



Program Roll-Up

Oct 1, 2023 - Dec 31, 2023



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	1,218	605	1,542	64.27%
Army Family Action Plan	1,180	567	1,504	63.23%
Army Family Web Portal	208	88	229	73.36%
Army Volunteer Corps	1,487	851	1,951	69.35%
Exceptional Family Member Program	7,260	4,887	9,676	60.59%
Information and Referral	535	162	627	76.08%
MD&SSO	1,533	836	1,921	67.57%
Relocation Readiness	3,431	2,207	4,357	60.8%
Survivor Outreach Services	2,430	1,907	2,904	60.81%
Soldier and Family Assistance Center	1,433	622	1,661	74.05%



Program Roll-Up

Oct 1, 2023 - Dec 31, 2023



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Employment Readiness				
Employment Readiness Program	33,756	17,959	42,004	72.23%
Army Spouse Employment, Career and Education Information	3,842	376	4,644	83.38%
Family Advocacy Program				
Family Advocacy Program	7,483	4,924	9,678	57.43%
New Parent Support Program	807	331	1,057	69.35%
Victim Advocacy Program	892	559	1,113	61.01%
Financial Readiness Program				
Financial Readiness Program	7,291	4,461	9,925	61.78%
Army Emergency Relief	5,888	3,912	8,917	60.52%



