



Program Roll-Up

Jan 1, 2024 - Mar 31, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	1,282	663	1,639	64.98%
Army Family Action Plan	1,036	410	1,262	70.68%
Army Family Web Portal	230	90	251	76.49%
Army Volunteer Corps	2,558	1,585	3,276	68.83%
Exceptional Family Member Program	10,128	6,958	13,900	59.32%
Information and Referral	734	256	913	72.84%
MD&SSO	1,724	862	2,047	72.74%
Relocation Readiness	4,060	2,392	5,405	62.66%
Survivor Outreach Services	2,961	2,262	3,470	60.12%
Soldier and Family Assistance Center	1,626	671	1,896	75.21%



Program Roll-Up

Jan 1, 2024 - Mar 31, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Employment Readiness				
Employment Readiness Program	43,610	24,214	54,167	70.8%
Army Spouse Employment, Career and Education Information	4,518	539	5,333	82.56%
Family Advocacy Program				
Family Advocacy Program	8,780	5,762	11,706	60.31%
New Parent Support Program	1,256	524	1,700	64.47%
Victim Advocacy Program	1,116	645	1,381	65.6%
Financial Readiness Program				
Financial Readiness Program	8,905	5,269	12,393	62.63%
Army Emergency Relief	6,478	4,030	9,547	61.01%



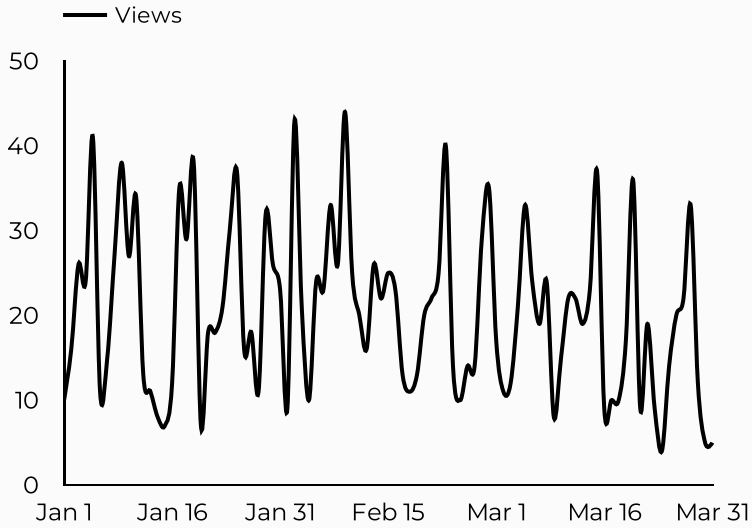
ARMY MWR

Army Family Team Building (AFTB)

Views 1,870 ↑ 19.1%	Sessions 1,639 ↑ 19.5%	Total users 1,282 ↑ 9.6%	New users 663 ↑ 39.6%	Avg. Session Time 01:57 ↑ 9.7%	Engagement rate 65% ↑ 178.6%
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Compared Y-o-Y

How is site traffic trending?

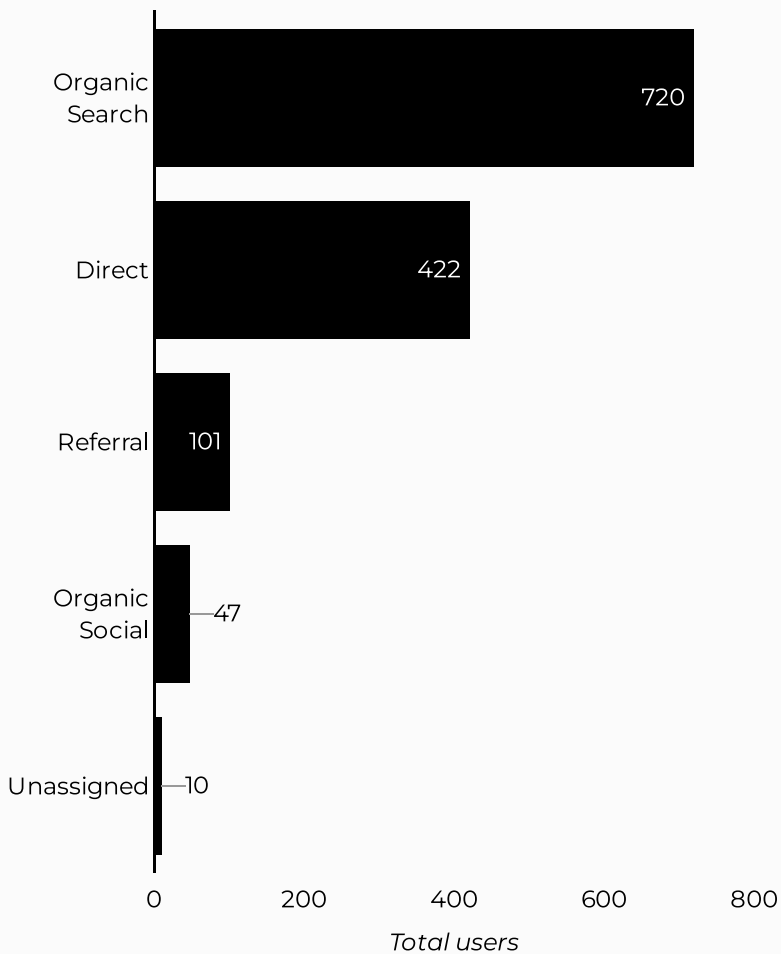


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	732
bliss.armymwr.com	160
campbell.armymwr.com	78
carson.armymwr.com	51
cavazos.armymwr.com	50
hawaii.armymwr.com	44
eisenhower.armymwr.com	27
liberty.armymwr.com	25
humphreys.armymwr.com	22
knox.armymwr.com	22

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	631
(direct)	422
bing	81
home.army.mil	42
m.facebook.com	24
l.facebook.com	12
(not set)	10
armyresilience.army.mil	10
lm.facebook.com	10
installations.militaryonesource.mil	8



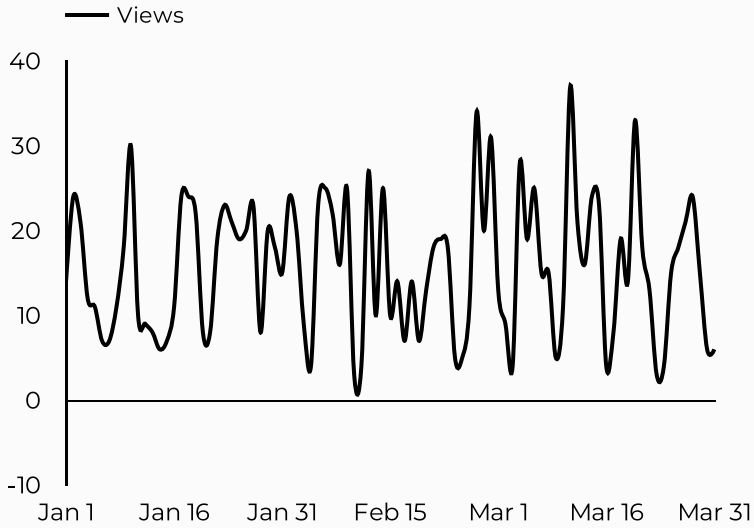
ARMY MWR

Army Family Action Plan (AFAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,427	1,262	1,036	410	02:25	71%
↓ -18.3%	↓ -22.0%	↓ -20.6%	↓ -25.5%	↑ 33.6%	↑ 171.5%

Compared Y-o-Y

How is site traffic trending?

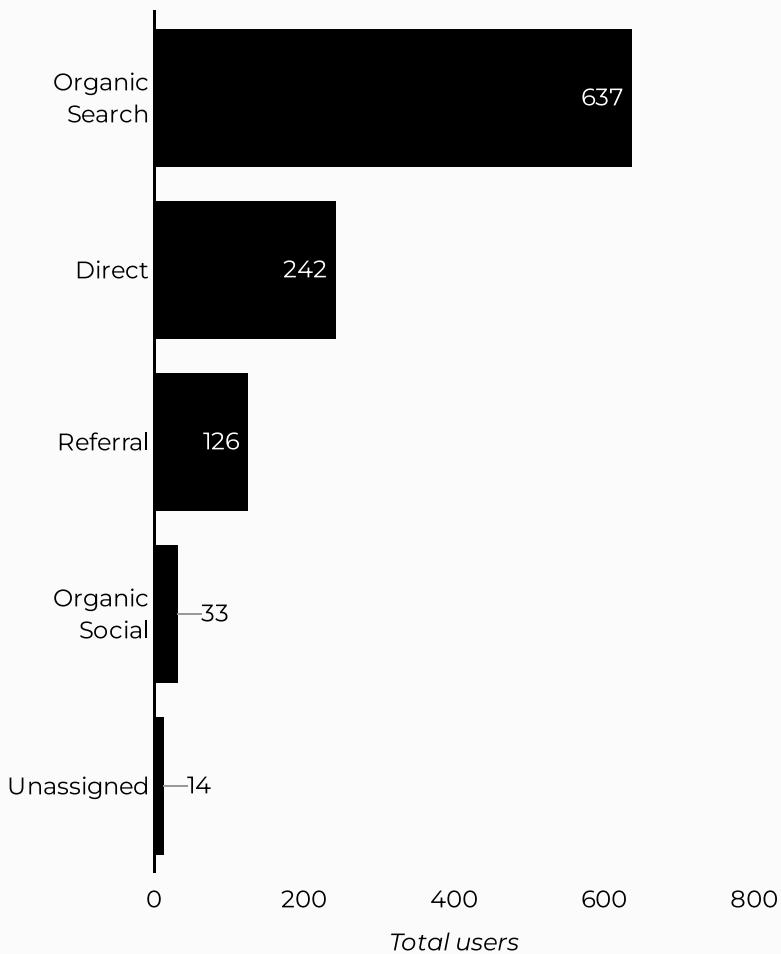


Top US Army Installations

Sorted by Total Users

Installation	Total ...	% Δ
www.armymwr.com	587	17.6% ↑
campbell.armymwr.com	59	5,800.0% ↑
hawaii.armymwr.com	45	50.0% ↑
bliss.armymwr.com	43	2.4% ↑
cavazos.armymwr.com	40	-
carson.armymwr.com	39	-31.6% ↓
wiesbaden.armymwr.com	35	16.7% ↑
humphreys.armymwr.com	31	-27.9% ↓
novosel.armymwr.com	24	-
sill.armymwr.com	21	-38.2% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	561
(direct)	242
bing	63
home.army.mil	40
army.mil	19
m.facebook.com	18
(not set)	14
installations.militaryone...	11
l.facebook.com	11
usar.army.mil	10



