



Program Roll-Up

Oct 1, 2022 - Sep 30, 2023



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	4,644	1,797	5,744	26.55%
Army Family Action Plan	4,315	1,757	5,486	27.29%
Army Family Web Portal	724	445	789	29.53%
Army Volunteer Corps	6,769	3,695	9,098	41.04%
Exceptional Family Member Program	29,834	20,735	41,369	44.07%
Information and Referral	2,253	634	2,709	21.93%
MD&SSO	3,796	1,836	5,025	33.93%
Relocation Readiness	14,088	8,149	18,420	41.37%
Survivor Outreach Services	9,674	6,997	11,984	42.26%
Soldier and Family Assistance Center	5,358	2,155	6,437	31.63%



Program Roll-Up

Oct 1, 2022 - Sep 30, 2023



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Employment Readiness				
Employment Readiness Program	146,926	78,818	189,848	35.84%
Army Spouse Employment, Career and Education Information	16,736	1,589	20,886	10.27%
Family Advocacy Program				
Family Advocacy Program	27,522	17,757	38,052	39.97%
New Parent Support Program	3,618	1,527	4,722	29.73%
Victim Advocacy Program	3,758	2,043	4,744	35.77%
Financial Readiness Program				
Financial Readiness Program	33,289	19,877	46,363	39.43%
Army Emergency Relief	28,152	17,403	41,878	42.23%



ARMY MWR

Army Community Service

Views
600,470

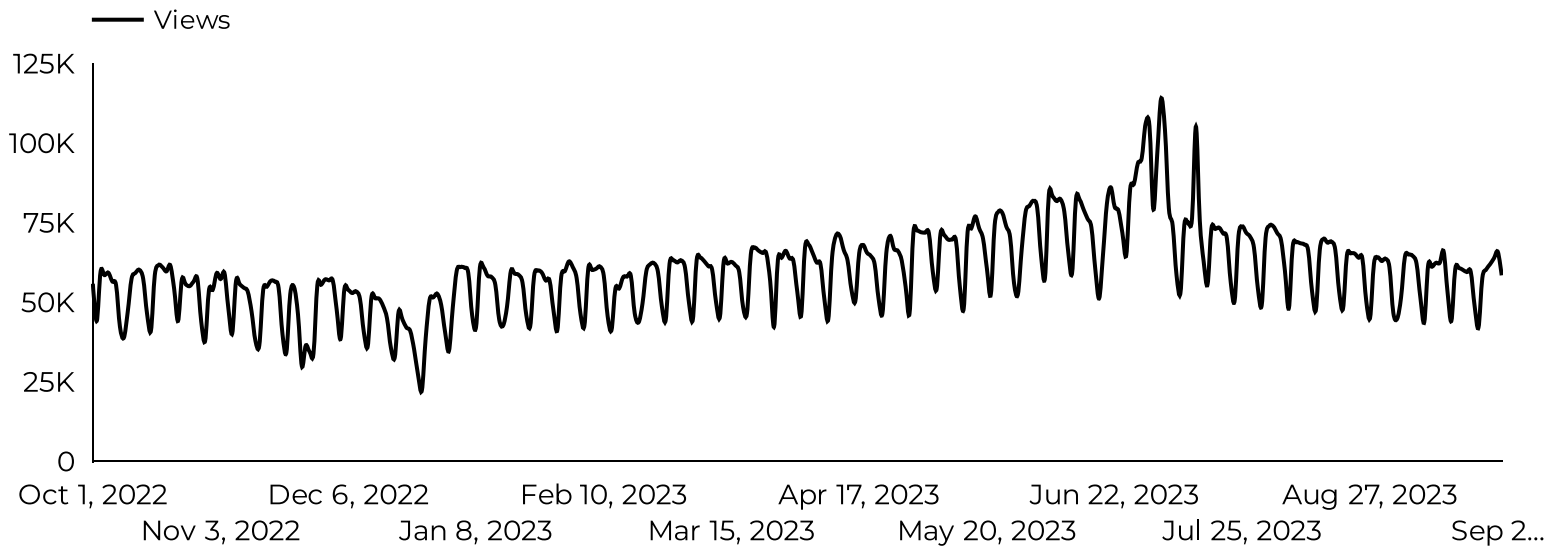
Visits (pageviews) to your page

Engagement rate
47%

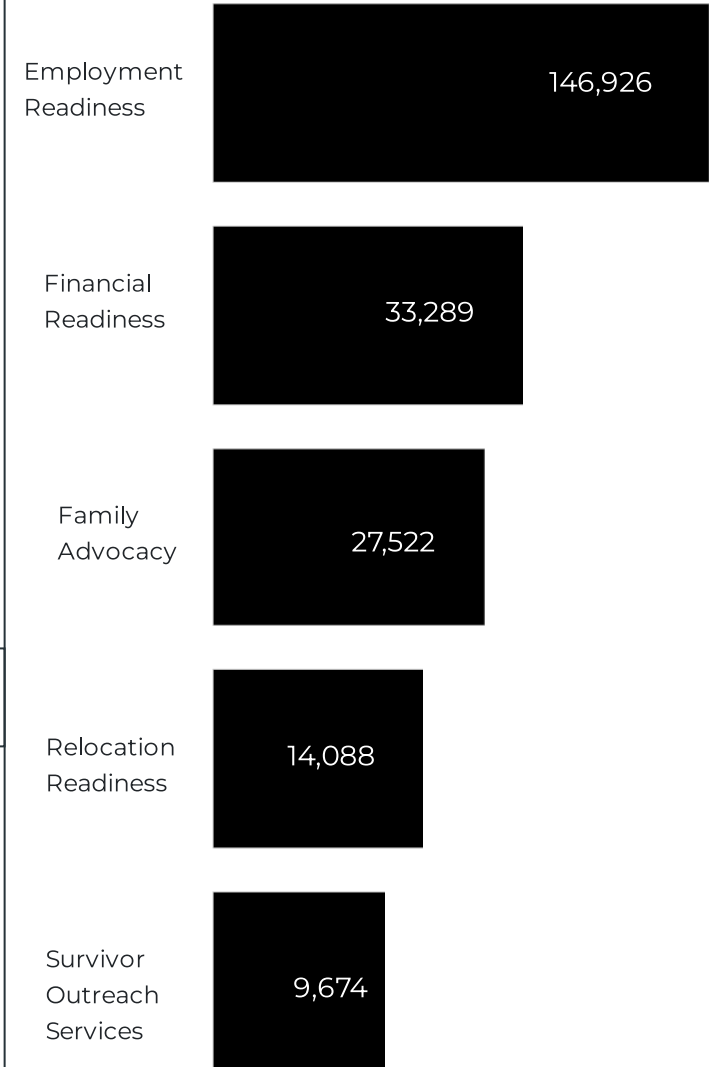
Average time people are engaged on your website

Total users
326,051

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	2,151
YouTube	139
Other	71
Instagram	24
LinkedIn	10
Twitter	2

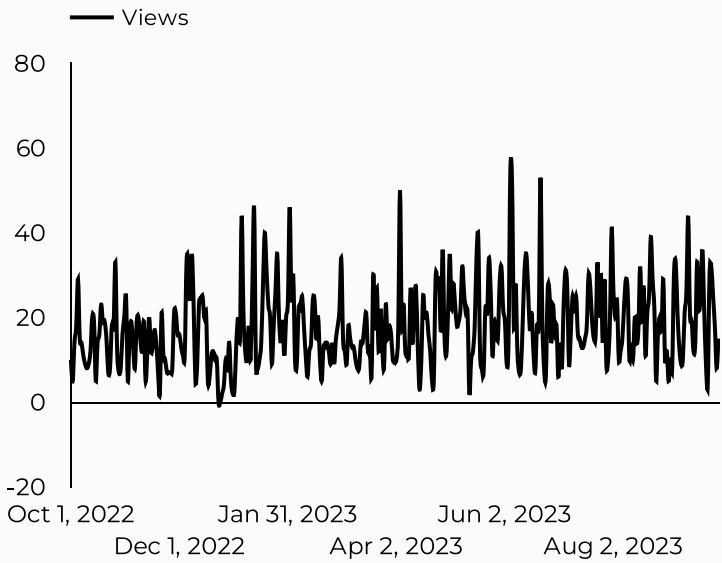


ARMY MWR

Army Family Team Building (AFTB)

Views	Sessions	Total users	New users	Engagement rate
6,498	5,744	4,644	1,797	27%

How is site traffic trending?

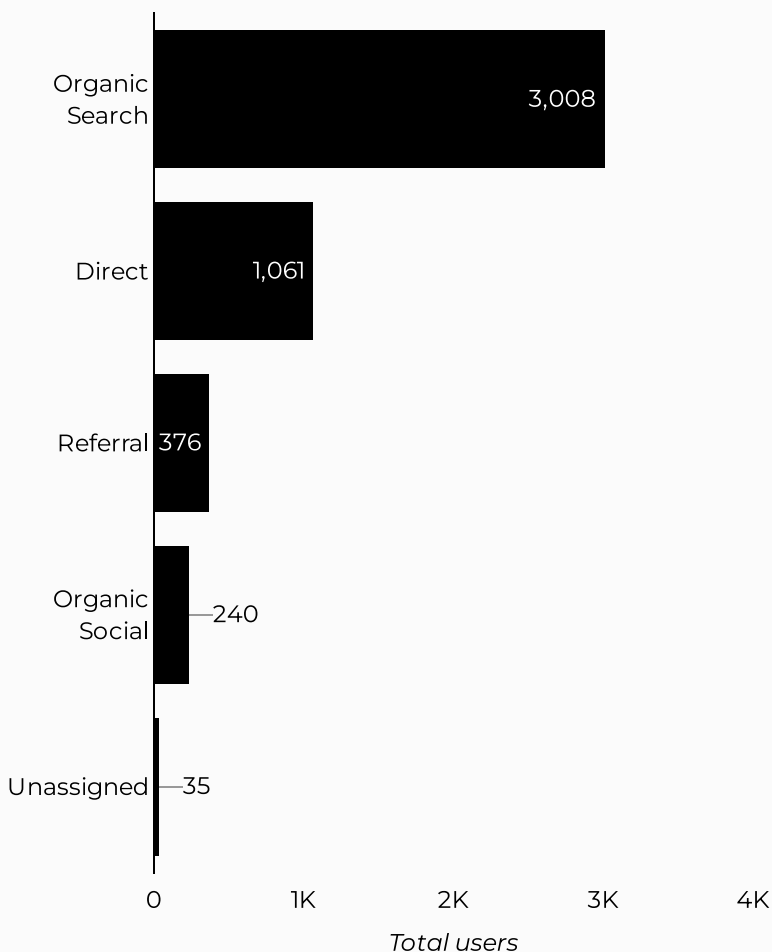


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,890
bliss.armymwr.com	1,151
carson.armymwr.com	251
hawaii.armymwr.com	220
grafenwoehr.armymwr.com	153
bragg.armymwr.com	127
hood.armymwr.com	112
gordon.armymwr.com	111
humphreys.armymwr.com	103
knox.armymwr.com	78

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,584
(direct)	1,061
bing	345
m.facebook.com	151
home.army.mil	145
installations.militaryonesource.mil	46
l.facebook.com	46
armyfamilywebportal.com	45
yahoo	43
(not set)	35

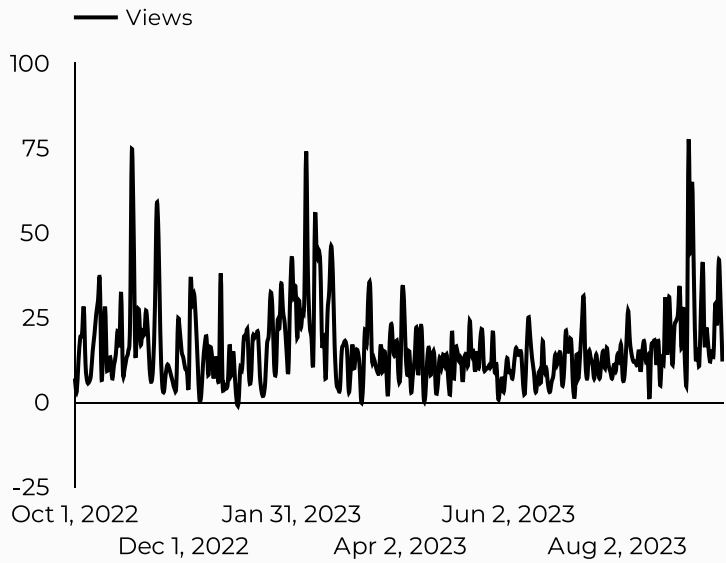


ARMY MWR

Army Family Action Plan (AFAP)

Views	Sessions	Total users	New users	Engagement rate
5,901	5,486	4,315	1,757	27%

How is site traffic trending?