ARMY MWR

Army Community Service

Views
135,972

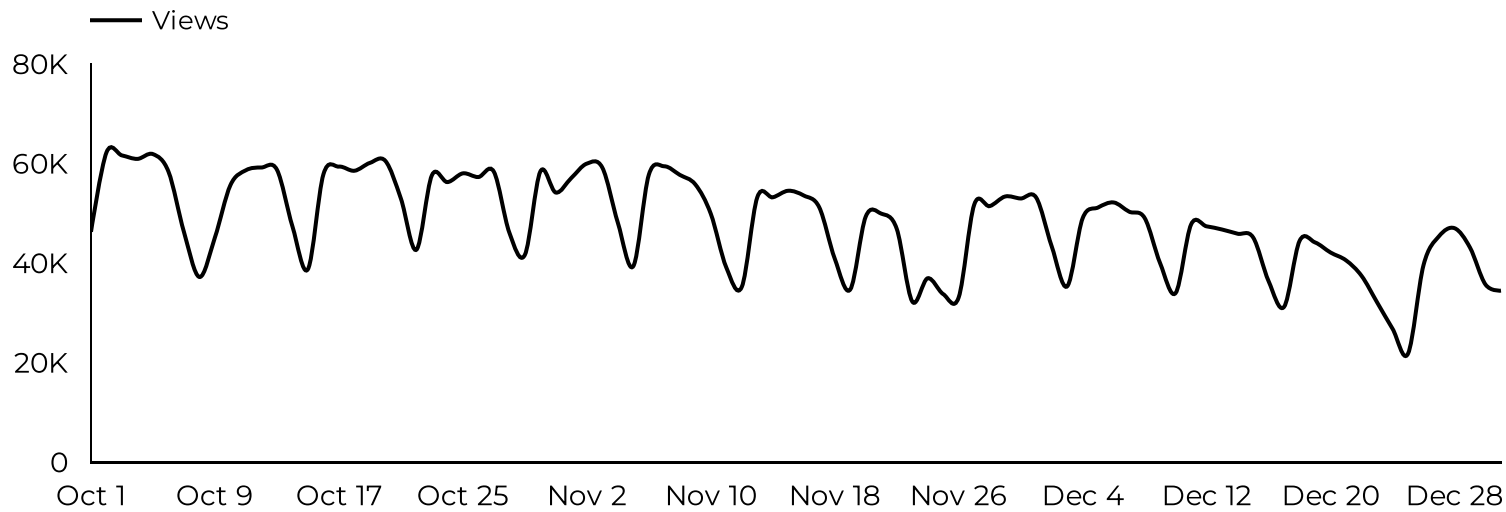
Visits (pageviews) to your page

Engagement rate
62%

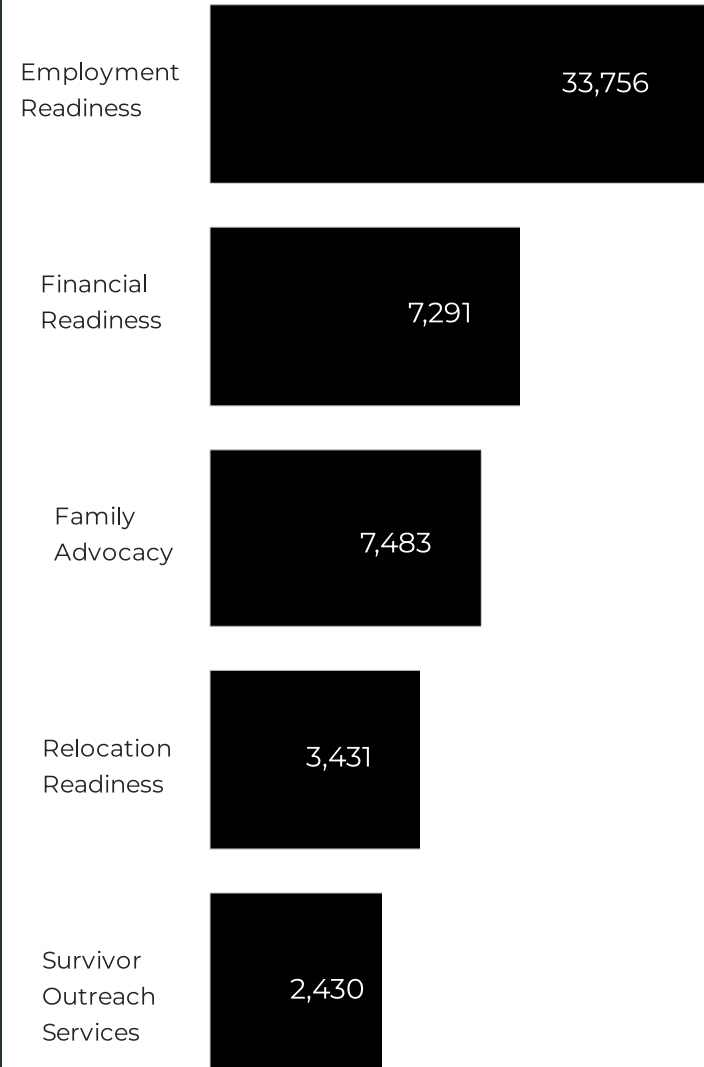
Average time people are engaged on your website

Total users
77,516

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	554
YouTube	31
Other	12
Instagram	6
LinkedIn	4
Twitter	1



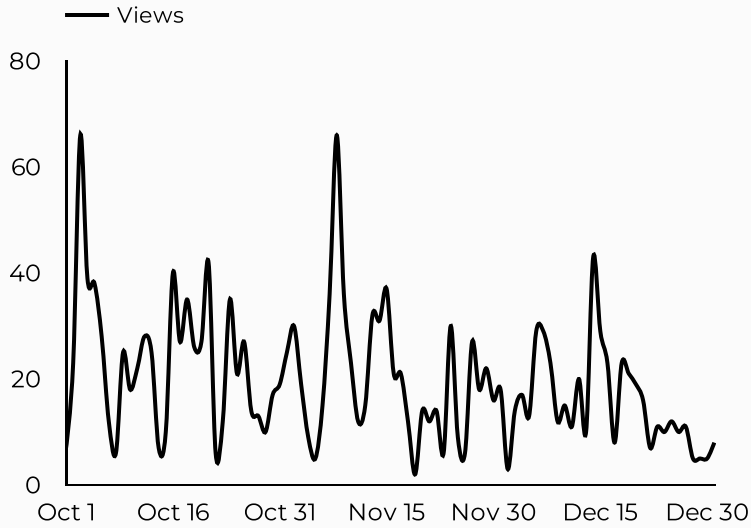
ARMY MWR

Army Family Team Building (AFTB)

Views 1,826 ↑ 42.9%	Sessions 1,542 ↑ 32.2%	Total users 1,218 ↑ 25.6%	New users 605 ↑ 72.9%	Avg. Session Time 02:33 ↑ 19.2%	Engagement rate 64% ↑ 157.5%
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Compared Y-o-Y

How is site traffic trending?