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Army Family Web Portal (AFWP)

Views
266
↑ 35.0%

Sessions
251
↑ 38.7%

Total users
230
↑ 44.7%

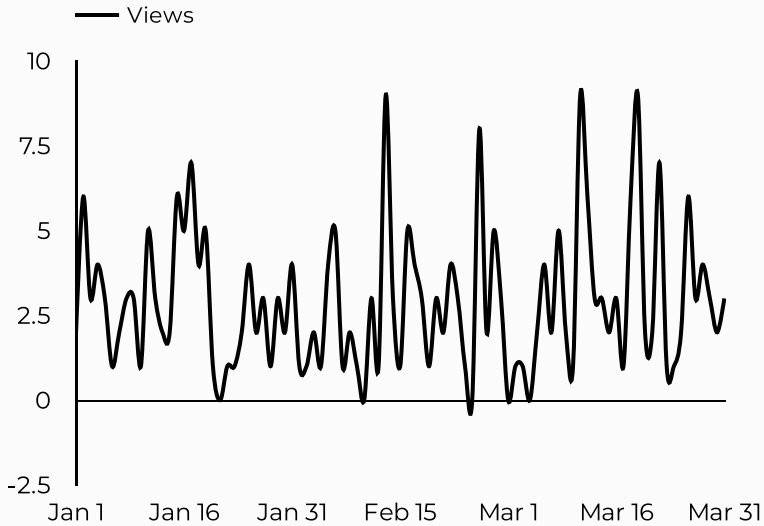
New users
90
↓ -10.0%

Avg. Session Time
01:22
↓ -19.6%

Engagement rate
76%
↑ 201.0%

Compared Y-o-Y

How is site traffic trending?

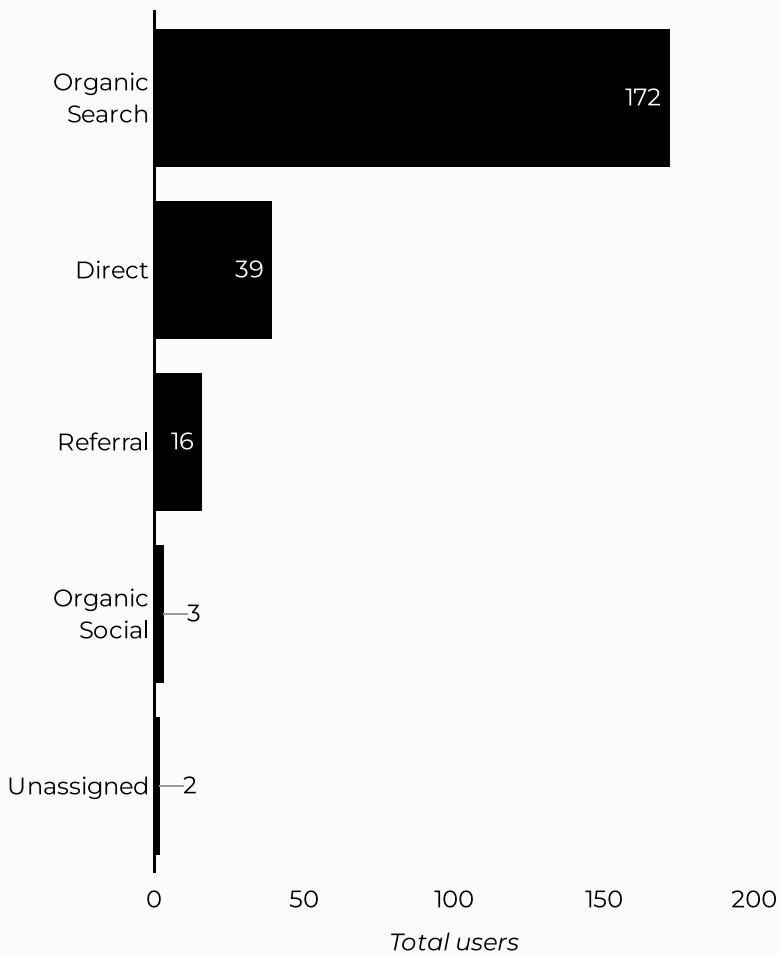


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	184
cavazos.armymwr.com	41
jblm.armymwr.com	5
training.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	142
(direct)	39
bing	26
myarmybenefits.us.army.mil	7
home.army.mil	5
(not set)	2
duckduckgo	2
app.getbee.io	1
armyeitaas.sharepoint-mil.us	1
de.search.yahoo.com	1



ARMY MWR

Army Volunteer Corps (AVC)

Views
3,590
↑ 28.9%

Sessions
3,276
↑ 34.6%

Total users
2,558
↑ 36.6%

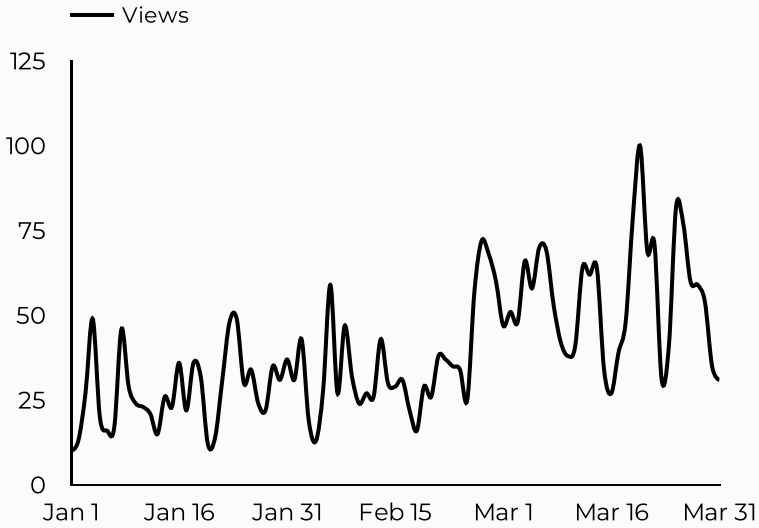
New users
1,585
↑ 52.4%

Avg. Session Time
02:34
↓ -17.4%

Engagement rate
69%
↑ 60.7%

Compared Y-o-Y

How is site traffic trending?

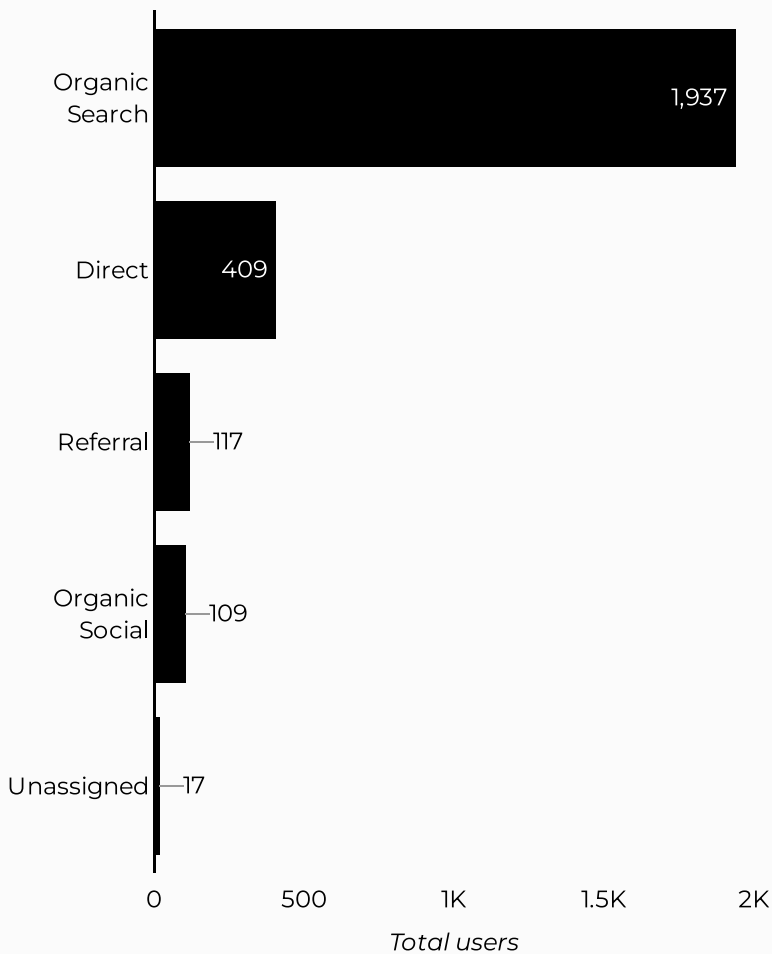


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	698
carson.armymwr.com	331
bliss.armymwr.com	267
eisenhower.armymwr.com	169
campbell.armymwr.com	163
cavazos.armymwr.com	163
humphreys.armymwr.com	156
wiesbaden.armymwr.com	141
hawaii.armymwr.com	125
jackson.armymwr.com	97

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,758
(direct)	409
bing	129
home.army.mil	78
m.facebook.com	47
yahoo	32
t.co	22
l.facebook.com	19
(not set)	17
duckduckgo	17



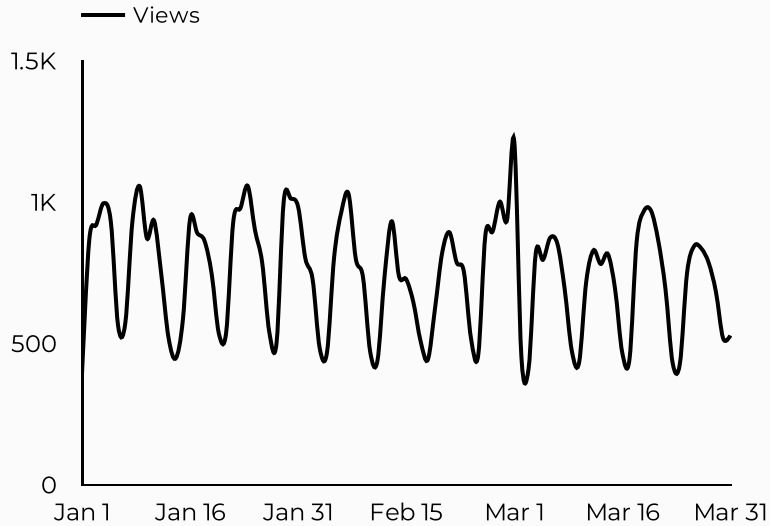
ARMY MWR

Employment Readiness Program (ERP)

Views 67,574 ↑ 18.1%	Sessions 54,167 ↑ 15.7%	Total users 43,610 ↑ 16.2%	New users 24,214 ↑ 23.1%	Avg. Session Time 02:19 ↑ 16.0%	Engagement rate 71% ↑ 128.0%
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Compared Y-o-Y

How is site traffic trending?