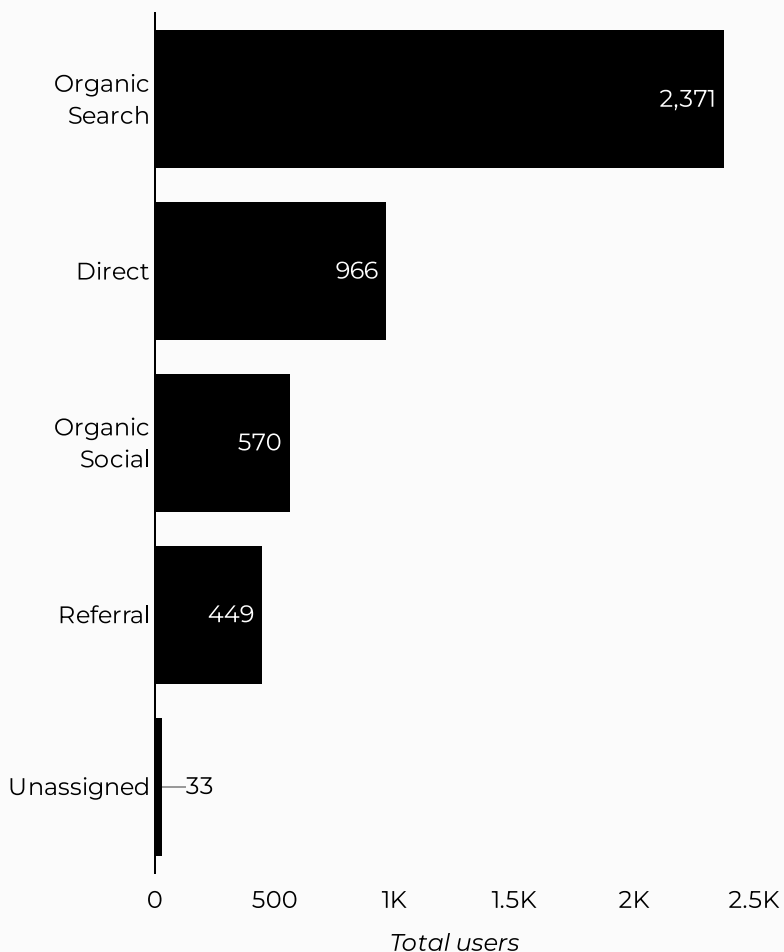


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,846
wiesbaden.armymwr.com	365
benning.armymwr.com	337
carson.armymwr.com	204
bliss.armymwr.com	183
humphreys.armymwr.com	171
polk.armymwr.com	137
gordon.armymwr.com	131
hawaii.armymwr.com	128
jblm.armymwr.com	112

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,042
(direct)	966
m.facebook.com	405
bing	265
home.army.mil	124
l.facebook.com	82
installations.militaryone...	77
lm.facebook.com	74
army.mil	67
yahoo	34



ARMY MWR

Army Family Web Portal (AFWP)

Views
843

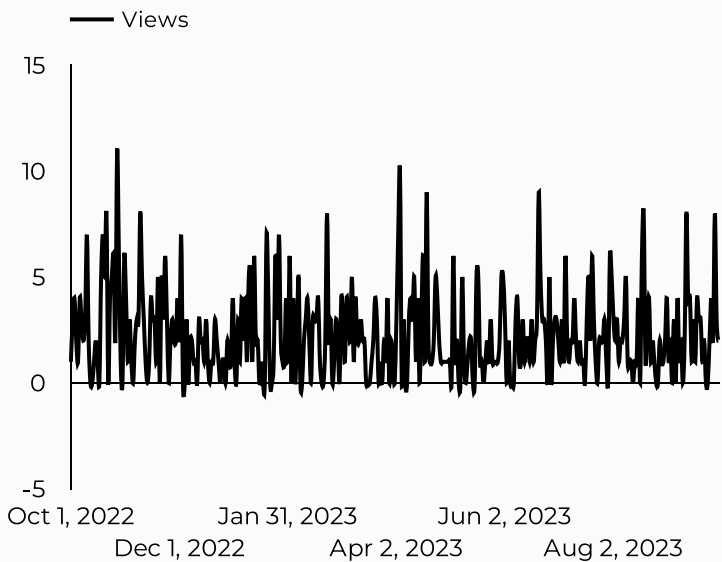
Sessions
789

Total users
724

New users
445

Engagement rate
30%

How is site traffic trending?

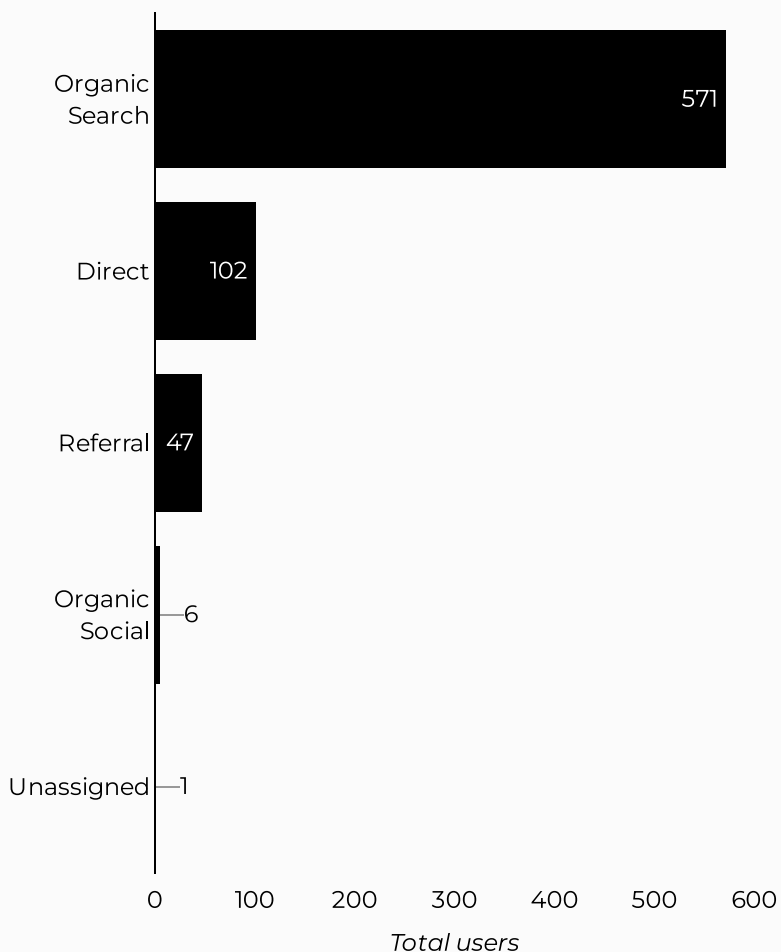


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	532
hood.armymwr.com	102
cavazos.armymwr.com	88
training.armymwr.com	4
jblm.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	518
(direct)	102
bing	44
myarmybenefits.us.army.mil	19
home.army.mil	12
yahoo	7
l.facebook.com	3
armyfamilywebportal.com	2
basedirectory.com	2
duckduckgo	2



ARMY MWR

Army Volunteer Corps (AVC)

Views
10,093

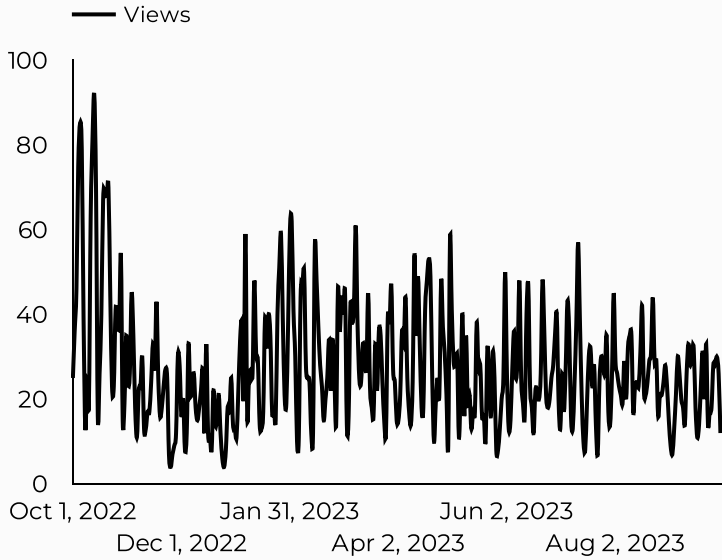
Sessions
9,098

Total users
6,769

New users
3,695

Engagement rate
41%

How is site traffic trending?

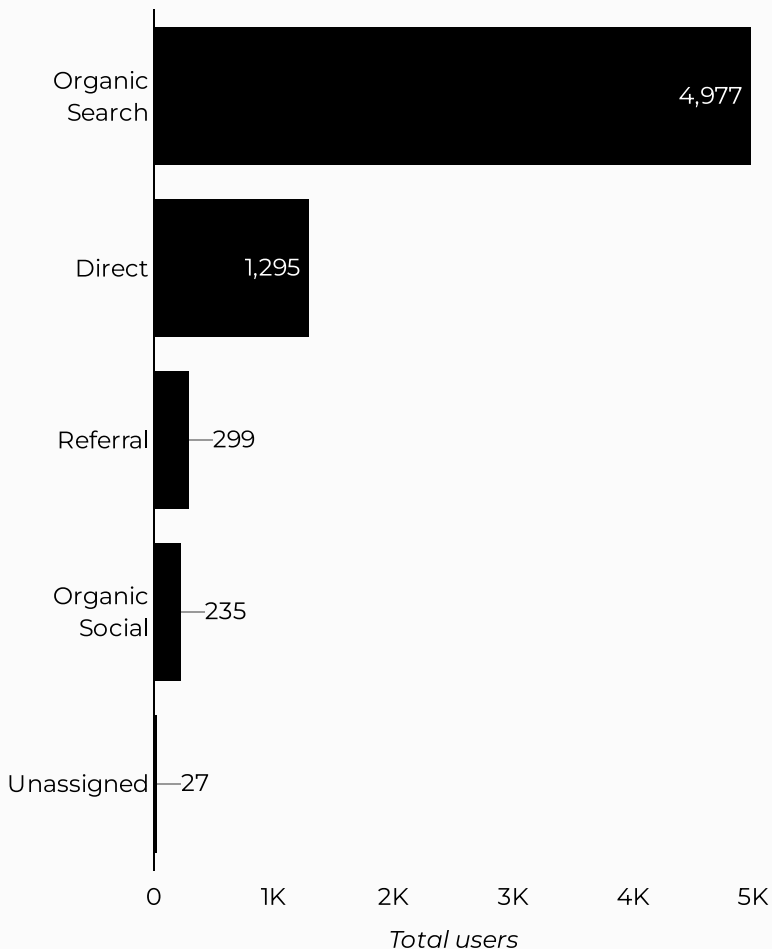


Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	1,466
bliss.armymwr.com	805
humphreys.armymwr.com	790
gordon.armymwr.com	560
hawaii.armymwr.com	524
hood.armymwr.com	458
jackson.armymwr.com	390
wiesbaden.armymwr.com	351
cavazos.armymwr.com	279
knox.armymwr.com	174

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,553
(direct)	1,295
bing	325
home.army.mil	172
m.facebook.com	139
yahoo	67
l.facebook.com	62
duckduckgo	29
(not set)	27
lm.facebook.com	25



ARMY MWR Volunteer Appreciation Week

Views
216

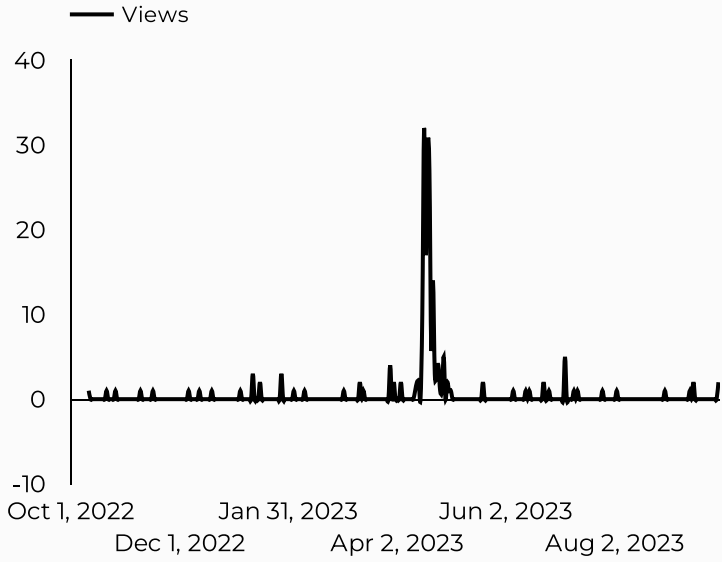
Sessions
189

Total users
169

New users
26

Engagement rate
15%

How is site traffic trending?

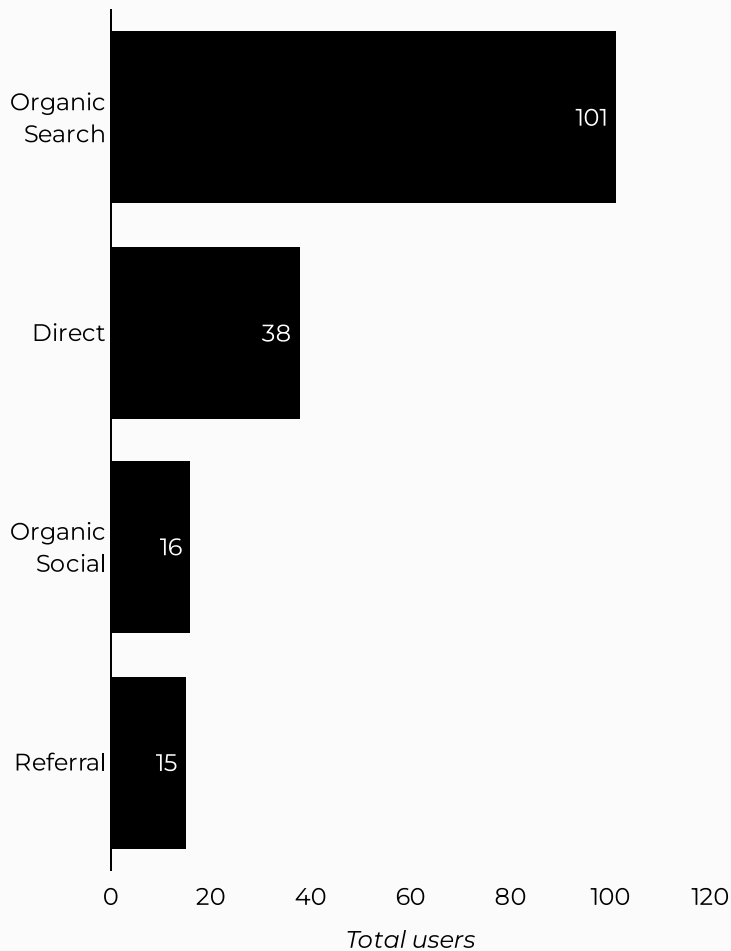


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	163
carlisle.armymwr.com	6

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	81
(direct)	38
bing	17
l.facebook.com	8
m.facebook.com	6
home.army.mil	5
duckduckgo	2
lm.facebook.com	2
armyfamilywebportal.co...	1
benning.army.mil	1



ARMY MWR

Employment Readiness Program (ERP)

Views
231,689

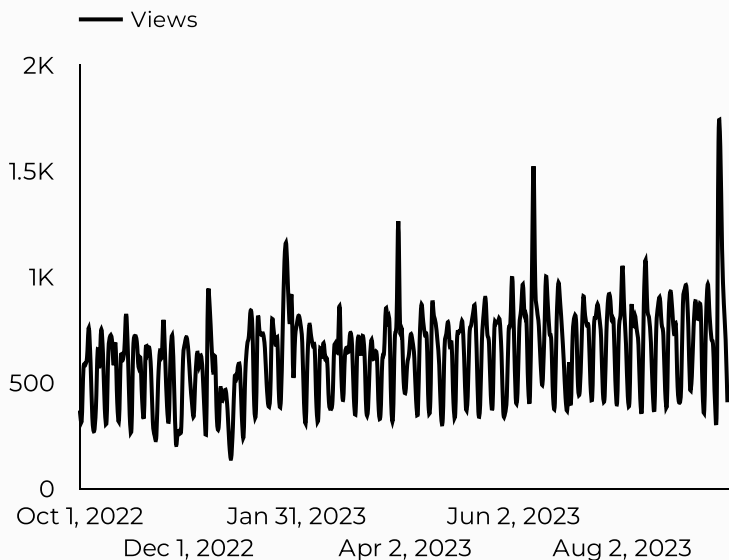
Sessions
189,848

Total users
146,926

New users
78,818

Engagement rate
36%

How is site traffic trending?