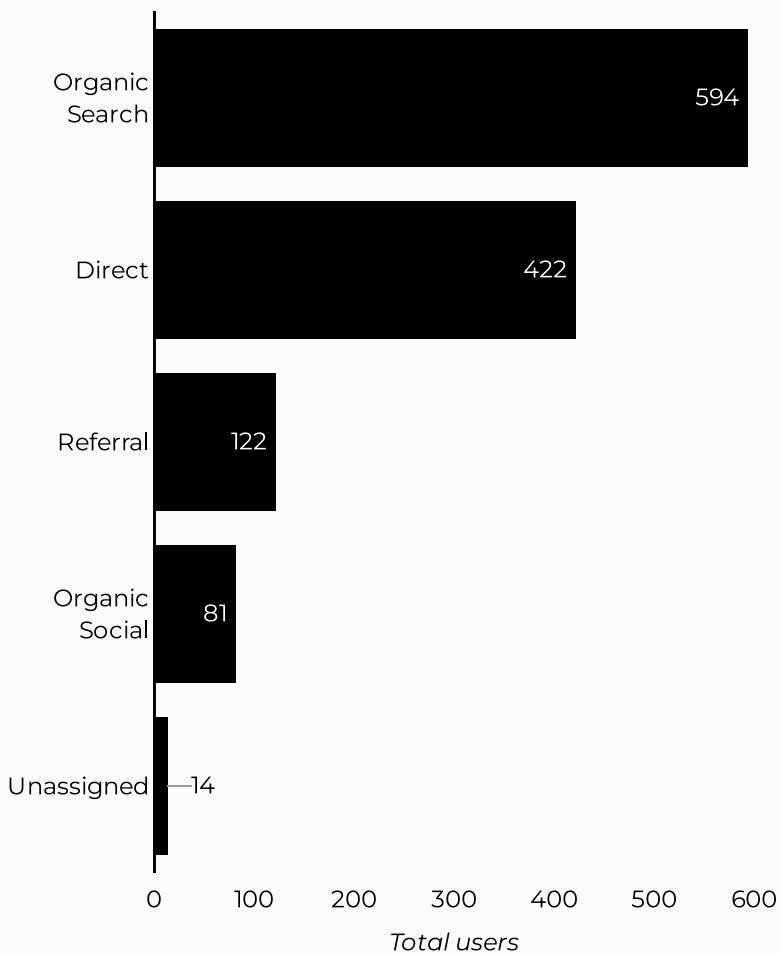


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	565
bliss.armymwr.com	286
hawaii.armymwr.com	55
liberty.armymwr.com	49
campbell.armymwr.com	45
carson.armymwr.com	45
cavazos.armymwr.com	37
eisenhower.armymwr.com	26
grafenwoehr.armymwr.com	16
humphreys.armymwr.com	15

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	510
(direct)	422
bing	69
m.facebook.com	51
home.army.mil	46
lm.facebook.com	18
installations.militaryonesource.mil	17
armyfamilywebportal.com	14
(not set)	13
duckduckgo	10



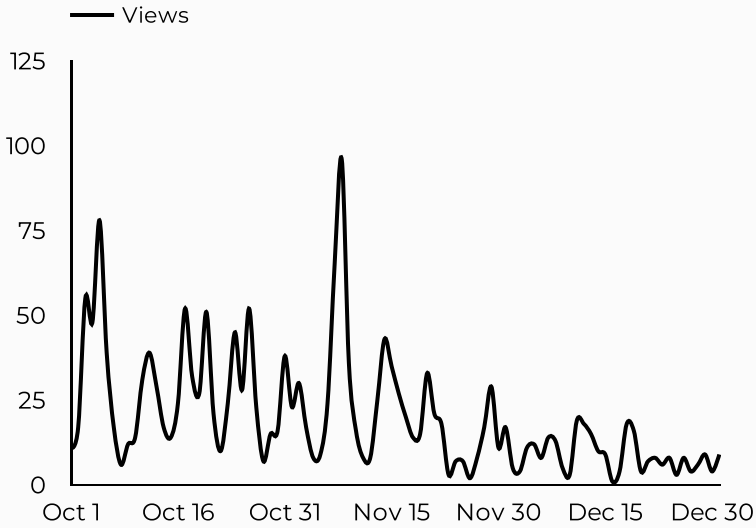
ARMY MWR

Army Family Action Plan (AFAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,845	1,504	1,180	567	02:19	63%
↑ 22.2%	↑ 8.0%	↑ 4.2%	↑ 23.3%	↑ 6.0%	↑ 141.8%

Compared Y-o-Y

How is site traffic trending?