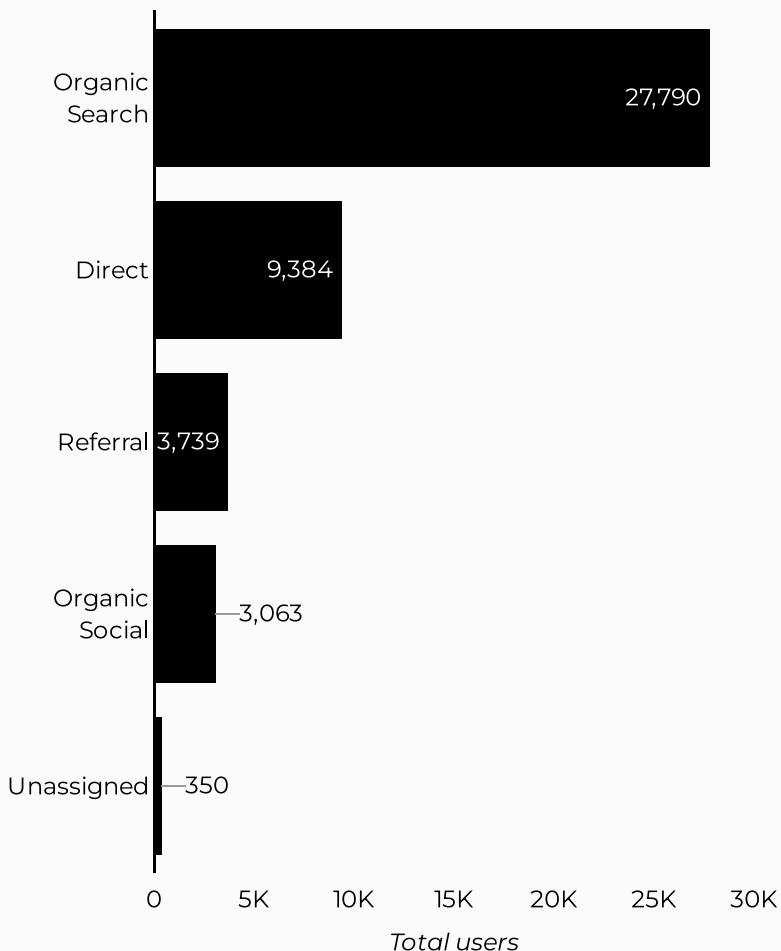


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	15,451
jblm.armymwr.com	4,469
redstone.armymwr.com	2,512
hawaii.armymwr.com	2,307
stewarhunter.armymwr.com	1,932
huachuca.armymwr.com	1,841
carson.armymwr.com	1,682
liberty.armymwr.com	1,469
bliss.armymwr.com	1,049
humphreys.armymwr.com	1,045

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	24,686
(direct)	9,384
bing	2,170
m.facebook.com	1,966
home.army.mil	1,494
lm.facebook.com	566
yahoo	468
l.facebook.com	451
usajobs.gov	400
nafbenefits.com	368



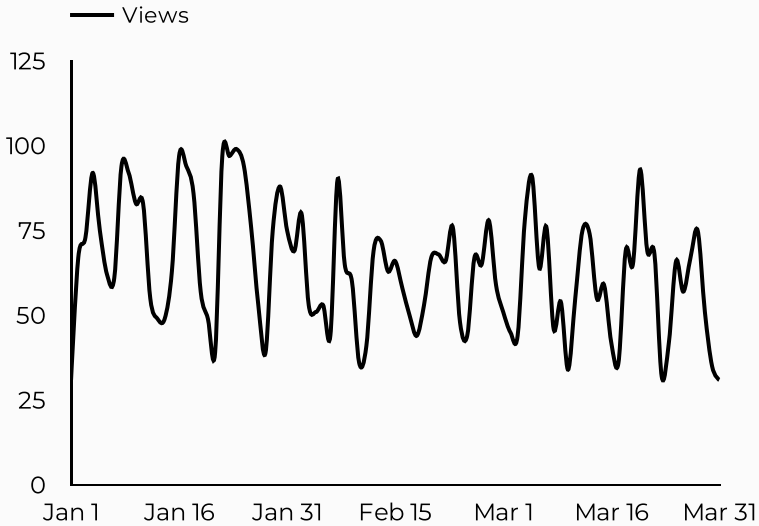
ARMY MWR

Army Spouse Employment, Career and Education Information

Views 5,798 ↑ 14.0%	Sessions 5,333 ↑ 7.6%	Total users 4,518 ↑ 13.0%	New users 539 ↑ 36.8%	Avg. Session Time 02:00 ↑ 20.8%	Engagement rate 83% ↑ 1,590.5%
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Compared Y-o-Y

How is site traffic trending?

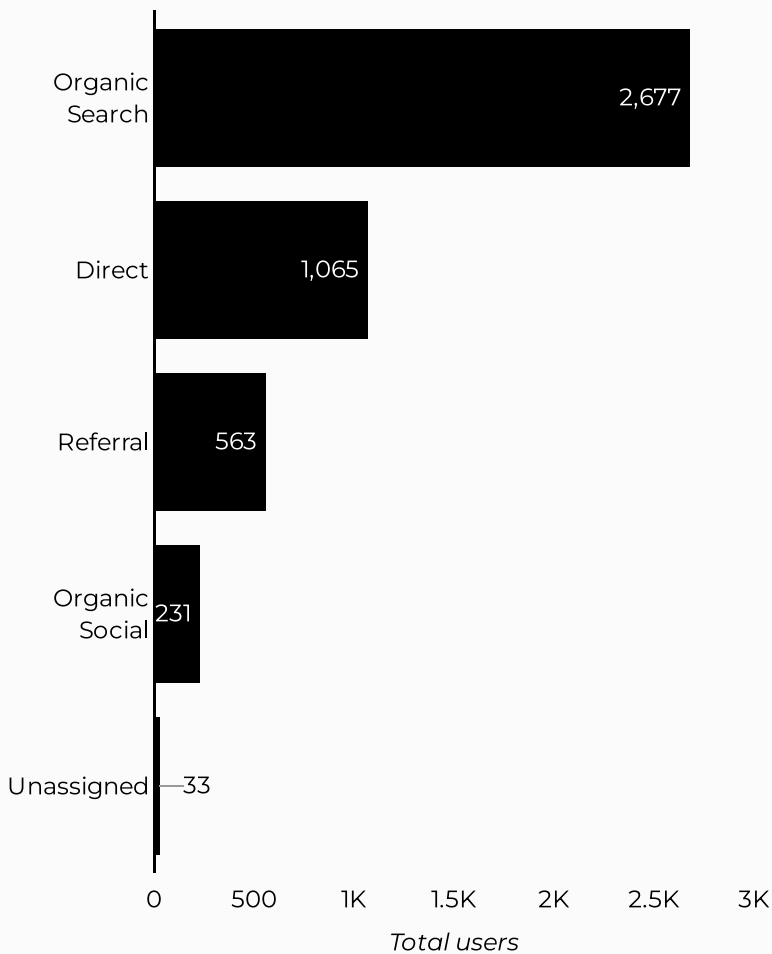


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,518

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,461
(direct)	1,065
home.army.mil	307
bing	151
m.facebook.com	138
installations.militaryonesource.mil	79
l.facebook.com	55
yahoo	41
military.com	38
lm.facebook.com	33



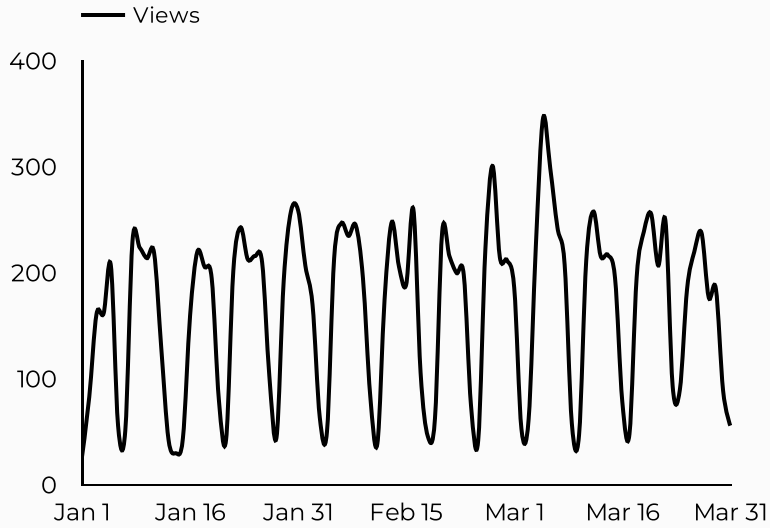
ARMY MWR

Exceptional Family Member Program (EFMP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
15,123	13,900	10,128	6,958	02:25	59%
↑ 26.4%	↑ 26.5%	↑ 26.5%	↑ 25.1%	↓ -17.9%	↑ 39.1%

Compared Y-o-Y

How is site traffic trending?

