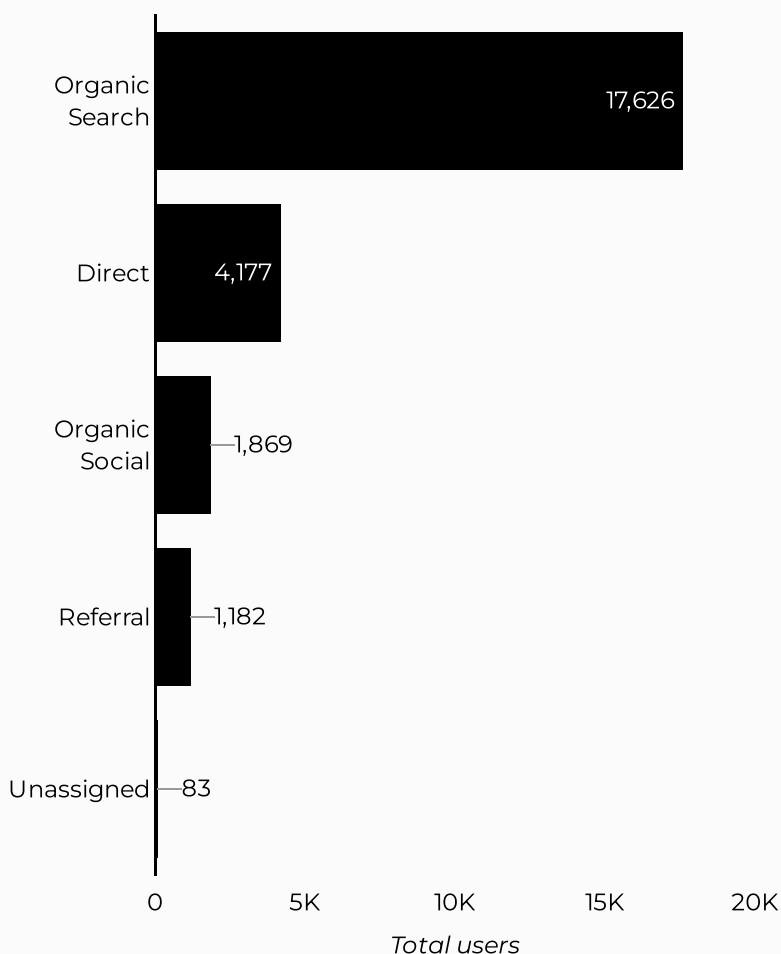


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	2,477
bliss.armymwr.com	2,052
hawaii.armymwr.com	1,919
campbell.armymwr.com	1,896
belvoir.armymwr.com	1,568
moore.armymwr.com	1,350
stewarhunter.armymwr.com	1,005
www.armymwr.com	947
humphreys.armymwr.com	848
cavazos.armymwr.com	845

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	3,295
m.facebook.com	225
(direct)	222
bing	154
l.facebook.com	67
home.army.mil	62
yahoo	37
webtrac.mwr.army.mil	34
nflflag.com	31
lm.facebook.com	20



Views
5,413
↑ 11.9%

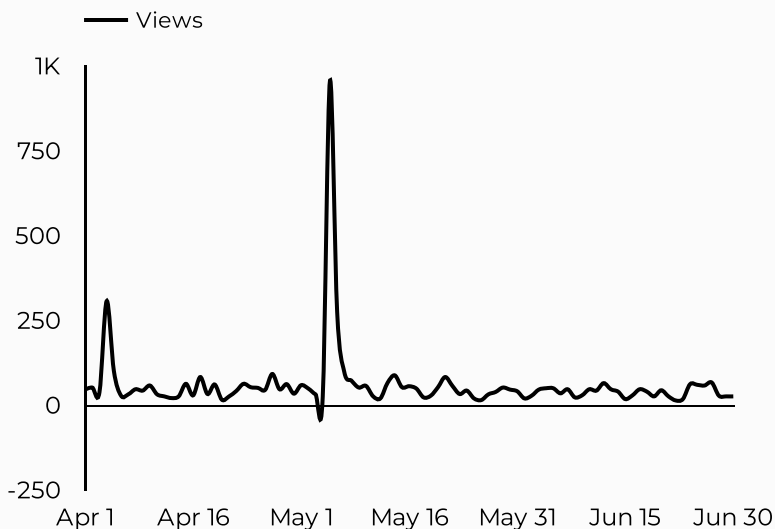
Sessions
4,549
↑ 14.8%

Total users
3,686
↑ 15.4%

New users
2,301
↑ 31.6%

Engagement rate
66%
↑ 96.3%

How is site traffic trending?