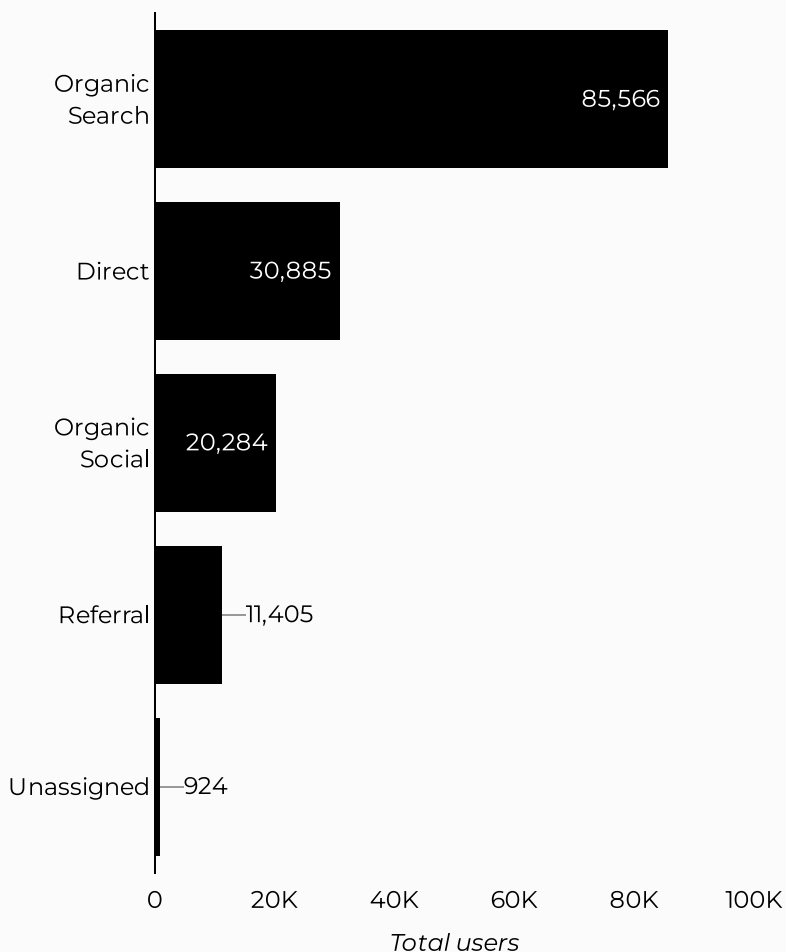


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	50,903
jblm.armymwr.com	13,935
redstone.armymwr.com	9,040
stewarthunter.armymwr.com	8,816
carson.armymwr.com	7,192
hawaii.armymwr.com	4,424
humphreys.armymwr.com	3,929
stuttgart.armymwr.com	3,869
bliss.armymwr.com	3,510
bragg.armymwr.com	3,208

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	76,362
(direct)	30,885
m.facebook.com	13,772
bing	6,319
lm.facebook.com	4,009
home.army.mil	3,543
l.facebook.com	2,135
yahoo	1,558
nafbenefits.com	1,381
installations.militaryone...	1,248

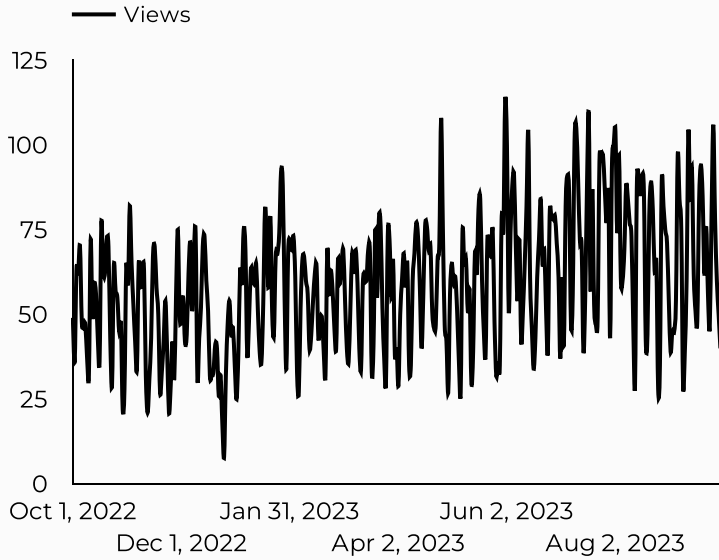


ARMY MWR

Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Engagement rate
21,618	20,886	16,736	1,589	10%

How is site traffic trending?

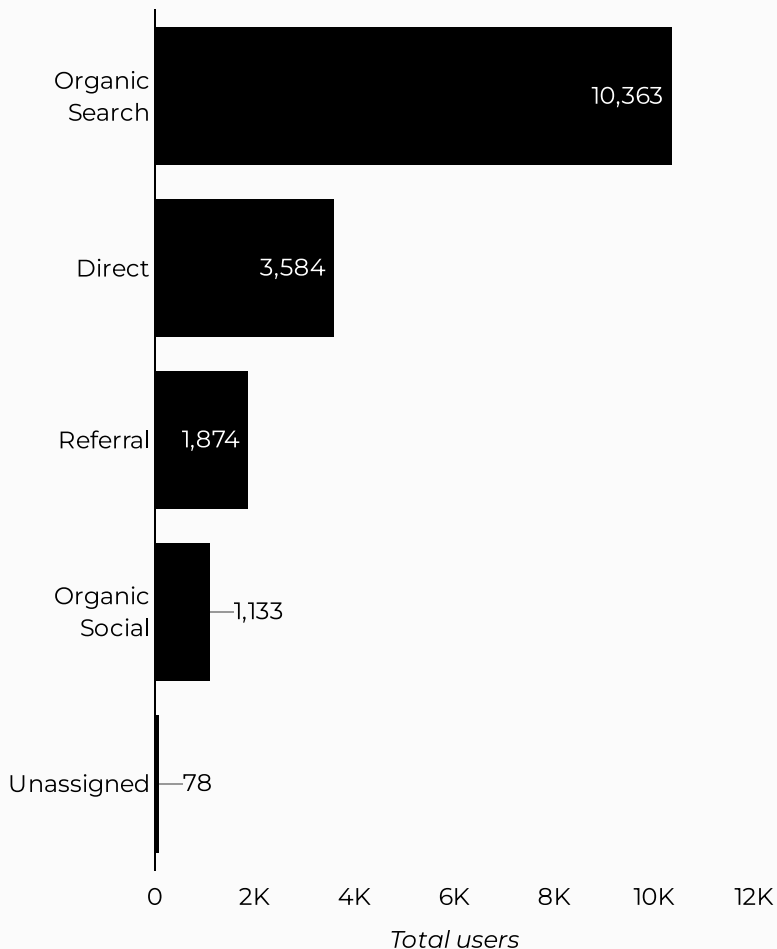


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	16,732
www-armymwr-com.translate.go...	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	9,562
(direct)	3,584
home.army.mil	749
m.facebook.com	695
bing	566
installations.militaryonesource.mil	294
l.facebook.com	274
military.com	196
yahoo	147
duckduckgo	102



ARMY MWR

Military Spouse Appreciation Day

Views
975

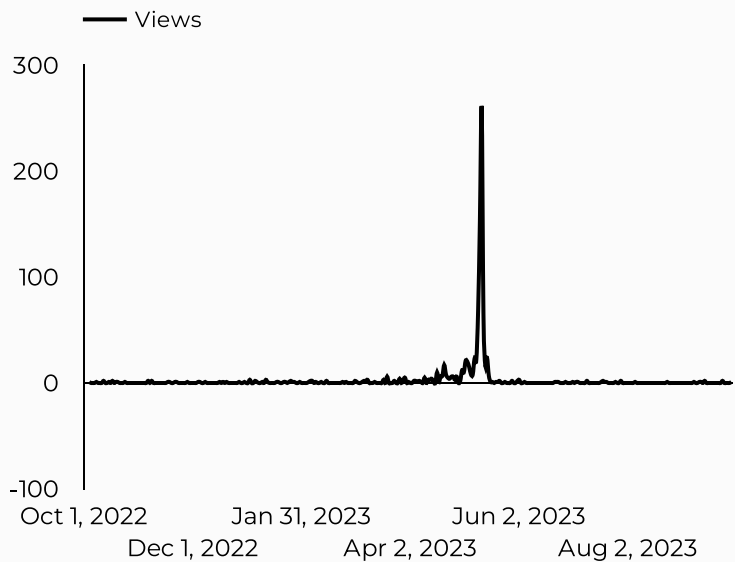
Sessions
927

Total users
823

New users
386

Engagement rate
25%

How is site traffic trending?

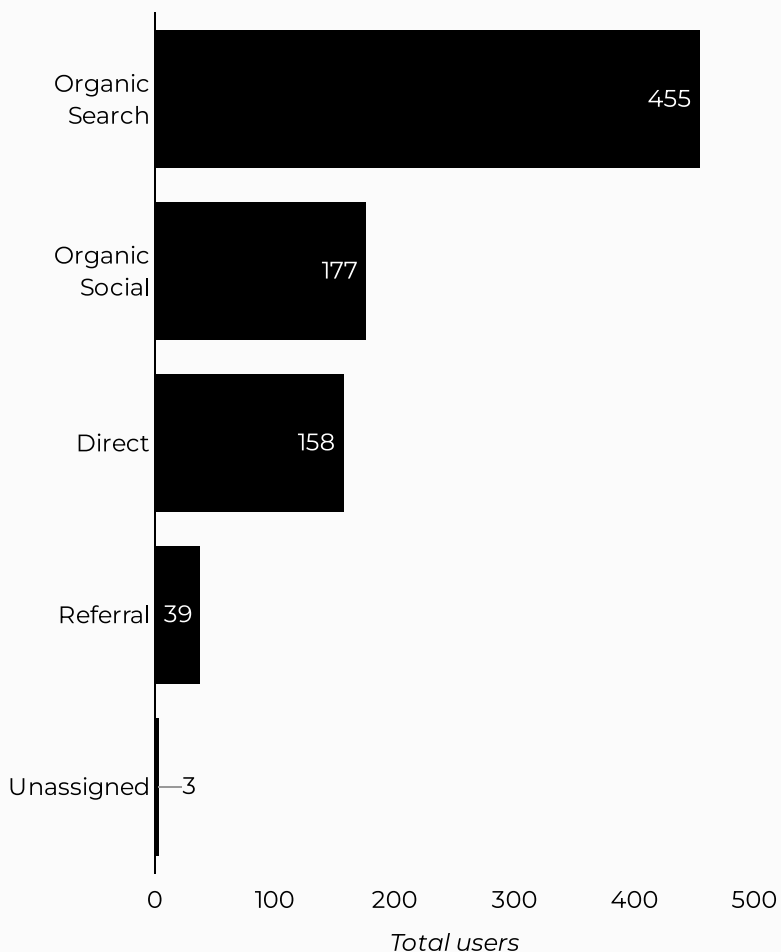


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	345
leonardwood.armymwr.com	102
hunterliggett.armymwr.com	99
riley.armymwr.com	49
baumholder.armymwr.com	37
grafenwoehr.armymwr.com	36
leavenworth.armymwr.com	27
jblm.armymwr.com	25
sill.armymwr.com	19
wiesbaden.armymwr.com	19

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	433
(direct)	158
m.facebook.com	117
lm.facebook.com	30
l.facebook.com	24
home.army.mil	17
bing	14
(not set)	3
dod365.sharepoint-mil.us	3
duckduckgo	3

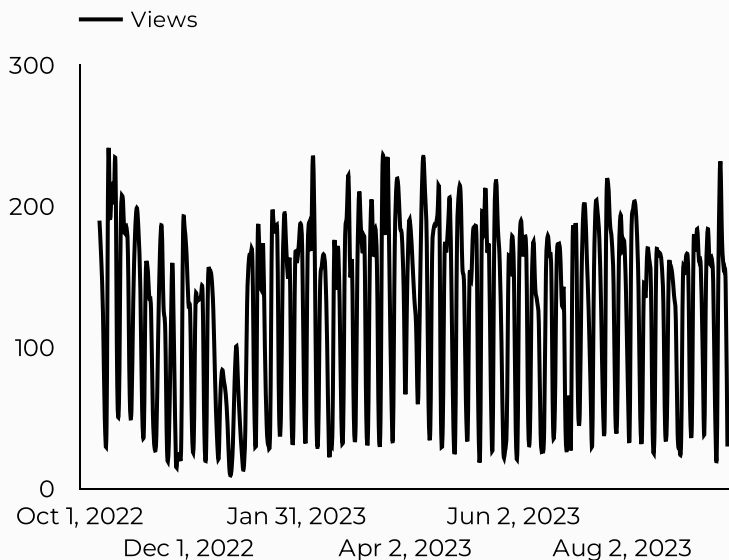


ARMY MWR

Exceptional Family Member Program (EFMP)

Views	Sessions	Total users	New users	Engagement rate
44,498	41,369	29,834	20,735	44%

How is site traffic trending?