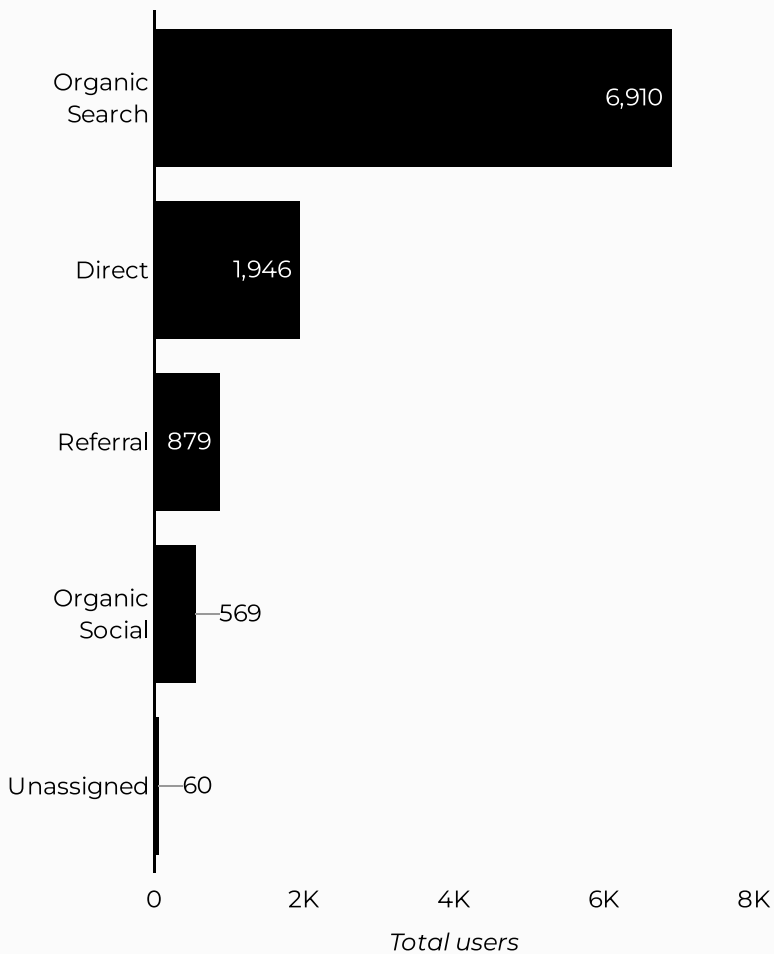


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	984
hawaii.armymwr.com	954
bliss.armymwr.com	928
cavazos.armymwr.com	818
carson.armymwr.com	707
jblm.armymwr.com	693
liberty.armymwr.com	692
campbell.armymwr.com	690
moore.armymwr.com	572
humphreys.armymwr.com	362

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	6,272
(direct)	1,946
bing	536
m.facebook.com	404
home.army.mil	338
installations.militaryone...	149
myarmybenefits.us.army...	103
l.facebook.com	93
lm.facebook.com	68
yahoo	60



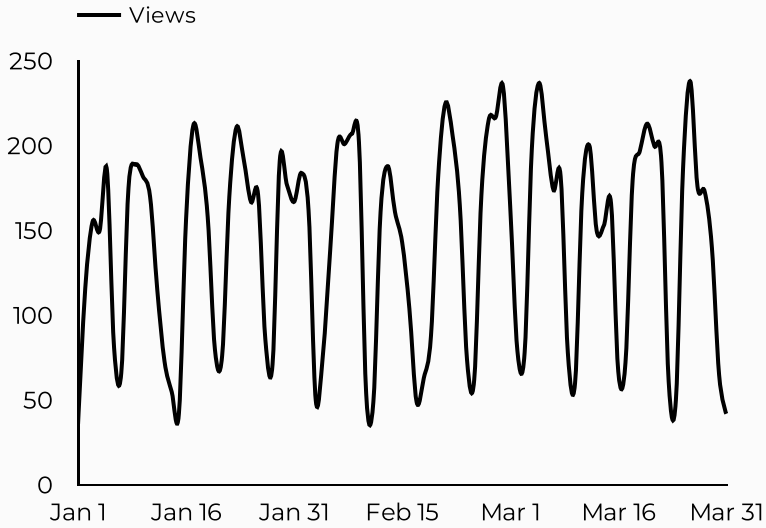
ARMY MWR

Family Advocacy Program (FAP)

Views 13,051 ↑ 20.7%	Sessions 11,706 ↑ 19.4%	Total users 8,780 ↑ 20.4%	New users 5,762 ↑ 24.4%	Avg. Session Time 02:27 ↑ 4.9%	Engagement rate 60% ↑ 56.4%
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Compared Y-o-Y

How is site traffic trending?

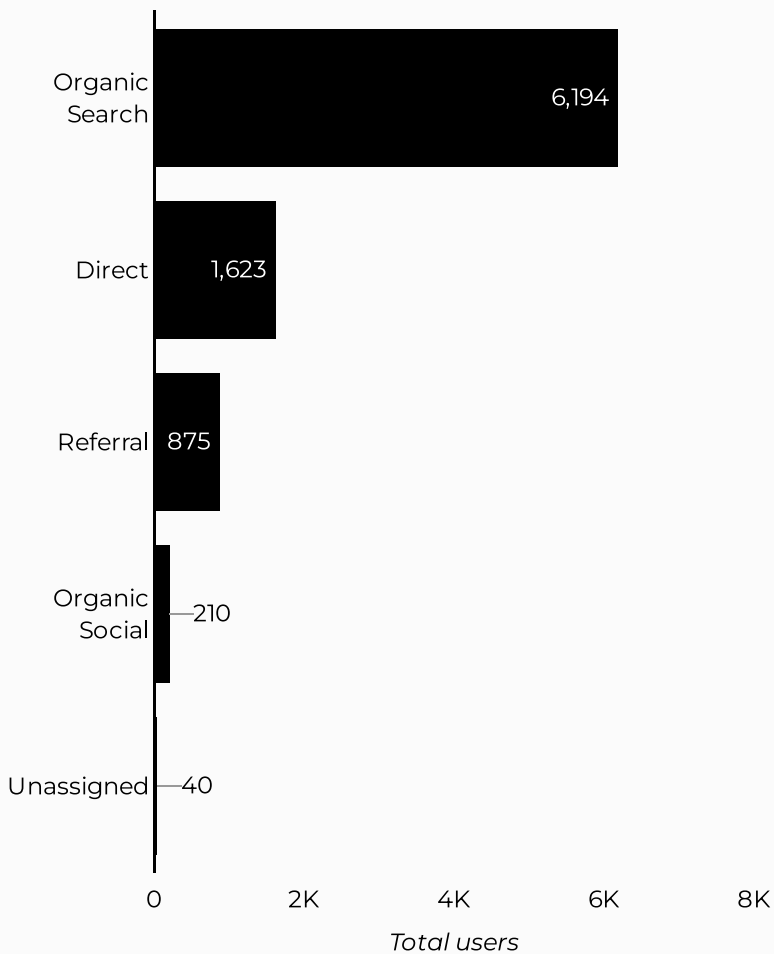


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,462
jblm.armymwr.com	1,001
bliss.armymwr.com	798
cavazos.armymwr.com	620
hawaii.armymwr.com	515
moore.armymwr.com	457
campbell.armymwr.com	387
humphreys.armymwr.com	293
wiesbaden.armymwr.com	212
eisenhower.armymwr.com	151

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,624
(direct)	1,623
bing	476
home.army.mil	365
installations.militaryone...	170
armyresilience.army.mil	144
m.facebook.com	121
yahoo	60
duckduckgo	52
l.facebook.com	47

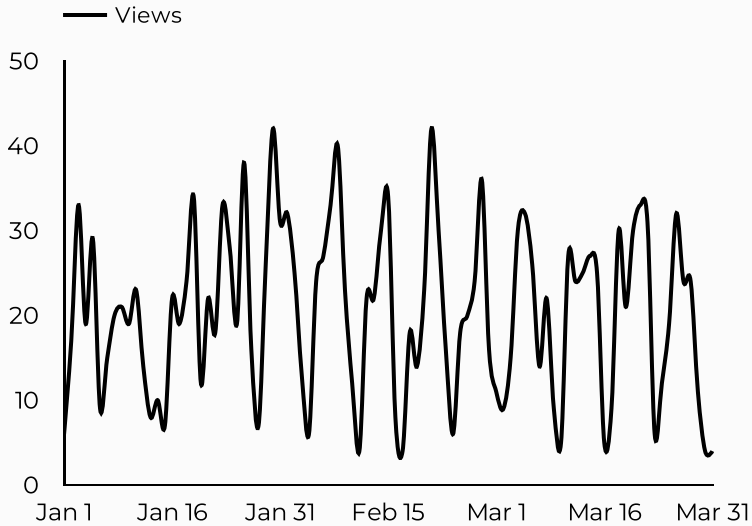


ARMY MWR New Parent Support Program (NPSP)

Views 1,859 ↑ 24.4%	Sessions 1,700 ↑ 24.5%	Total users 1,256 ↑ 22.9%	New users 524 ↑ 9.6%	Avg. Session Time 02:04 ↑ 0.3%	Engagement rate 64% ↑ 156.8%
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Compared Y-o-Y

How is site traffic trending?