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

KPI link clicks to USAJOBS.gov.

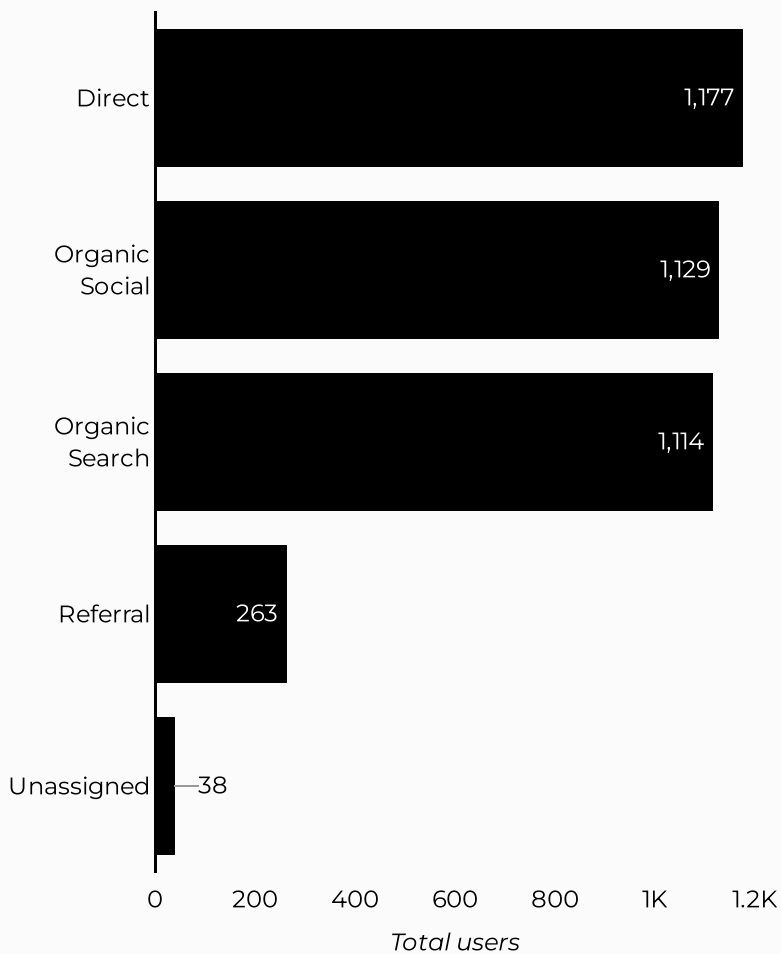
Name	Link Clicks
USAJOBS.gov	1,902

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	584
Rack Card	84

Which channels are driving traffic?





Views

747

↓ -16.4%

Sessions

697

↓ -13.7%

Total users

621

↓ -11.7%

New users

255

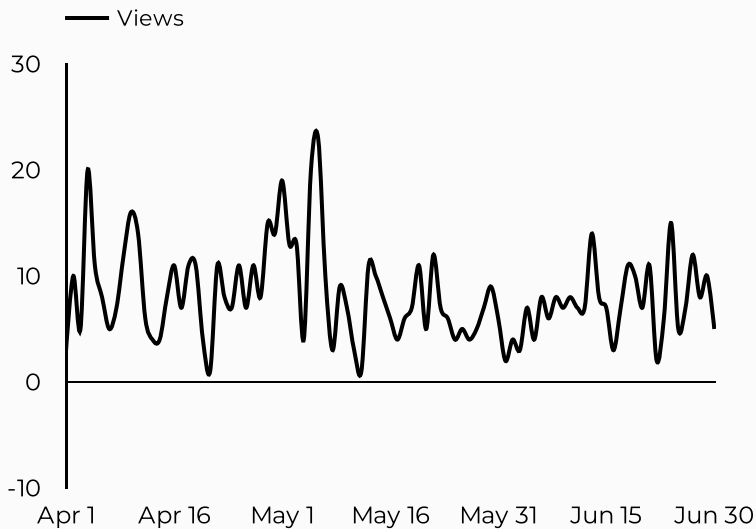
↓ -35.1% from previous year

Engagement rate

80%

↑ 69.9%

How is site traffic trending?