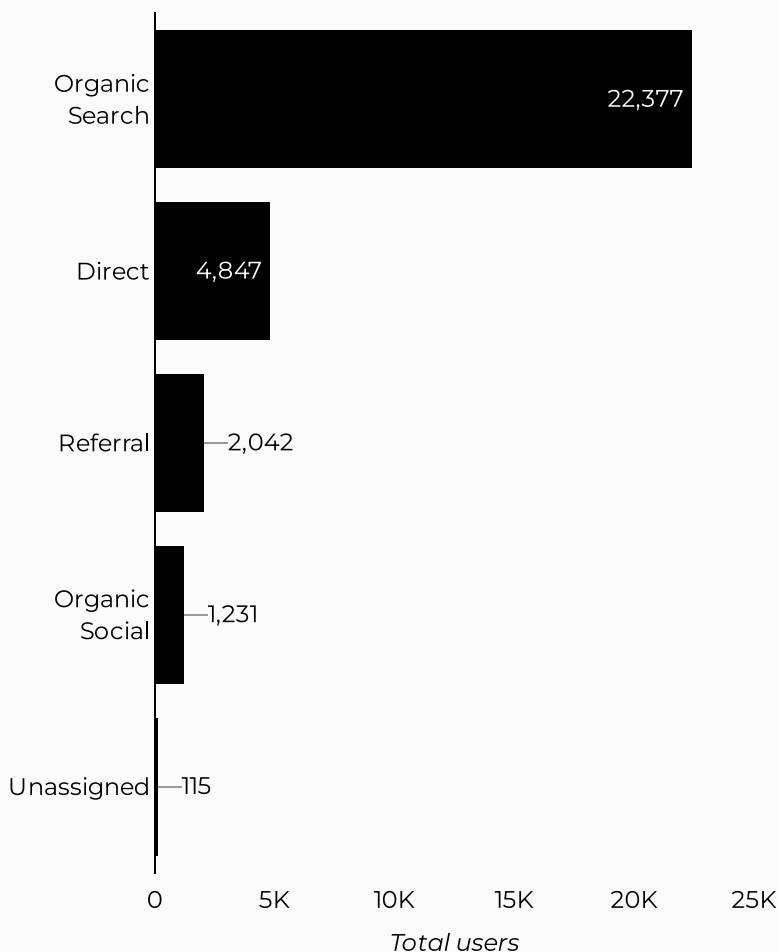


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,745
hawaii.armymwr.com	2,734
bliss.armymwr.com	2,726
carson.armymwr.com	2,319
hood.armymwr.com	1,948
humphreys.armymwr.com	1,478
benning.armymwr.com	1,309
cavazos.armymwr.com	1,046
bragg.armymwr.com	1,016
gordon.armymwr.com	912

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	20,342
(direct)	4,847
bing	1,636
m.facebook.com	823
home.army.mil	429
installations.militaryone...	412
myarmybenefits.us.army...	342
yahoo	268
l.facebook.com	223
madigan.tricare.mil	210

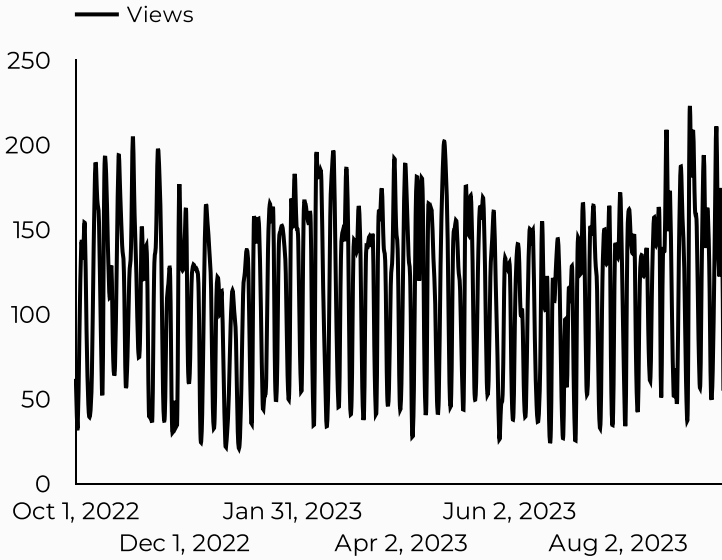


ARMY MWR

Family Advocacy Program (FAP)

Views	Sessions	Total users	New users	Engagement rate
41,623	38,052	27,522	17,757	40%

How is site traffic trending?

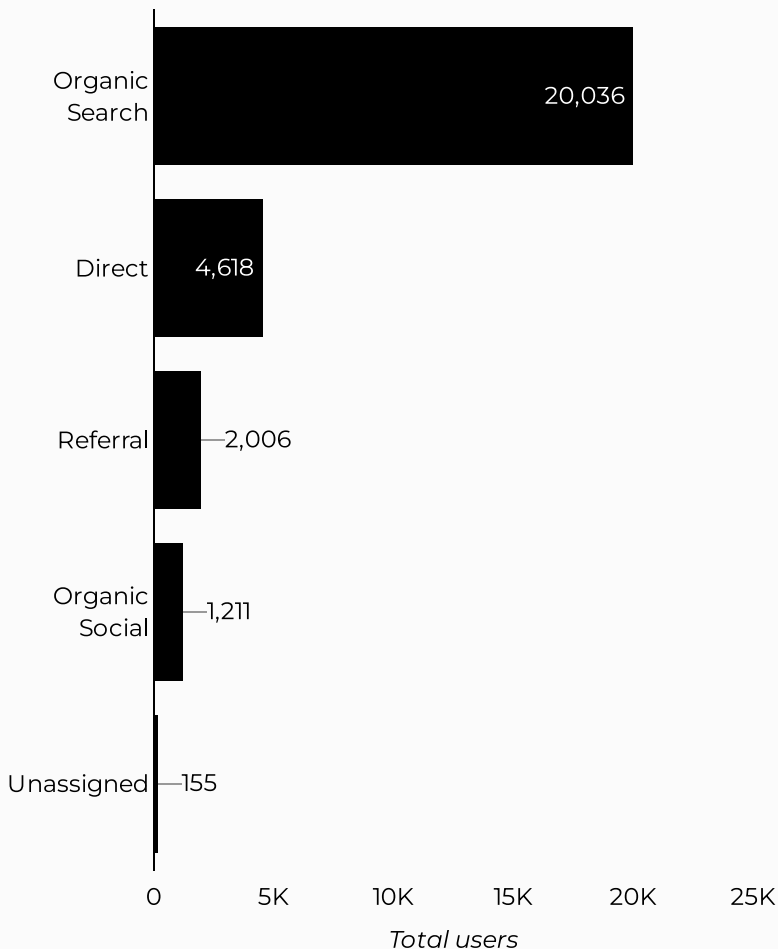


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	7,659
bliss.armymwr.com	2,890
hood.armymwr.com	1,589
humphreys.armymwr.com	1,522
hawaii.armymwr.com	1,520
benning.armymwr.com	1,474
wiesbaden.armymwr.com	869
cavazos.armymwr.com	822
gordon.armymwr.com	733
sill.armymwr.com	709

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	18,243
(direct)	4,618
bing	1,366
installations.militaryone...	831
m.facebook.com	787
home.army.mil	335
yahoo	212
duckduckgo	207
l.facebook.com	203
lm.facebook.com	158



ARMY MWR New Parent Support Program (NPSP)

Views
5,278

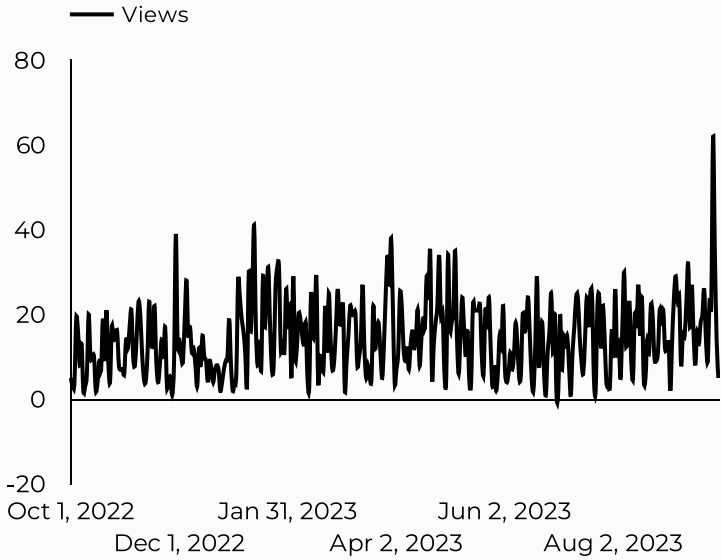
Sessions
4,722

Total users
3,618

New users
1,527

Engagement rate
30%

How is site traffic trending?

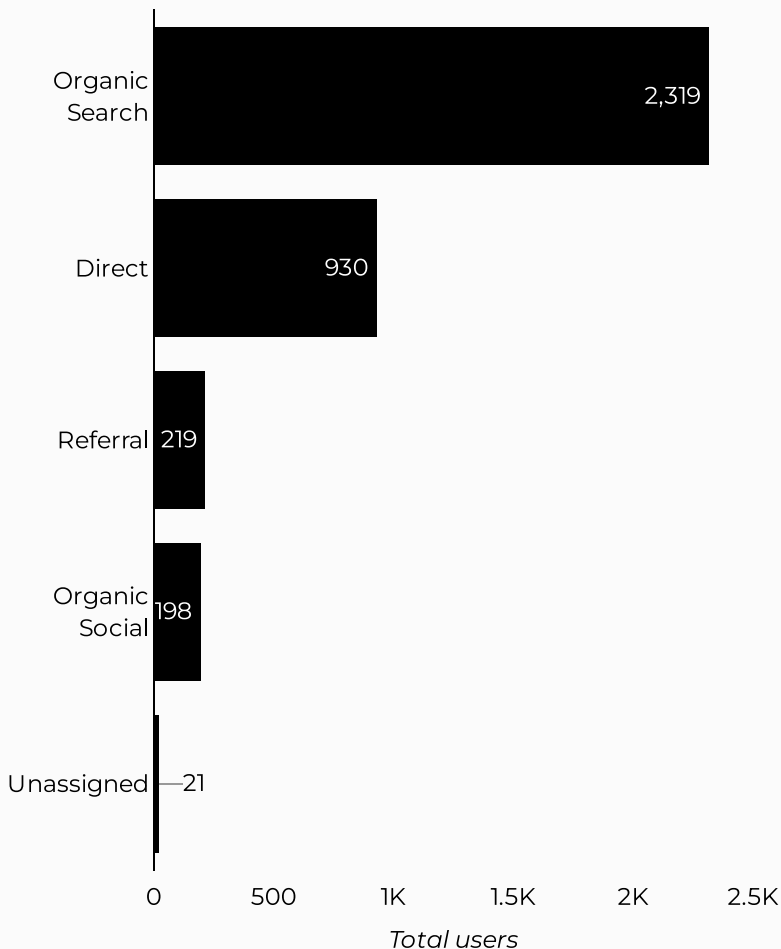


Top US Army Installations

Sorted by Total Users

Installation	Total users
gordon.armymwr.com	480
hawaii.armymwr.com	379
hood.armymwr.com	373
stuttgart.armymwr.com	324
www.armymwr.com	274
bliss.armymwr.com	223
cavazos.armymwr.com	156
presidio.armymwr.com	131
bragg.armymwr.com	122
drum.armymwr.com	107

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,061
(direct)	930
bing	194
m.facebook.com	134
installations.militaryonesource.mil	96
home.army.mil	71
l.facebook.com	41
duckduckgo	40
yahoo	24
lm.facebook.com	22



ARMY MWR

Victim Advocacy Program (VAP)

Views
5,057

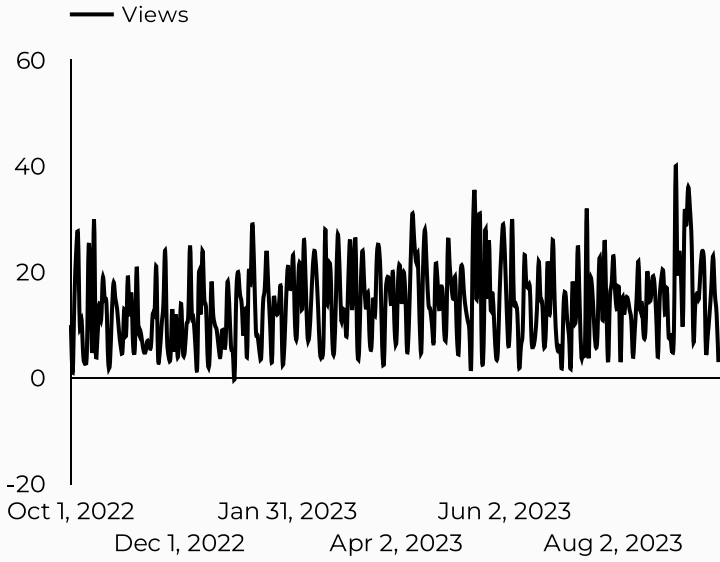
Sessions
4,744

Total users
3,758

New users
2,043

Engagement rate
36%

How is site traffic trending?