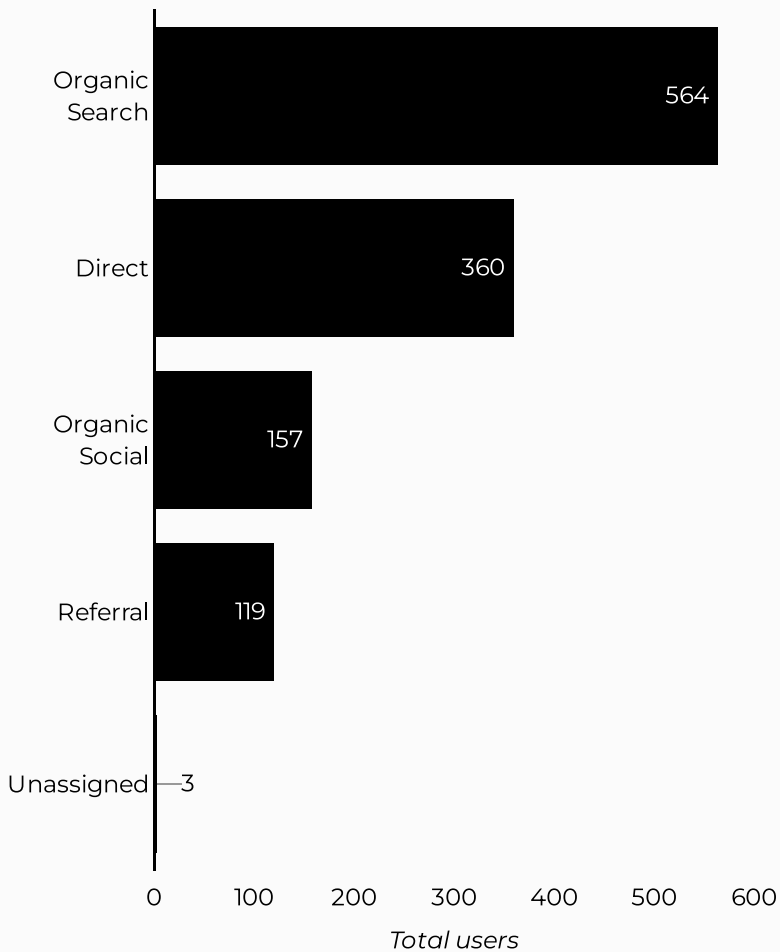


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	542
wiesbaden.armymwr.com	165
leavenworth.armymwr.com	139
hawaii.armymwr.com	53
campbell.armymwr.com	45
bliss.armymwr.com	31
sill.armymwr.com	23
carson.armymwr.com	21
jblm.armymwr.com	20
cavazos.armymwr.com	19

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	497
(direct)	360
m.facebook.com	101
bing	49
home.army.mil	40
lm.facebook.com	32
l.facebook.com	21
army.mil	12
yahoo	11
installations.militaryone...	10



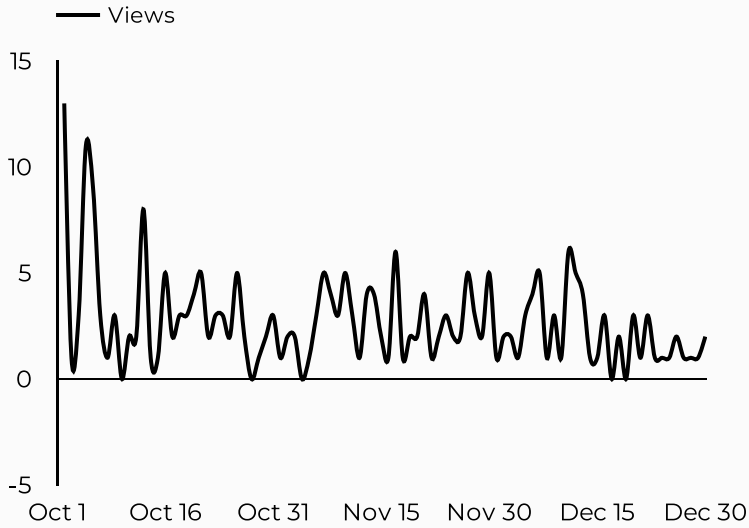
ARMY MWR

Army Family Web Portal (AFWP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
246	229	208	88	01:07	73%
↑ 6.5%	↑ 2.7%	↓ -1.9%	↓ -43.6%	↑ 0.4%	↑ 182.1%

Compared Y-o-Y

How is site traffic trending?