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

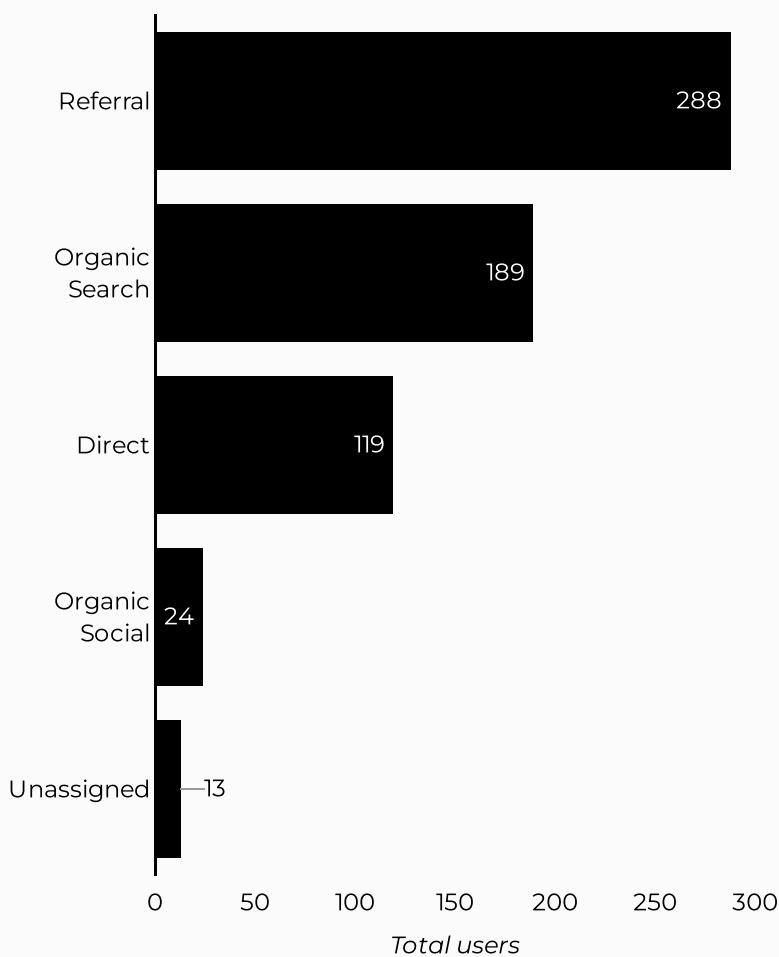
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	124
https://www.usajobs.gov/	7

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	121
CYSProfession:AliciaExum	6

Which channels are driving traffic?





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Month of the Military Child

Views
17,328
↑ 48.2%

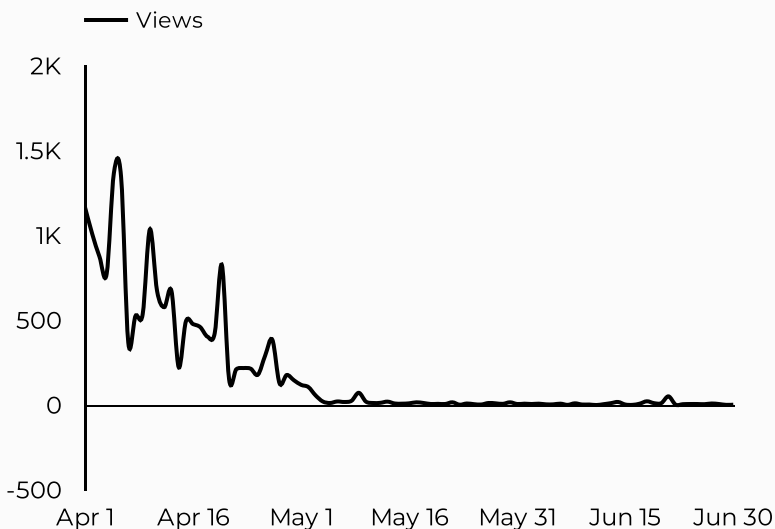
Sessions
13,914
↑ 48.7%

Total users
11,271
↑ 54.2%

New users
7,143
↑ 99.5%

Engagement rate
51%
↑ 78.6%

How is site traffic trending?