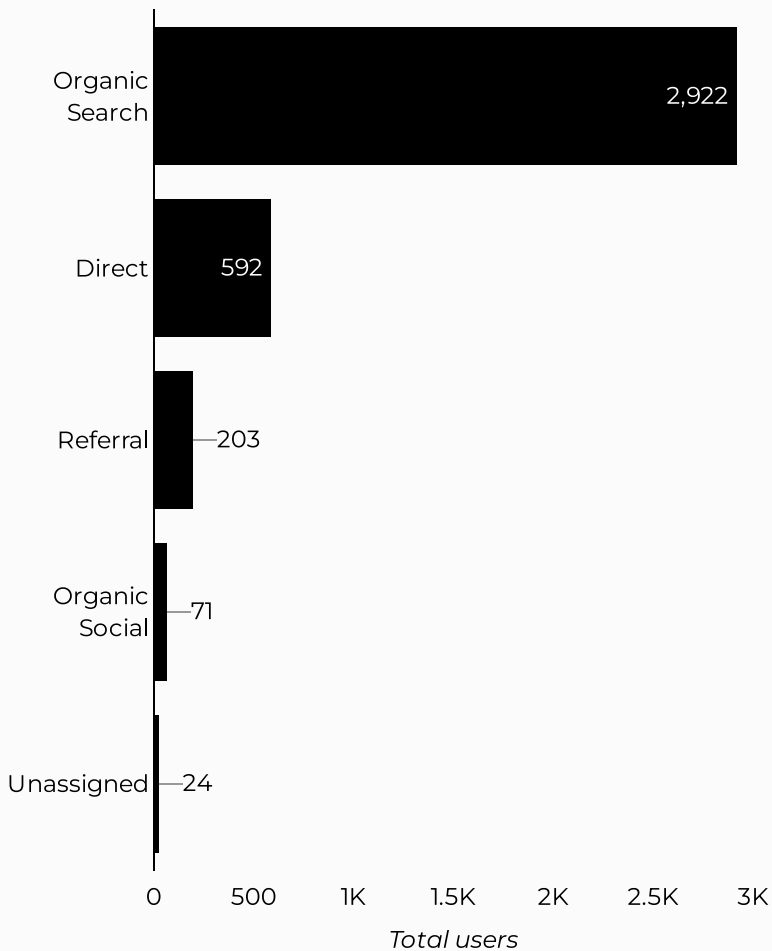


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	799
carson.armymwr.com	729
hawaii.armymwr.com	455
hood.armymwr.com	318
meade.armymwr.com	146
cavazos.armymwr.com	131
bliss.armymwr.com	124
bragg.armymwr.com	99
sill.armymwr.com	90
redstone.armymwr.com	65

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,578
(direct)	592
bing	256
home.army.mil	68
yahoo	59
m.facebook.com	47
duckduckgo	34
courts.state.co.us	31
(not set)	24
installations.militaryonesource.mil	24



ARMY MWR

Child Abuse Prevention Month

Views
516

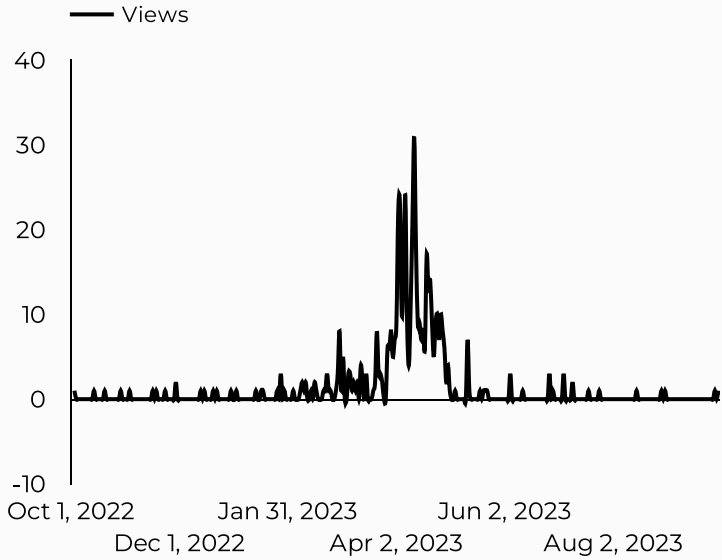
Sessions
471

Total users
397

New users
158

Engagement rate
25%

How is site traffic trending?

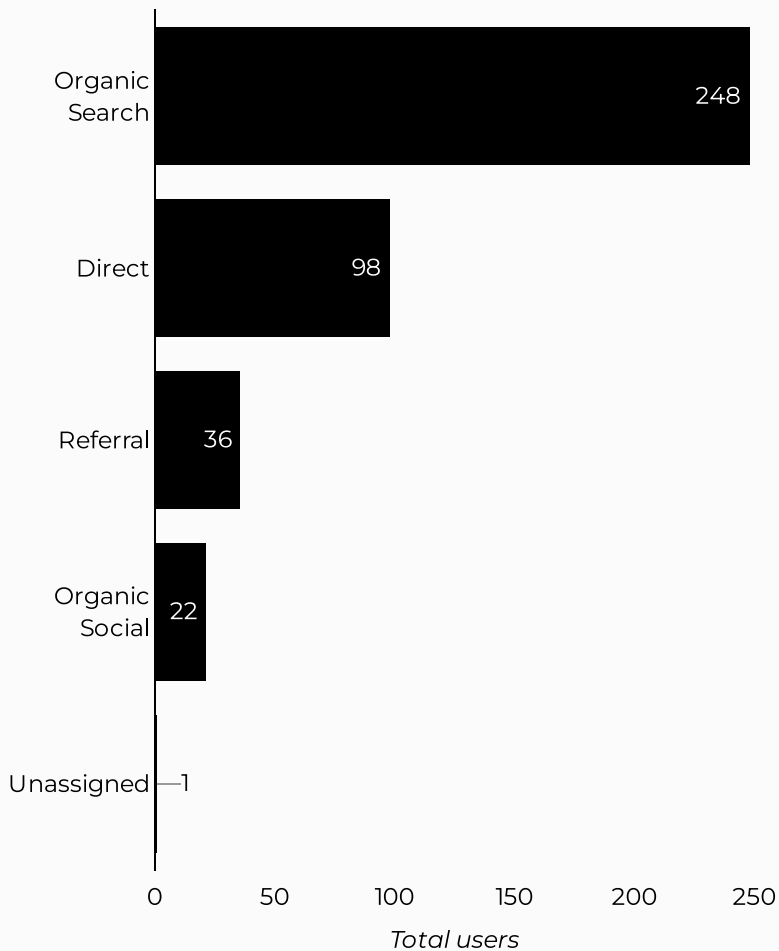


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	214
hawaii.armymwr.com	92
belvoir.armymwr.com	23
carson.armymwr.com	18
benning.armymwr.com	11
bragg.armymwr.com	11
gordon.armymwr.com	10
ansbach.armymwr.com	9
westpoint.armymwr.com	6
wainwright.armymwr.com	4

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	240
(direct)	98
home.army.mil	15
l.facebook.com	8
m.facebook.com	8
bing	6
lm.facebook.com	4
military.com	4
jmc.aep.army.mil	2
yahoo	2



ARMY MWR Domestic Violence Awareness Month

Views
892

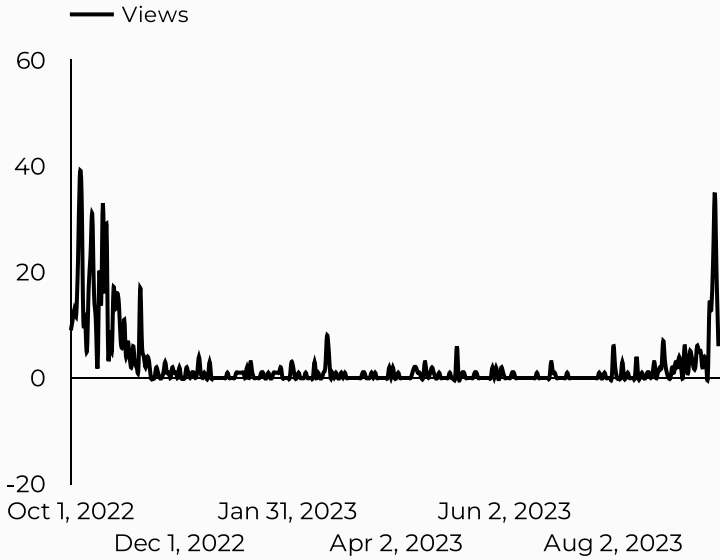
Sessions
789

Total users
681

New users
222

Engagement rate
25%

How is site traffic trending?

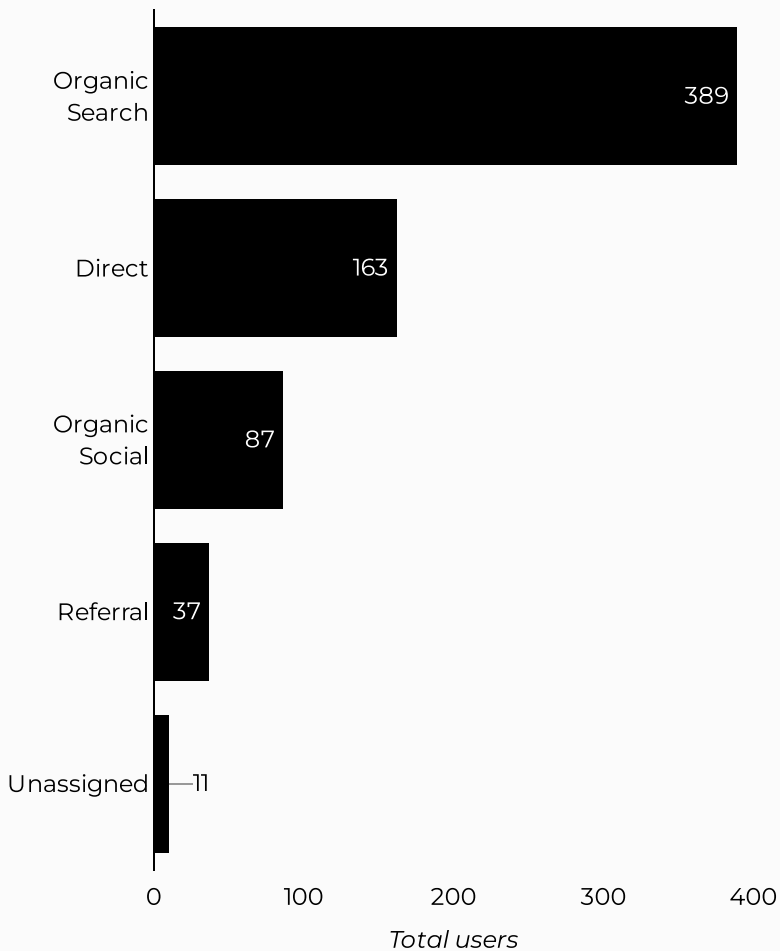


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	331
hawaii.armymwr.com	68
belvoir.armymwr.com	51
presidio.armymwr.com	28
casey.armymwr.com	25
benning.armymwr.com	24
moore.armymwr.com	23
carson.armymwr.com	17
grafenwoehr.armymwr.com	15
torii.armymwr.com	15

Which channels are driving traffic?



What are the top sources?

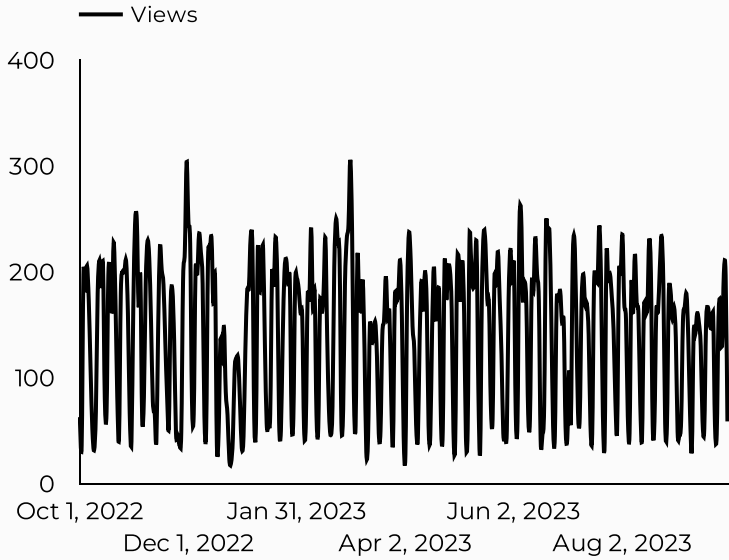
Session source	Total users
google	349
(direct)	163
m.facebook.com	60
bing	29
home.army.mil	15
l.facebook.com	15
(not set)	11
lm.facebook.com	9
military.com	6
yahoo	4



ARMY MWR Financial Readiness Program (FRP)

Views	Sessions	Total users	New users	Engagement rate
52,081	46,363	33,289	19,877	39%

How is site traffic trending?

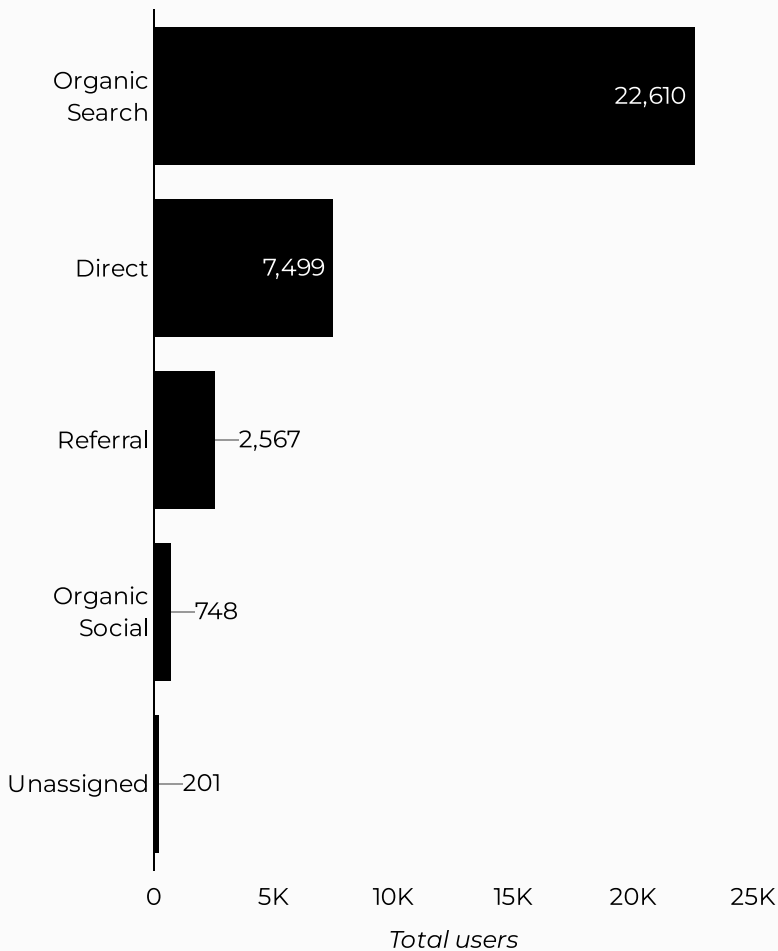


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,966
carson.armymwr.com	4,673
bliss.armymwr.com	4,481
bragg.armymwr.com	3,577
liberty.armymwr.com	1,897
jblm.armymwr.com	1,794
benning.armymwr.com	1,313
humphreys.armymwr.com	1,102
gordon.armymwr.com	976
moore.armymwr.com	945

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	20,576
(direct)	7,499
bing	1,641
home.army.mil	1,065
m.facebook.com	495
installations.militaryonesource.mil	368
myarmybenefits.us.army.mil	320
yahoo	238
(not set)	198
l.facebook.com	130

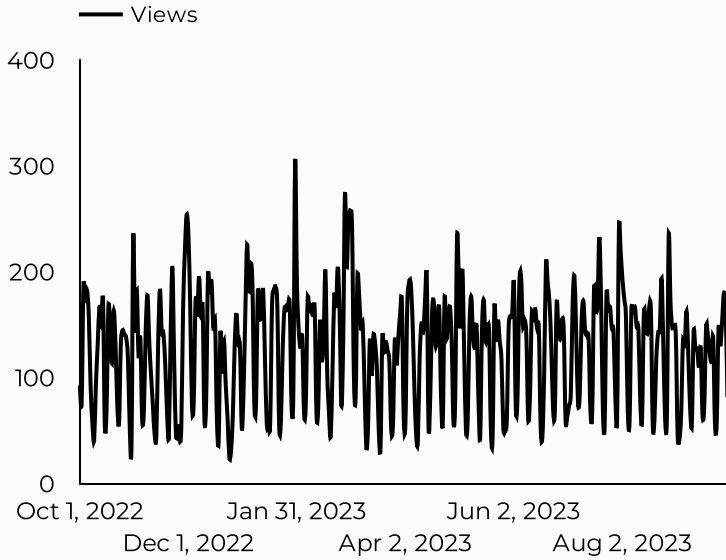


ARMY MWR

Army Emergency Relief (AER)

Views	Sessions	Total users	New users	Engagement rate
46,765	41,878	28,152	17,403	42%

How is site traffic trending?