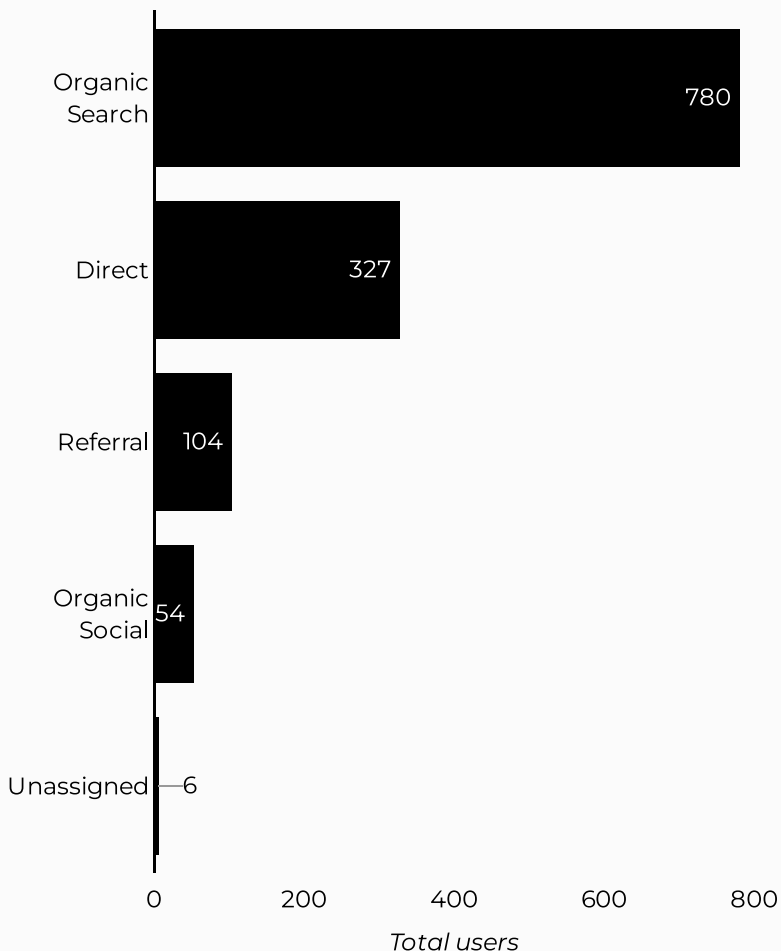


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	157
campbell.armymwr.com	155
stuttgart.armymwr.com	140
cavazos.armymwr.com	133
hawaii.armymwr.com	125
eisenhower.armymwr.com	98
bliss.armymwr.com	75
moore.armymwr.com	59
novosel.armymwr.com	46
leavenworth.armymwr.com	24

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	694
(direct)	327
bing	65
home.army.mil	52
m.facebook.com	35
installations.militaryonesource.mil	33
yahoo	15
l.facebook.com	14
duckduckgo	7
(not set)	6



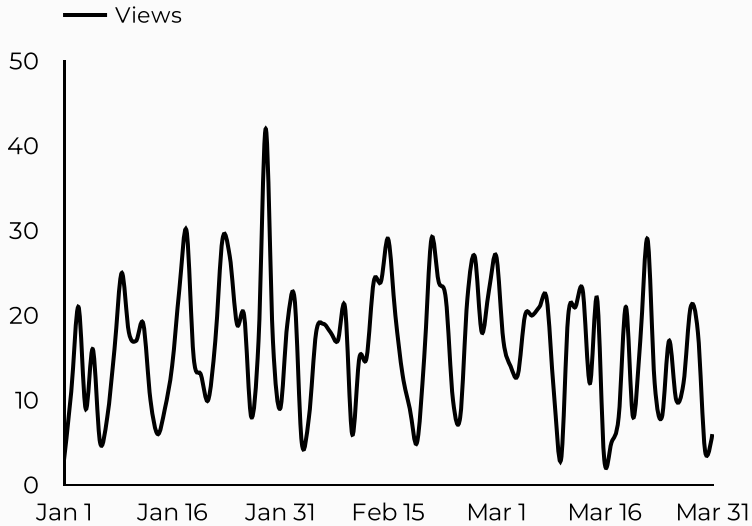
ARMY MWR

Victim Advocacy Program (VAP)

Views 1,473 ↑ 12.2%	Sessions 1,381 ↑ 12.1%	Total users 1,116 ↑ 13.0%	New users 645 ↑ 15.6%	Avg. Session Time 02:28 ↑ 1.6%	Engagement rate 66% ↑ 92.4%
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Compared Y-o-Y

How is site traffic trending?

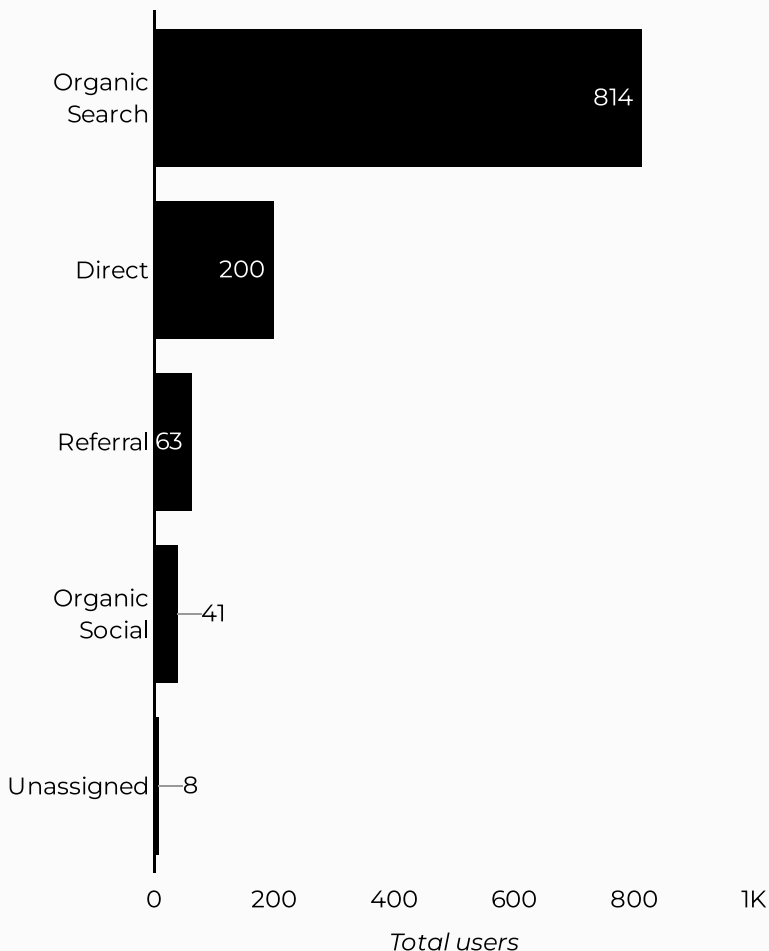


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	320
carson.armymwr.com	195
hawaii.armymwr.com	146
cavazos.armymwr.com	123
meade.armymwr.com	61
redstone.armymwr.com	46
bliss.armymwr.com	39
moore.armymwr.com	31
jbmhh.armymwr.com	19
sill.armymwr.com	17

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	715
(direct)	200
bing	84
m.facebook.com	31
home.army.mil	25
yahoo	11
(not set)	8
armyresilience.army.mil	7
myarmybenefits.us.army.mil	7
installations.militaryonesource.mil	6



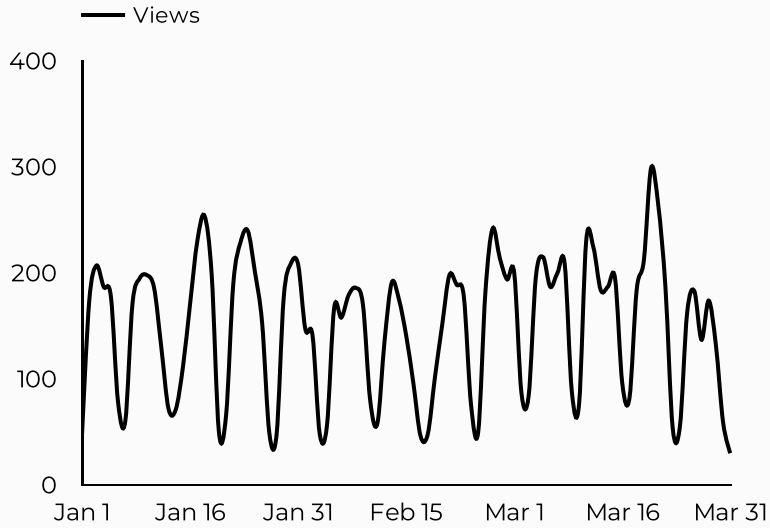
ARMY MWR

Financial Readiness Program (FRP)

Views 13,609 ↑ 2.5%	Sessions 12,393 ↑ 7.1%	Total users 8,905 ↑ 3.9%	New users 5,269 ↑ 1.5%	Avg. Session Time 02:42 ↑ 8.1%	Engagement rate 63% ↑ 66.0%
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Compared Y-o-Y

How is site traffic trending?

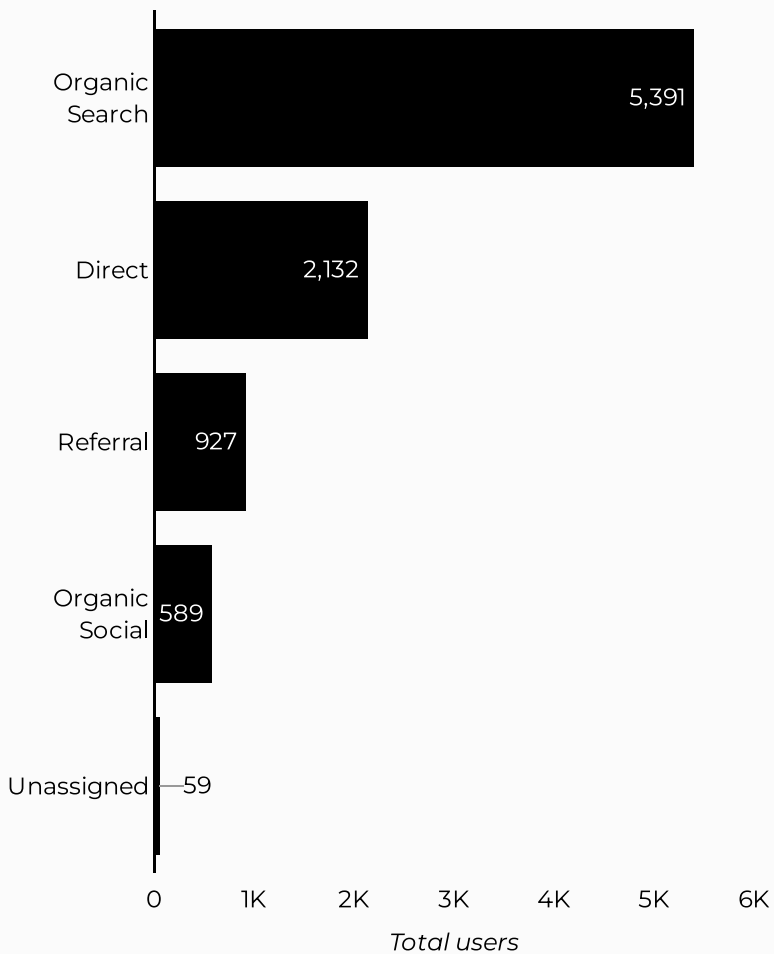


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,916
liberty.armymwr.com	1,193
bliss.armymwr.com	958
carson.armymwr.com	890
moore.armymwr.com	657
eisenhower.armymwr.com	384
campbell.armymwr.com	353
aberdeen.armymwr.com	335
wiesbaden.armymwr.com	265
jblm.armymwr.com	255