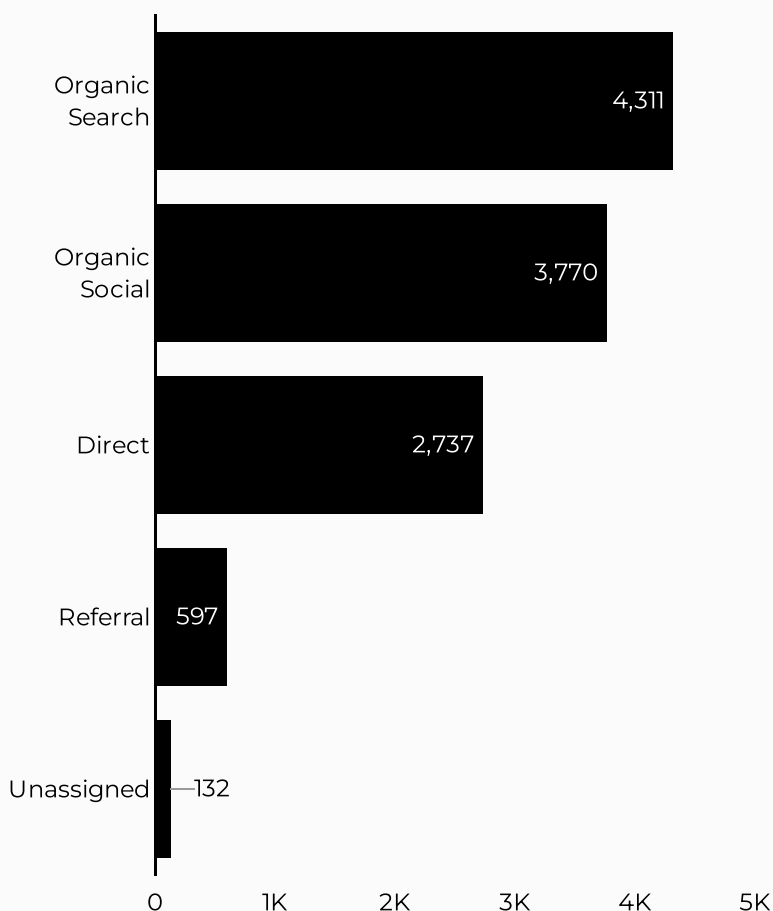


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,737
campbell.armymwr.com	2,386
stewarhunter.armymwr.com	1,317
cavazos.armymwr.com	1,017
bliss.armymwr.com	623
knox.armymwr.com	601
leonardwood.armymwr.com	580
westpoint.armymwr.com	405
huachuca.armymwr.com	261
moore.armymwr.com	197

Which channels are driving traffic?



What are the top sources?

Source	Total users
google	133
m.facebook.com	69
(direct)	37
lm.facebook.com	19
l.facebook.com	12
bing	9
home.army.mil	5
yahoo	5
cloverpark.k12.wa.us	2
Grand total	284



	Search	Total Searches ▾	Total users	Search Count Per User	Bounce rate
1.	summer camp	151	139	1.09	1.44%
2.	cys	137	108	1.27	6.19%
3.	youth sports	70	55	1.27	0%
4.	sports	69	61	1.13	0%
5.	jobs	67	60	1.12	3.23%
6.	soccer	61	38	1.61	14%
7.	gymnastics	49	39	1.26	2.33%
8.	babysitting	41	22	1.86	4.17%
9.	webtrac	40	38	1.05	0%
10.	cdc	35	35	1	2.86%
11.	skies	34	29	1.17	3.45%
12.	careers	32	32	1	0%
13.	camp	32	29	1.1	0%
14.	childcare	31	21	1.48	4.35%
15.	child care	29	27	1.07	0%
16.	swim lessons	28	25	1.12	7.69%
17.	babysitting course	27	8	3.38	0%
18.	preschool	23	21	1.1	0%
19.	family	23	12	1.92	25%
20.	summer	23	23	1	0%
21.	pool	22	14	1.57	11.11%
22.	efmp	21	19	1.11	0%
23.	employment	21	17	1.24	5.56%
24.	volleyball	21	18	1.17	0%
25.	auction	20	19	1.05	5.26%
26.	swimming	20	18	1.11	0%
27.	parent handbook	20	11	1.82	15.38%
28.	summer camps	20	20	1	0%
29.	babysitting class	19	10	1.9	0%
30.	youth center	19	18	1.06	0%
31.	parent central	18	17	1.06	0%
32.	discovery	18	8	2.25	0%
	Grand total	5,167	3,657	1.41	2.69%