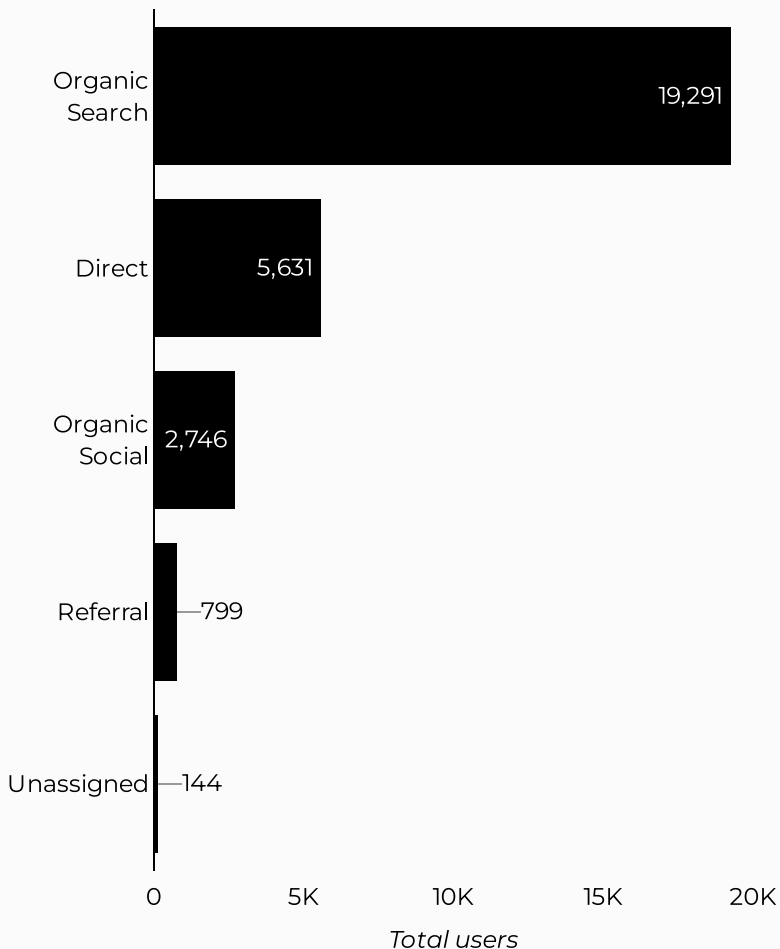


Top US Army Installations

Sorted by Total Users

Installation	Total users
humphreys.armymwr.com	7,508
carson.armymwr.com	4,673
bliss.armymwr.com	2,638
bragg.armymwr.com	2,137
liberty.armymwr.com	1,113
jblm.armymwr.com	1,096
leavenworth.armymwr.com	1,001
benning.armymwr.com	987
gordon.armymwr.com	976
sill.armymwr.com	755

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	18,044
(direct)	5,631
m.facebook.com	1,987
bing	942
lm.facebook.com	436
l.facebook.com	343
home.army.mil	334
yahoo	183
(not set)	143
duckduckgo	112



ARMY MWR

Information and Referral

Views
3,160

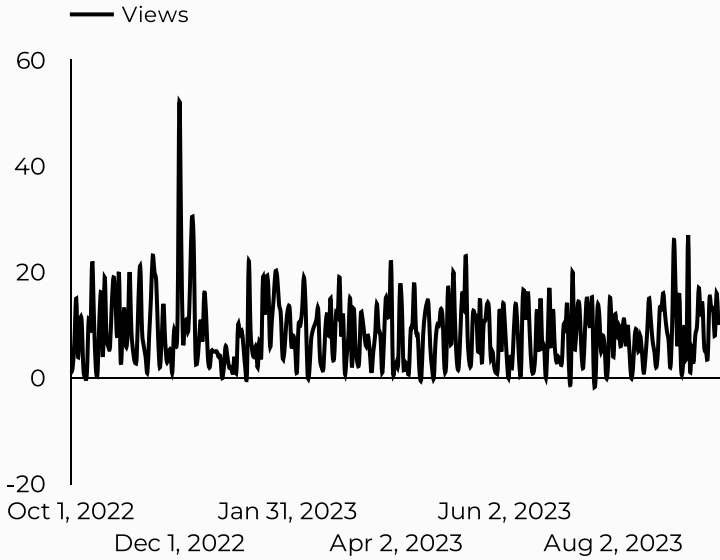
Sessions
2,709

Total users
2,253

New users
634

Engagement rate
22%

How is site traffic trending?

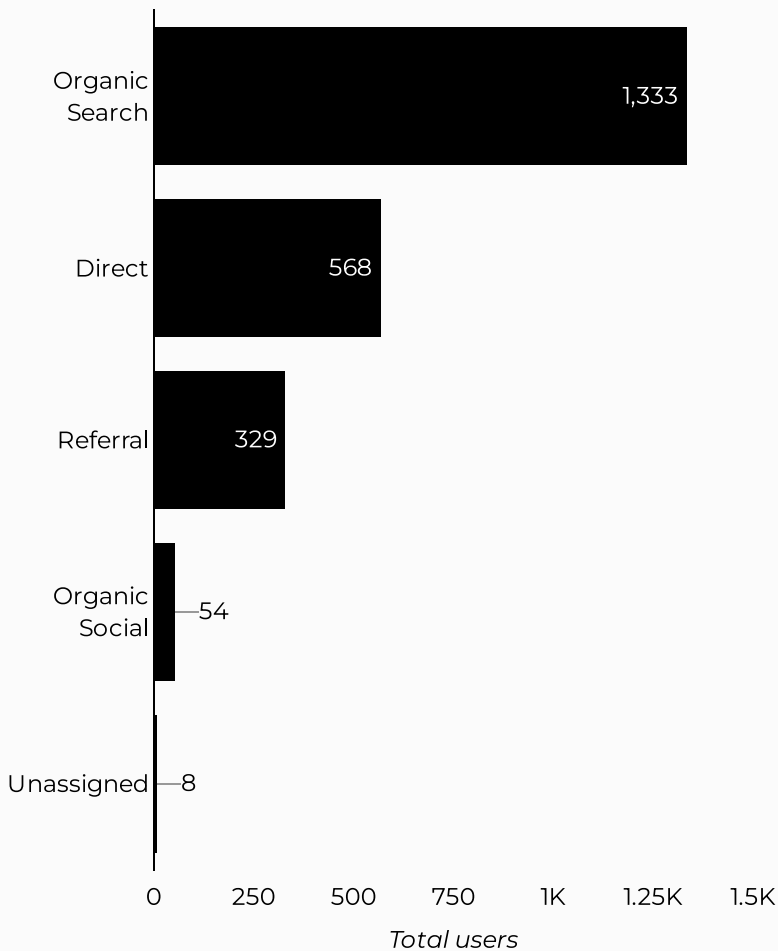


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	702
hood.armymwr.com	560
cavazos.armymwr.com	325
bragg.armymwr.com	204
carson.armymwr.com	97
humphreys.armymwr.com	95
liberty.armymwr.com	90
novosel.armymwr.com	42
benning.armymwr.com	36
leavenworth.armymwr.com	36

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,134
(direct)	568
bing	160
home.army.mil	107
installations.militaryonesource.mil	101
m.facebook.com	33
yahoo	24
military.com	20
myarmybenefits.us.army.mil	16
duckduckgo	15



ARMY MWR

MD&SSO

Views
5,583

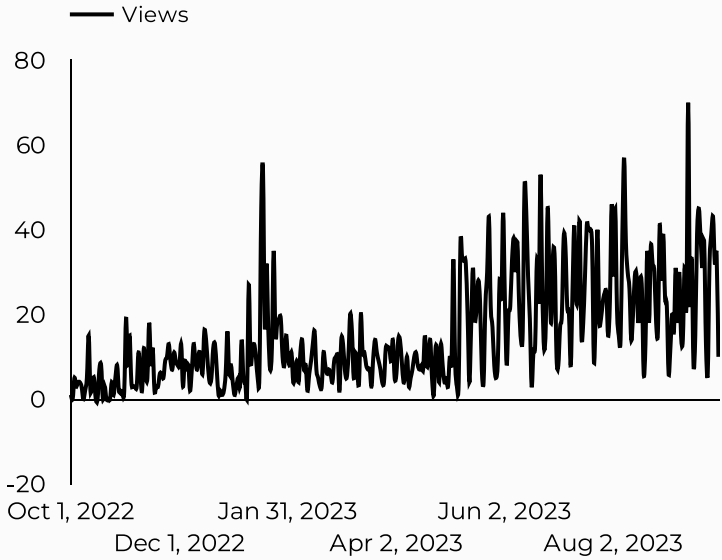
Sessions
5,025

Total users
3,796

New users
1,836

Engagement rate
34%

How is site traffic trending?

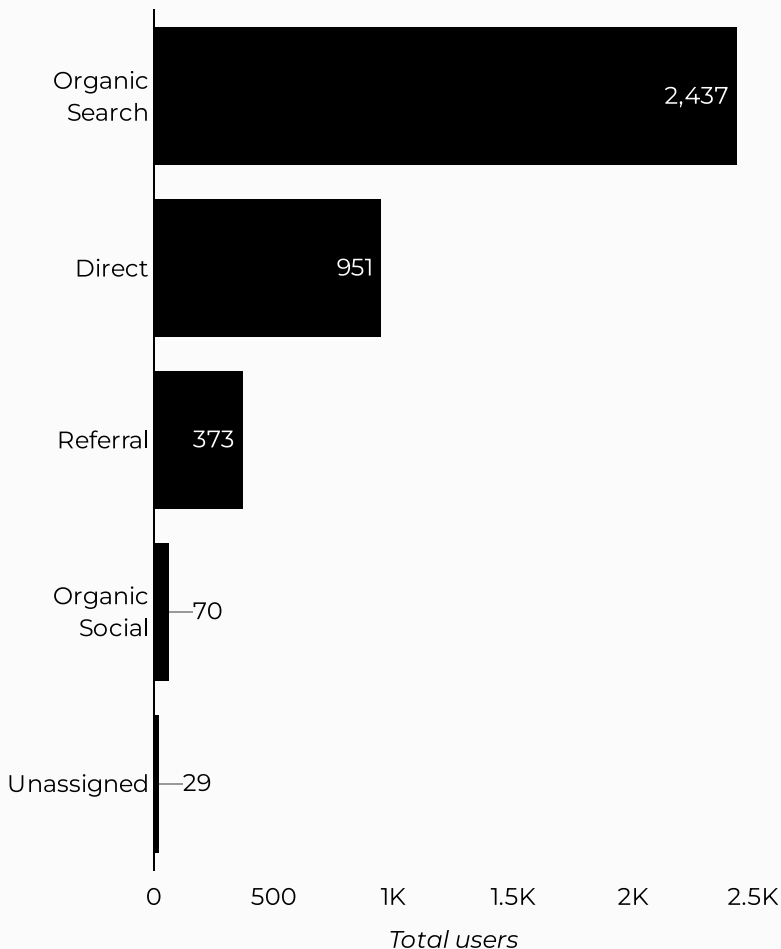


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,075
carson.armymwr.com	881
liberty.armymwr.com	537
cavazos.armymwr.com	221
bliss.armymwr.com	177
bragg.armymwr.com	114
hawaii.armymwr.com	113
humphreys.armymwr.com	83
gordon.armymwr.com	77
riley.armymwr.com	75

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,180
(direct)	951
bing	209
home.army.mil	89
installations.militaryonesource.mil	82
army.mil	68
m.facebook.com	37
myarmybenefits.us.army.mil	37
(not set)	28
yahoo	27



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Relocation Readiness

Views
20,924

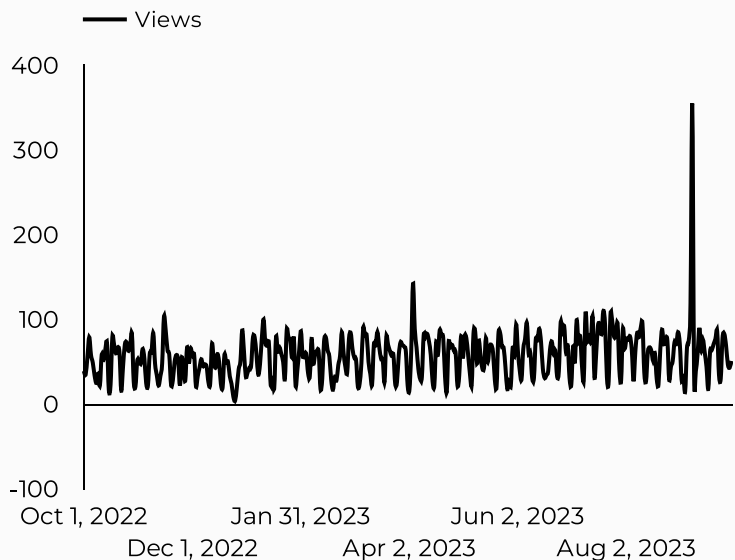
Sessions
18,420

Total users
14,088

New users
8,149

Engagement rate
41%

How is site traffic trending?