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,802
(direct)	2,132
home.army.mil	538
bing	476
m.facebook.com	396
myarmybenefits.us.army.mil	111
lm.facebook.com	104
l.facebook.com	83
yahoo	66
installations.militaryonesource.mil	62



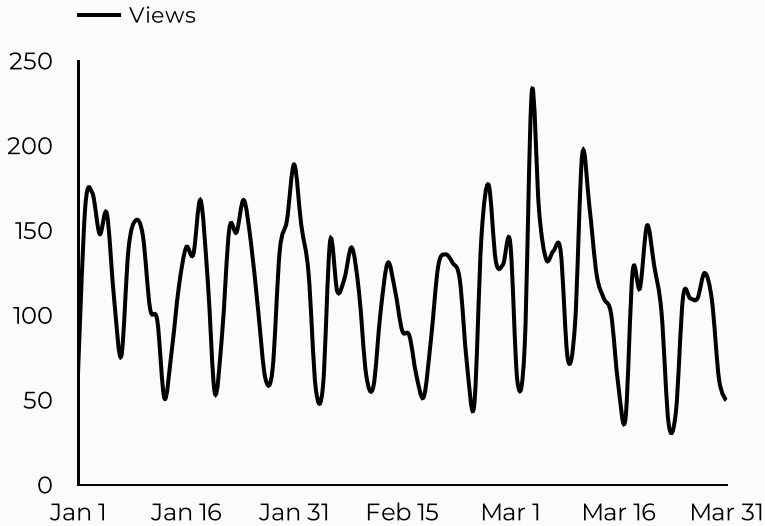
ARMY MWR

Army Emergency Relief (AER)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,352	9,547	6,478	4,030	02:17	61%
↓ -15.5%	↓ -12.4%	↓ -16.6%	↓ -15.0%	↓ -1.1%	↑ 50.6%

Compared Y-o-Y

How is site traffic trending?

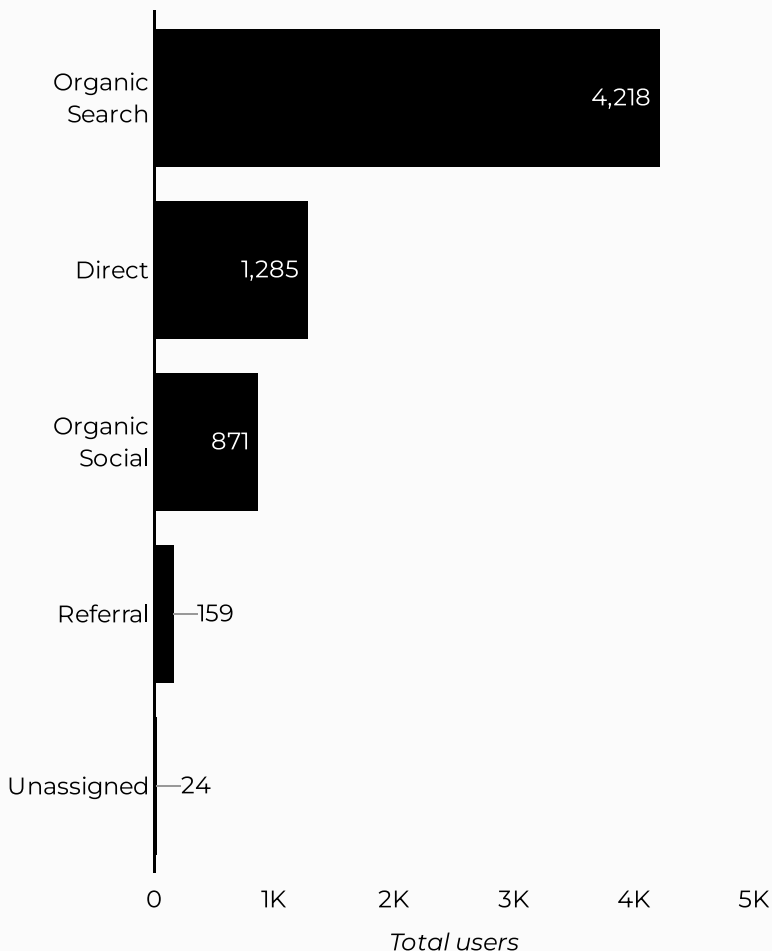


Top US Army Installations

Sorted by Total Users

Installation	Total users
humphreys.armymwr.com	1,967
carson.armymwr.com	890
bliss.armymwr.com	659
liberty.armymwr.com	646
moore.armymwr.com	451
eisenhower.armymwr.com	384
leavenworth.armymwr.com	195
redstone.armymwr.com	152
wiesbaden.armymwr.com	150
sill.armymwr.com	147

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,927
(direct)	1,285
m.facebook.com	632
bing	206
lm.facebook.com	161
home.army.mil	84
l.facebook.com	79
duckduckgo	39
yahoo	39
(not set)	24



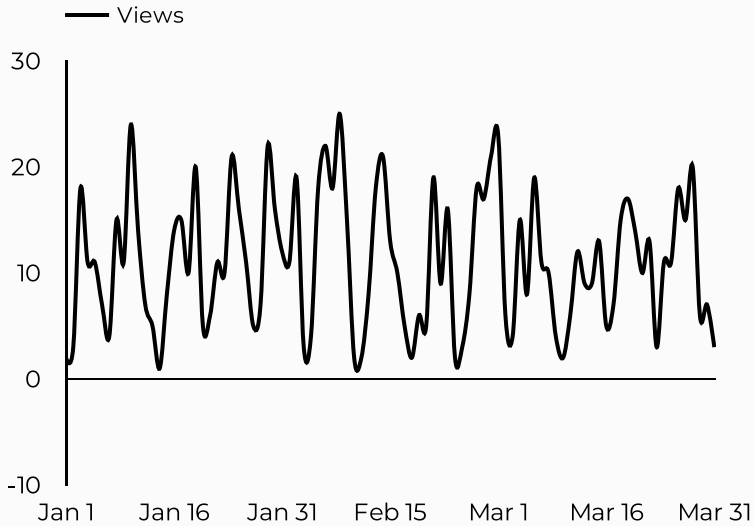
ARMY MWR

Information and Referral

Views 1,008 ↑ 27.1%	Sessions 913 ↑ 30.4%	Total users 734 ↑ 33.5%	New users 256 ↑ 70.7%	Avg. Session Time 01:42 ↓ -19.9%	Engagement rate 73% ↑ 286.3%
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Compared Y-o-Y

How is site traffic trending?

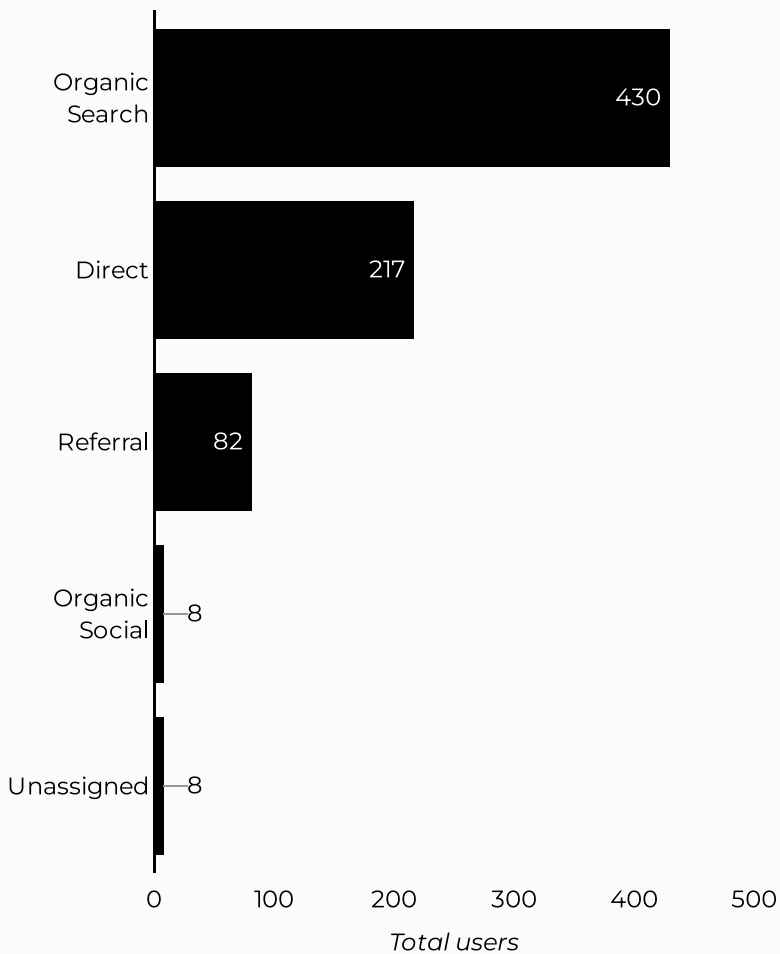


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	301
www.armymwr.com	203
liberty.armymwr.com	64
carson.armymwr.com	30
humphreys.armymwr.com	29
jblm.armymwr.com	29
gregg-adams.armymwr.com	27
novosel.armymwr.com	21
moore.armymwr.com	18
eisenhower.armymwr.com	11

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	388
(direct)	217
bing	35
installations.militaryonesource.mil	28
home.army.mil	22
(not set)	8
l.facebook.com	6
army.mil	5
armyfamilywebportal.com	4
armyresilience.army.mil	4



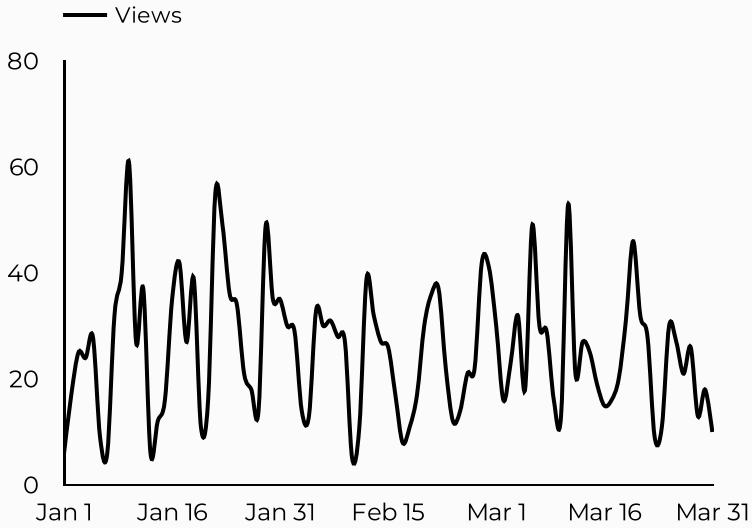
ARMY MWR

MD&SSO

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,321	2,047	1,724	862	02:23	73%
↑ 140.8%	↑ 153.0%	↑ 179.9%	↑ 200.3%	↓ -0.5%	↑ 197.2%

Compared Y-o-Y

How is site traffic trending?

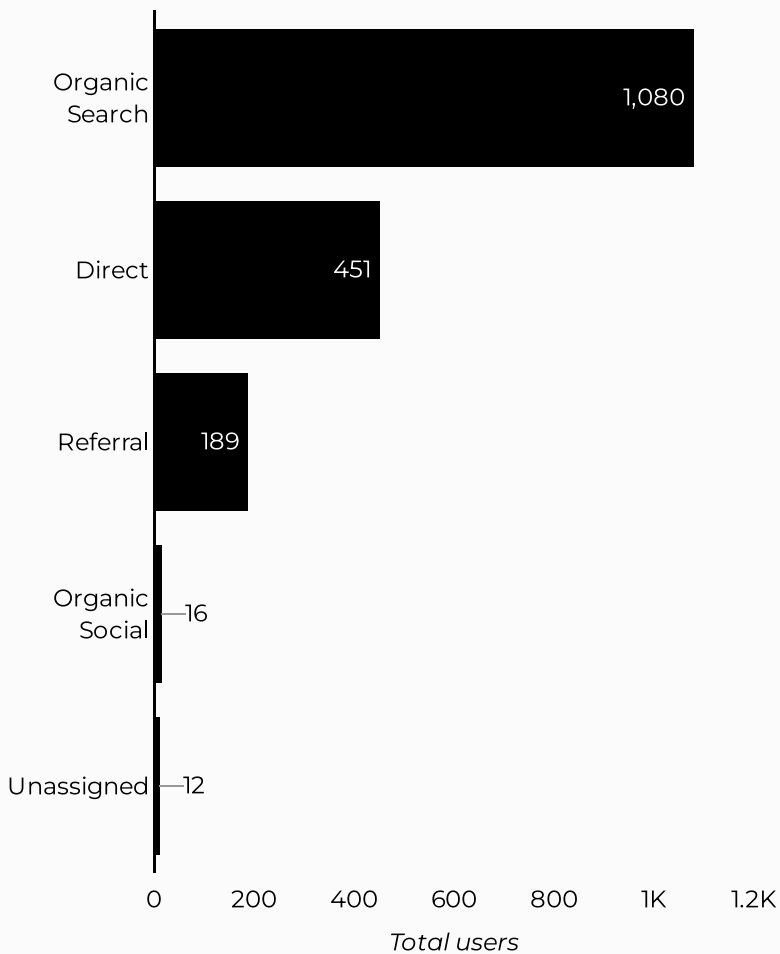


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	345
liberty.armymwr.com	339
carson.armymwr.com	255
cavazos.armymwr.com	208
bliss.armymwr.com	121
hawaii.armymwr.com	87
jblm.armymwr.com	64
eisenhower.armymwr.com	55
humphreys.armymwr.com	43
belvoir.armymwr.com	30

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	918
(direct)	451
bing	134
home.army.mil	69
installations.militaryonesource.mil	47
myarmybenefits.us.army.mil	20
yahoo	14
(not set)	12
armyfamilywebportal.com	9
duckduckgo	9



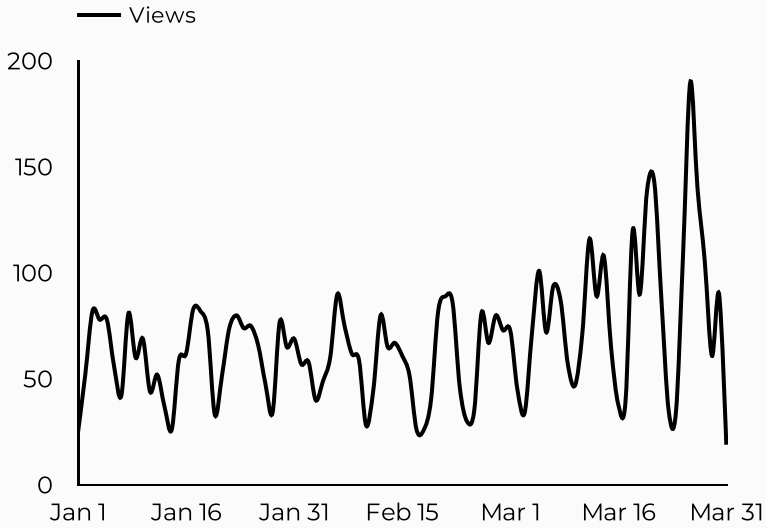
ARMY MWR

Relocation Readiness

Views 6,167 ↑ 22.1%	Sessions 5,405 ↑ 19.2%	Total users 4,060 ↑ 16.2%	New users 2,392 ↑ 14.0%	Avg. Session Time 02:38 ↑ 0.3%	Engagement rate 63% ↑ 68.7%
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Compared Y-o-Y

How is site traffic trending?

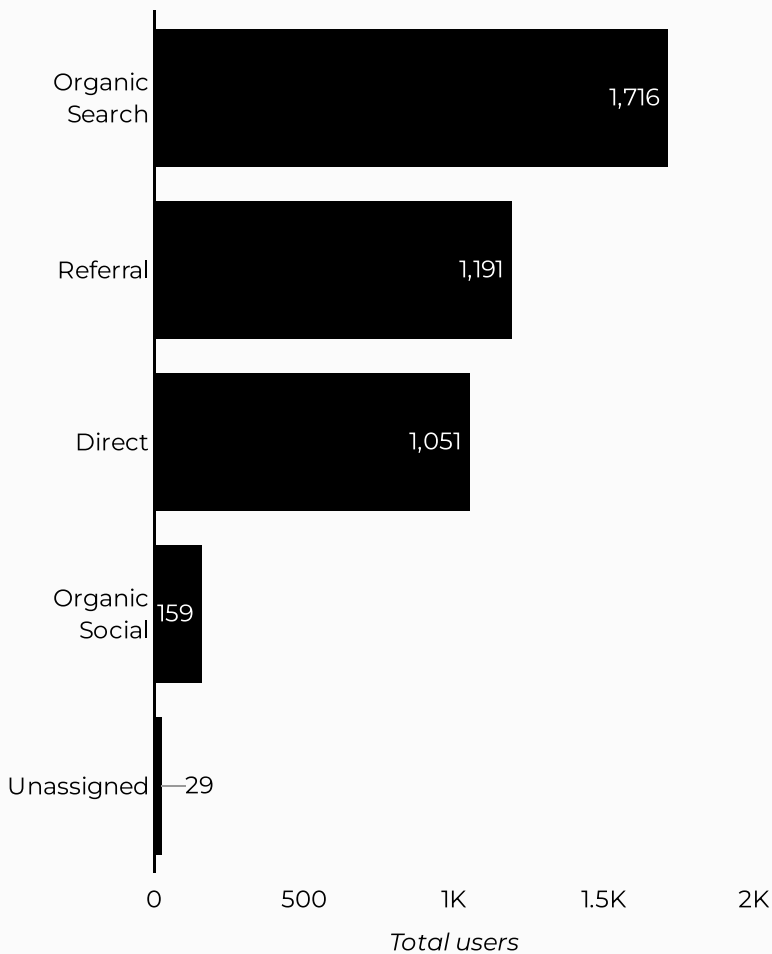


Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	1,432
www.armymwr.com	683
bliss.armymwr.com	374
hawaii.armymwr.com	285
eisenhower.armymwr.com	273
wiesbaden.armymwr.com	225
campbell.armymwr.com	178
moore.armymwr.com	95
gregg-adams.armymwr.com	91
humphreys.armymwr.com	83

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,555
(direct)	1,051
home.army.mil	701
installations.militaryonesource.mil	224
bing	129
m.facebook.com	102
hrc.army.mil	49
europafrica.army.mil	31
myarmybenefits.us.army.mil	28
(not set)	27



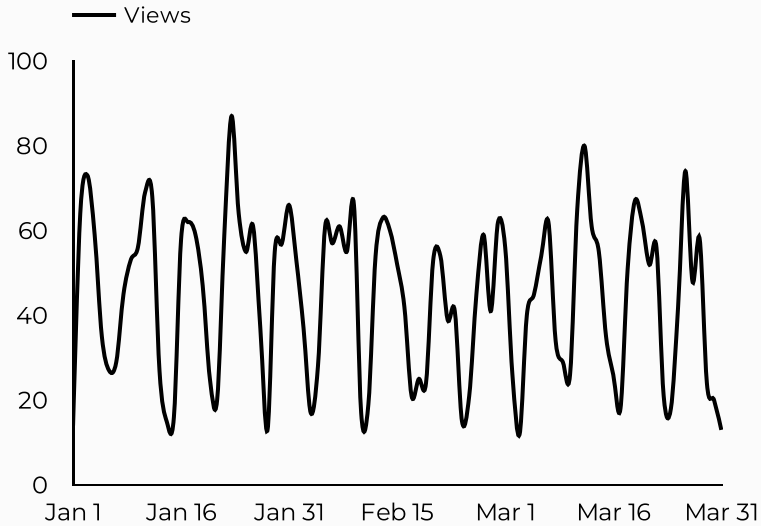
ARMY MWR

Survivor Outreach Services (SOS)

Views 4,047 ↑ 30.0%	Sessions 3,470 ↑ 25.0%	Total users 2,961 ↑ 29.6%	New users 2,262 ↑ 28.7%	Avg. Session Time 02:04 ↓ -5.5%	Engagement rate 60% ↑ 33.6%
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Compared Y-o-Y

How is site traffic trending?