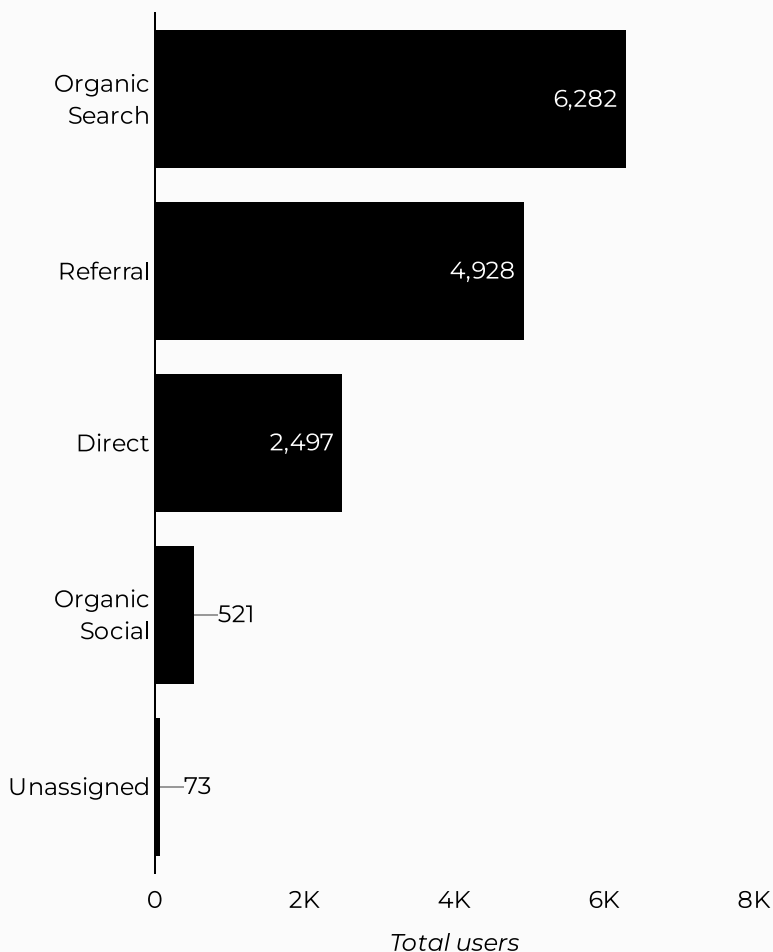


Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	5,011
gordon.armymwr.com	2,334
www.armymwr.com	1,814
hawaii.armymwr.com	968
bliss.armymwr.com	916
wiesbaden.armymwr.com	630
humphreys.armymwr.com	446
irwin.armymwr.com	245
jackson.armymwr.com	217
benning.armymwr.com	192

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,704
home.army.mil	3,286
(direct)	2,497
installations.militaryonesource.mil	741
bing	407
m.facebook.com	325
europafrica.army.mil	150
mybaseguide.com	113
myarmybenefits.us.army.mil	110
lm.facebook.com	95



ARMY MWR

Survivor Outreach Services (SOS)

Views
13,002

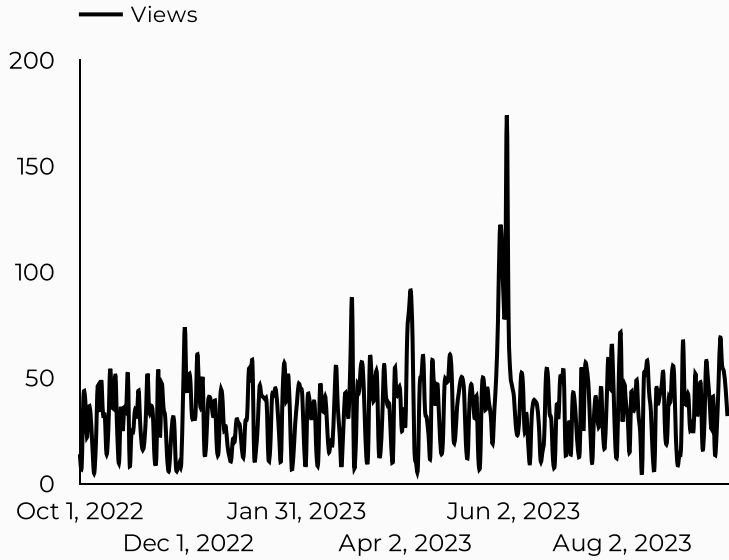
Sessions
11,984

Total users
9,674

New users
6,997

Engagement rate
42%

How is site traffic trending?

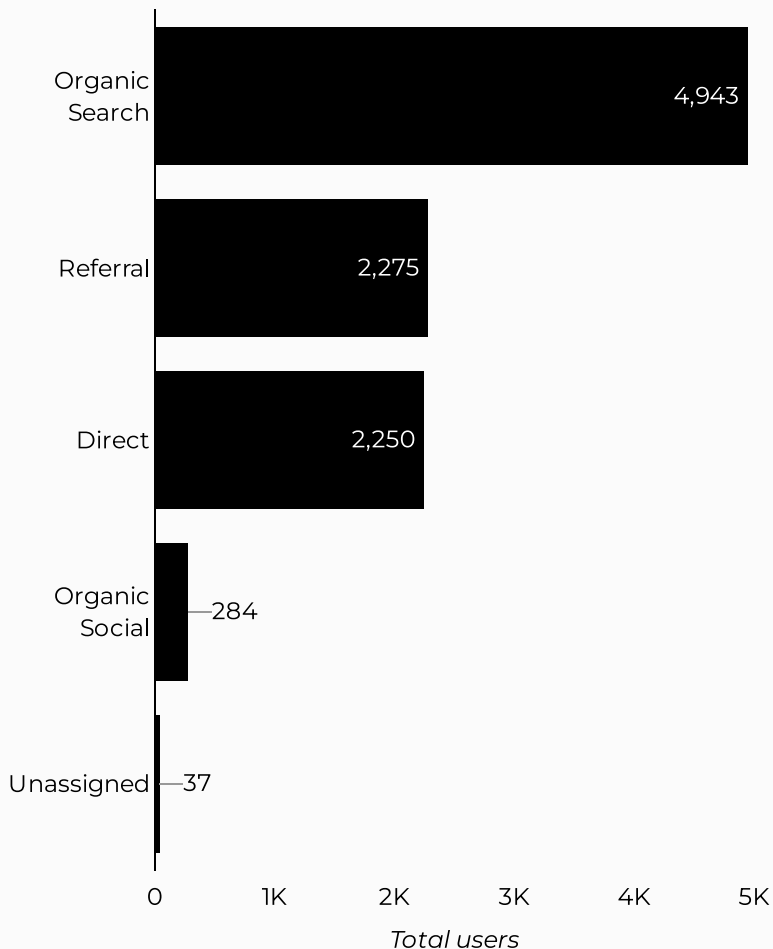


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	6,511
bragg.armymwr.com	322
bliss.armymwr.com	287
liberty.armymwr.com	201
redstone.armymwr.com	181
hood.armymwr.com	158
carson.armymwr.com	153
campbell.armymwr.com	114
hawaii.armymwr.com	110
benning.armymwr.com	109

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,287
(direct)	2,250
home.army.mil	1,152
bing	466
hrc.army.mil	239
armylinks.com	237
army.mil	230
m.facebook.com	159
yahoo	84
l.facebook.com	71



Views
380

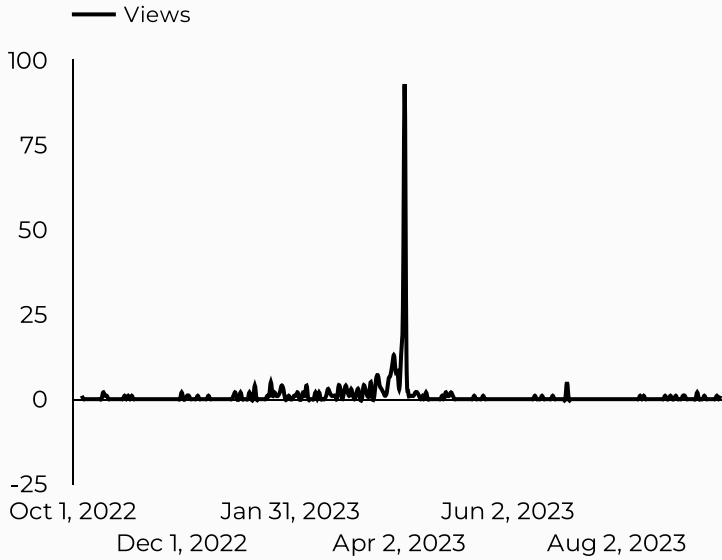
Sessions
348

Total users
301

New users
221

Engagement rate
47%

How is site traffic trending?

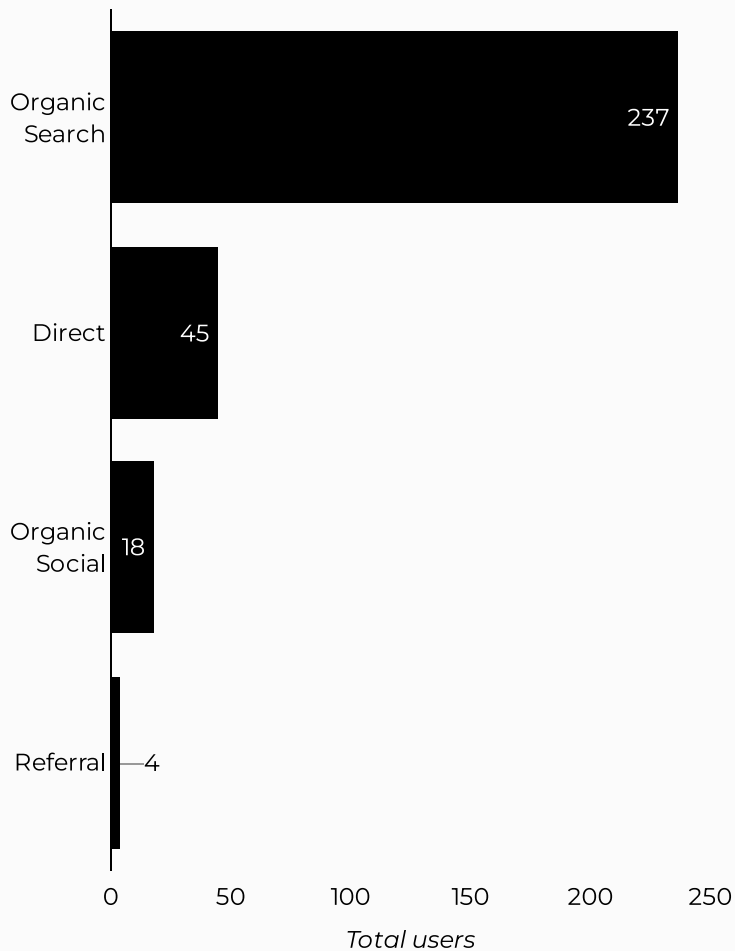


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	235
polk.armymwr.com	38
wainwright.armymwr.com	9
wiesbaden.armymwr.com	7
tobyhanna.armymwr.com	5
moore.armymwr.com	3
riley.armymwr.com	3
benning.armymwr.com	2
johnson.armymwr.com	2
miami.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	225
(direct)	45
m.facebook.com	12
bing	9
lm.facebook.com	4
daum	1
dod365.sharepoint-mil.us	1
duckduckgo	1
l.instagram.com	1
lens.google.com	1



ARMY MWR Gold Star Mothers and Families Day

Views
138

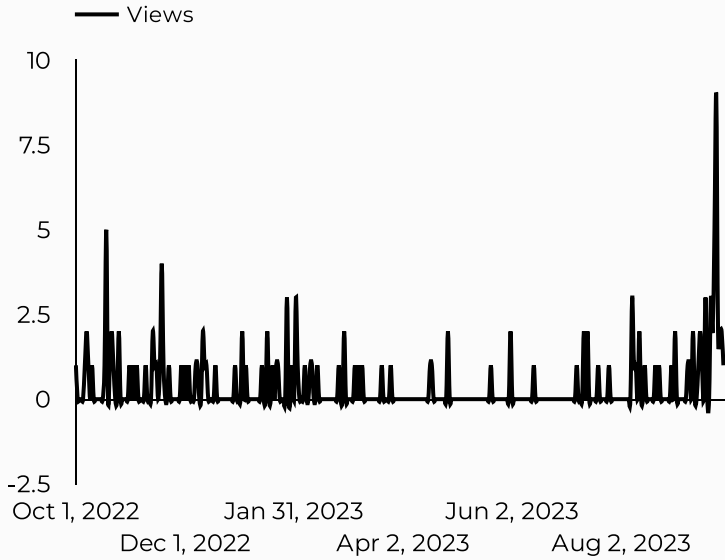
Sessions
138

Total users
124

New users
61

Engagement rate
33%

How is site traffic trending?

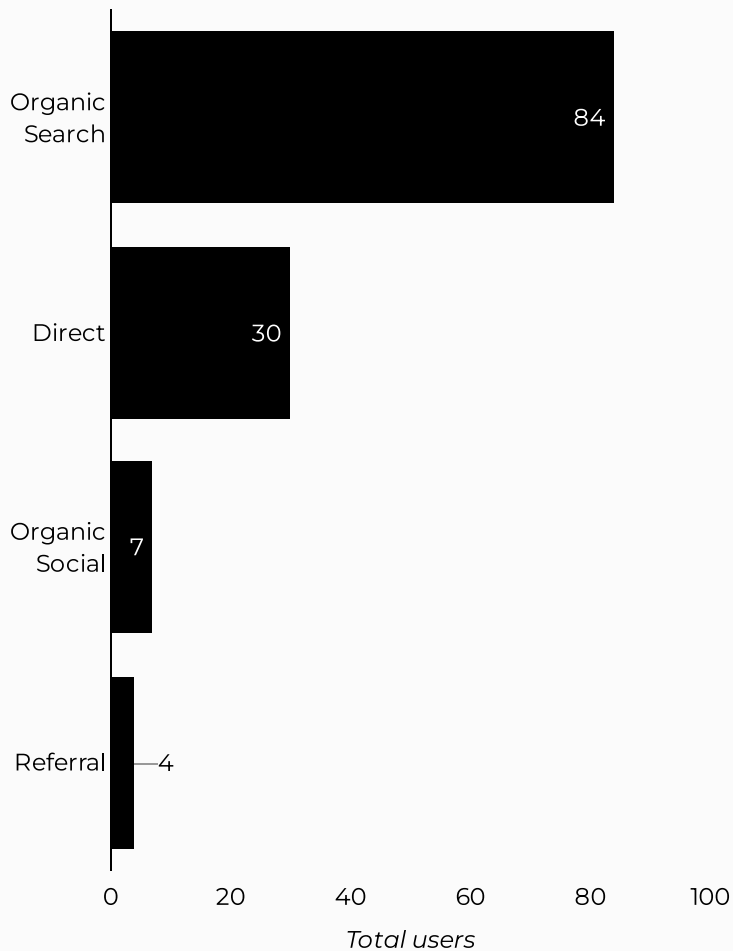


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	35
novosel.armymwr.com	18
hawaii.armymwr.com	17
kaiserslautern.armymwr.com	14
rucker.armymwr.com	13
johnson.armymwr.com	11
aberdeen.armymwr.com	9
moore.armymwr.com	2
polk.armymwr.com	2
benning.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	76
(direct)	30
bing	5
m.facebook.com	4
l.facebook.com	2
yahoo	2
app.asana.com	1
auth.mwremployeeportal.com	1
home.army.mil	1
jfcbrunssum.com	1



ARMY MWR

Memorial Day

Views
11,257

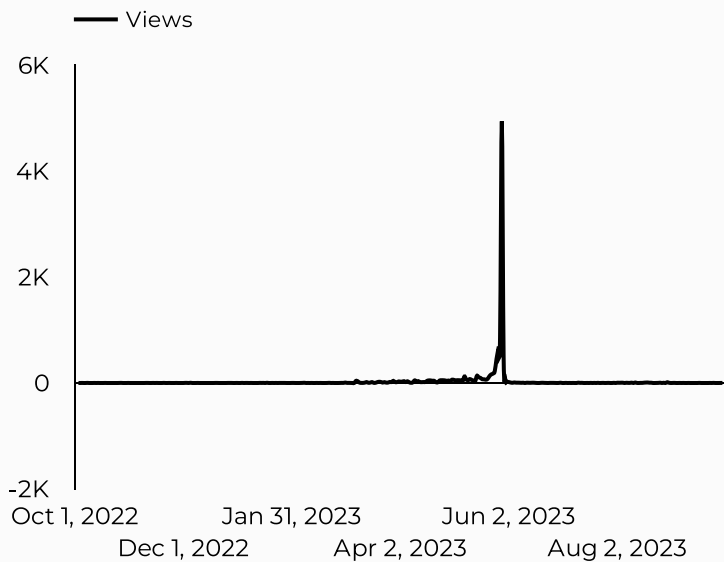
Sessions
10,373

Total users
8,541

New users
6,715

Engagement rate
32%

How is site traffic trending?

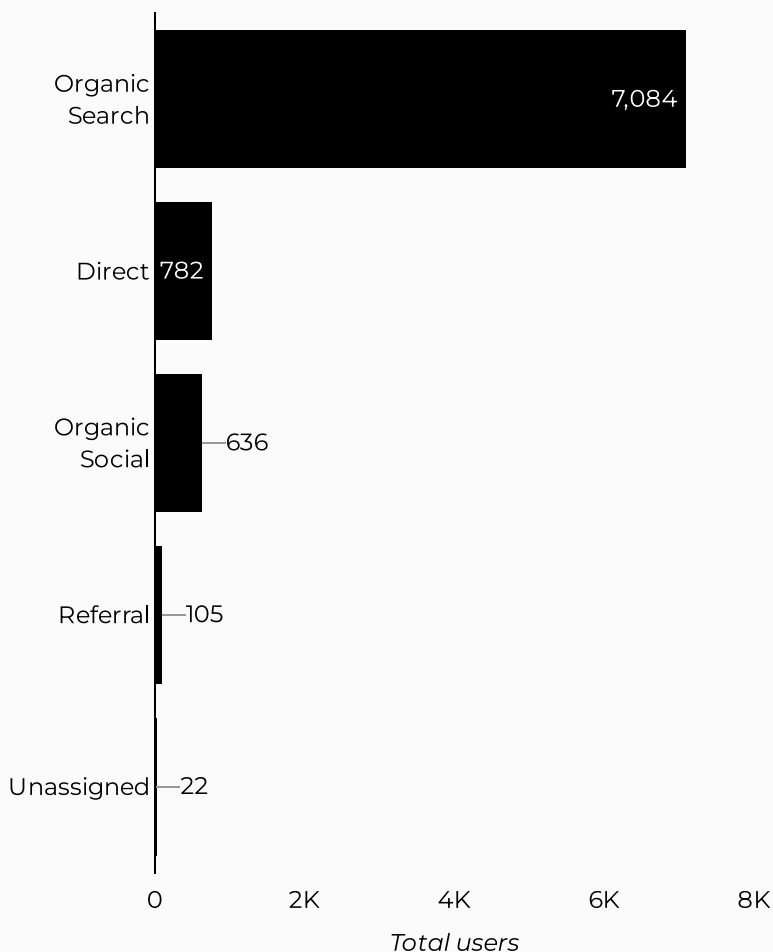


Top US Army Installations

Sorted by Total Users

Installation	Total users
polk.armymwr.com	5,566
humphreys.armymwr.com	1,191
campbell.armymwr.com	606
gordon.armymwr.com	331
casey.armymwr.com	181
novosel.armymwr.com	124
hawaii.armymwr.com	85
miami.armymwr.com	80
jackson.armymwr.com	60
meade.armymwr.com	56

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	6,958
(direct)	782
m.facebook.com	423
lm.facebook.com	126
bing	86
l.facebook.com	83
home.army.mil	34
(not set)	21
yahoo	19
duckduckgo	13



ARMY MWR

Soldier and Family Assistance Center (SFAC)

Views
6,929

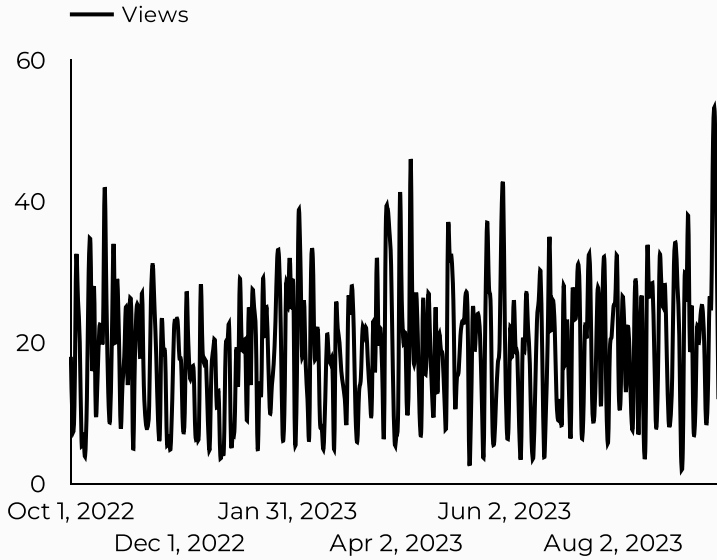
Sessions
6,437

Total users
5,358

New users
2,155

Engagement rate
32%

How is site traffic trending?

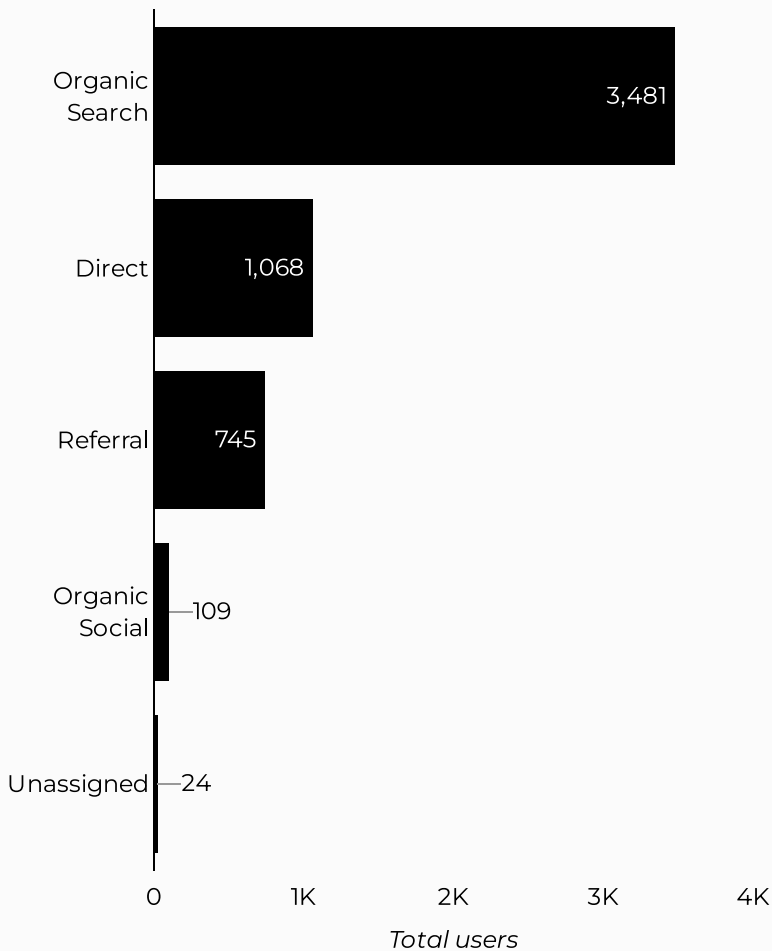


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,761
bliss.armymwr.com	817
hood.armymwr.com	553
belvoir.armymwr.com	387
cavazos.armymwr.com	326
carson.armymwr.com	269
drum.armymwr.com	172
wiesbaden.armymwr.com	92
mccoy.armymwr.com	90
italy.armymwr.com	26

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,975
(direct)	1,068
bing	395
home.army.mil	224
army.mil	176
installations.militaryonesource.mil	92
yahoo	72
l.facebook.com	51
m.facebook.com	41
duckduckgo	34



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Military Family Month

Views
566

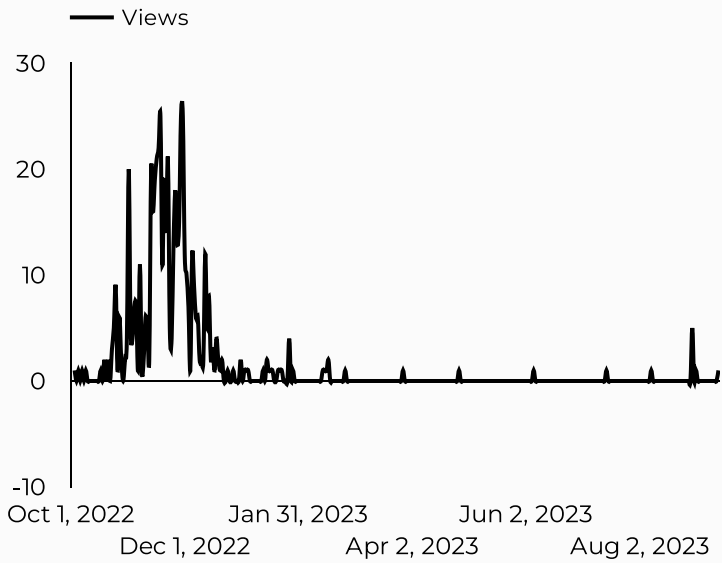
Sessions
495

Total users
450

New users
83

Engagement rate
11%

How is site traffic trending?

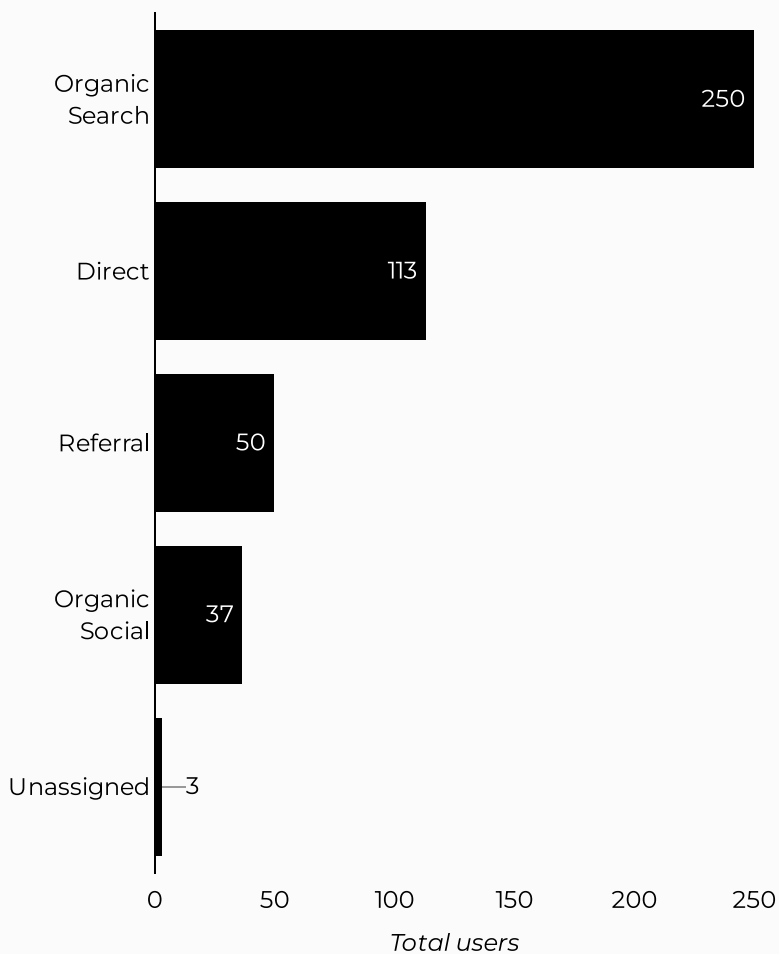


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	415
buchanan.armymwr.com	33
mccoy.armymwr.com	1
westpoint.armymwr.com	1
zama.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	207
(direct)	113
bing	30
m.facebook.com	18
home.army.mil	17
military.com	10
l.facebook.com	9
lm.facebook.com	9
yahoo	6
duckduckgo	4