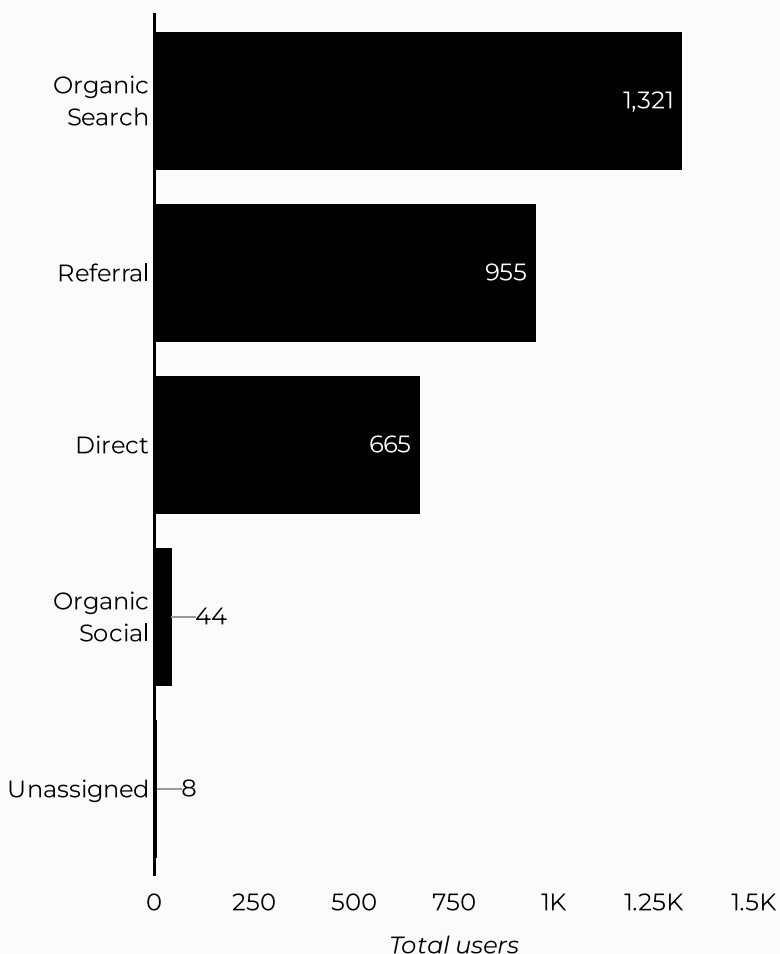


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,934
liberty.armymwr.com	162
campbell.armymwr.com	105
bliss.armymwr.com	100
jblm.armymwr.com	80
moore.armymwr.com	72
cavazos.armymwr.com	53
redstone.armymwr.com	52
carson.armymwr.com	43
hawaii.armymwr.com	43

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,150
(direct)	665
home.army.mil	395
hrc.army.mil	320
bing	116
army.mil	90
armylinks.com	52
yahoo	33
m.facebook.com	22
l.facebook.com	16



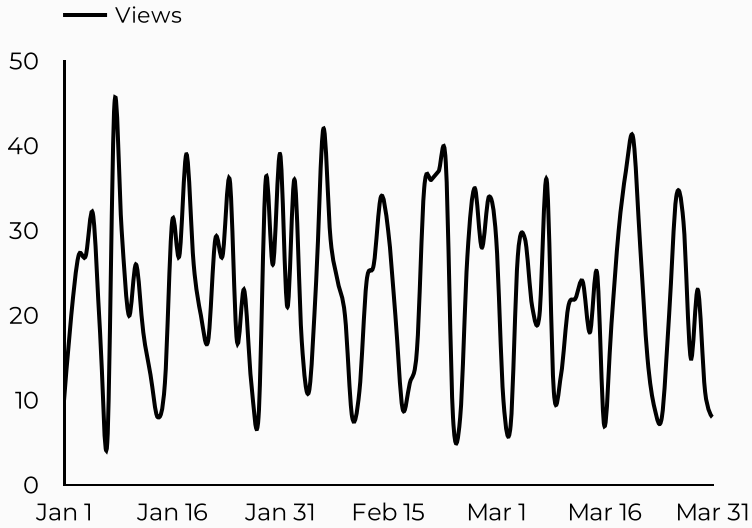
ARMY MWR

Soldier and Family Assistance Center (SFAC)

Views 2,073 ↑ 18.9%	Sessions 1,896 ↑ 20.5%	Total users 1,626 ↑ 22.9%	New users 671 ↑ 22.7%	Avg. Session Time 01:45 ↓ -10.1%	Engagement rate 75% ↑ 152.8%
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Compared Y-o-Y

How is site traffic trending?

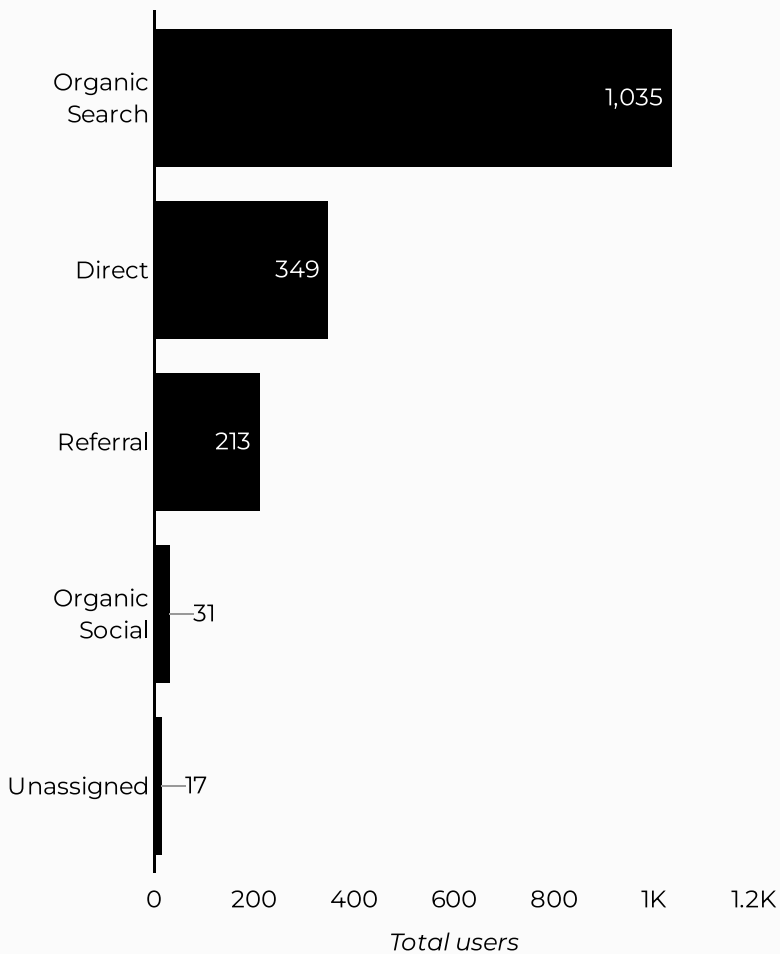


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	843
bliss.armymwr.com	296
cavazos.armymwr.com	236
belvoir.armymwr.com	122
carson.armymwr.com	67
drum.armymwr.com	39
wiesbaden.armymwr.com	33
mccoy.armymwr.com	21
italy.armymwr.com	8
yuma.armymwr.com	6

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	905
(direct)	349
bing	104
home.army.mil	56
army.mil	36
installations.militaryonesource.mil	36
l.facebook.com	19
yahoo	18
(not set)	12
armyresilience.army.mil	12



	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	finance	97	74	1.31	1.35%
2.	aer	38	29	1.31	6.25%
3.	acs	37	27	1.37	0%
4.	sfrg	32	28	1.14	6.67%
5.	jobs	30	23	1.3	0%
6.	volunteer	28	25	1.12	0%
7.	mflc	26	25	1.04	0%
8.	employment readiness group	23	7	3.29	0%
9.	efmp	21	19	1.11	0%
10.	housing	19	16	1.19	5.88%
11.	deployment	18	13	1.38	0%
12.	taxes	18	16	1.13	5.88%
13.	european out	17	1	17	61.54%
14.	resume	17	16	1.06	0%
15.	tax	16	15	1.07	0%
16.	job fair	13	12	1.08	0%
17.	job	13	7	1.86	12.5%
18.	anger management	12	12	1	0%
19.	employment	12	11	1.09	0%
20.	relocation readiness	12	4	3	0%
21.	careers	12	12	1	0%
22.	fap	11	10	1.1	0%
23.	childcare	10	6	1.67	12.5%
24.	finance office	10	7	1.43	0%
25.	legal	9	7	1.29	0%
26.	lending closet	9	9	1	0%
27.	acs vision	8	1	8	0%
28.	marriage	8	7	1.14	12.5%
	Grand total	2,290	1,727	1.33	2.18%