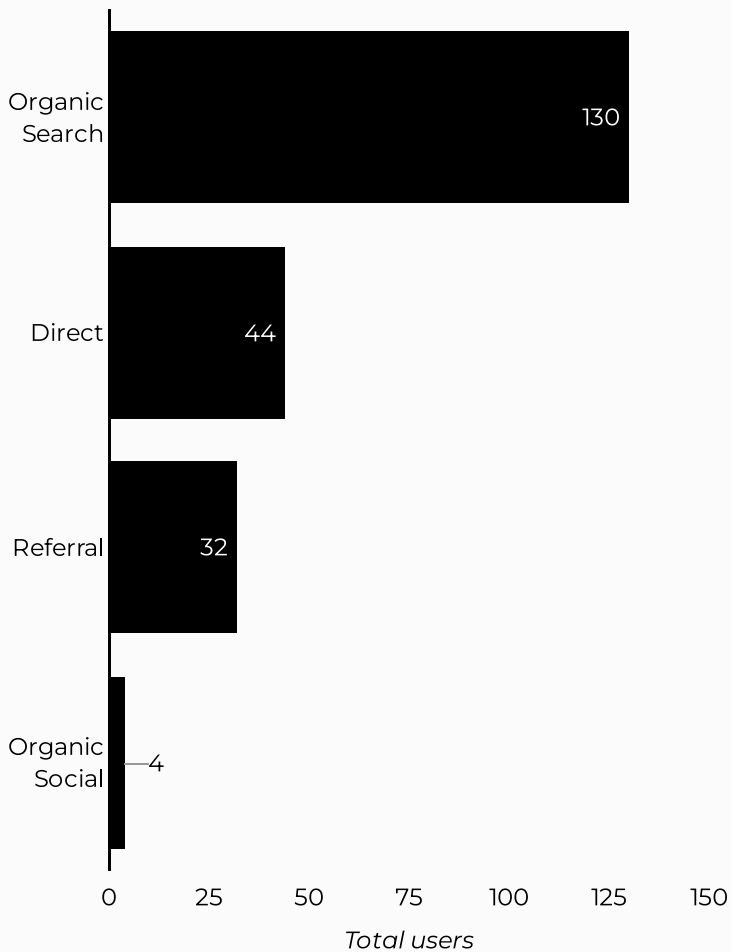


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	164
cavazos.armymwr.com	32
jblm.armymwr.com	13
training.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	112
(direct)	44
bing	17
myarmybenefits.us.army.mil	17
home.army.mil	4
installations.militaryonesource.mil	4
m.facebook.com	3
army.mil	1
armylinks.com	1
armywcap.com	1



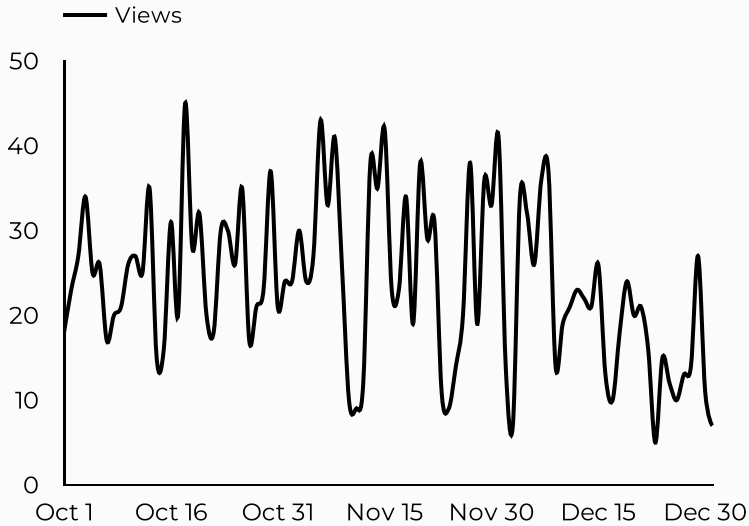
ARMY MWR

Army Volunteer Corps (AVC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,193	1,951	1,487	851	03:04	69%
↓ -16.0%	↓ -13.8%	↓ -12.5%	↓ -3.3%	↓ -2.0%	↑ 95.7%

Compared Y-o-Y

How is site traffic trending?

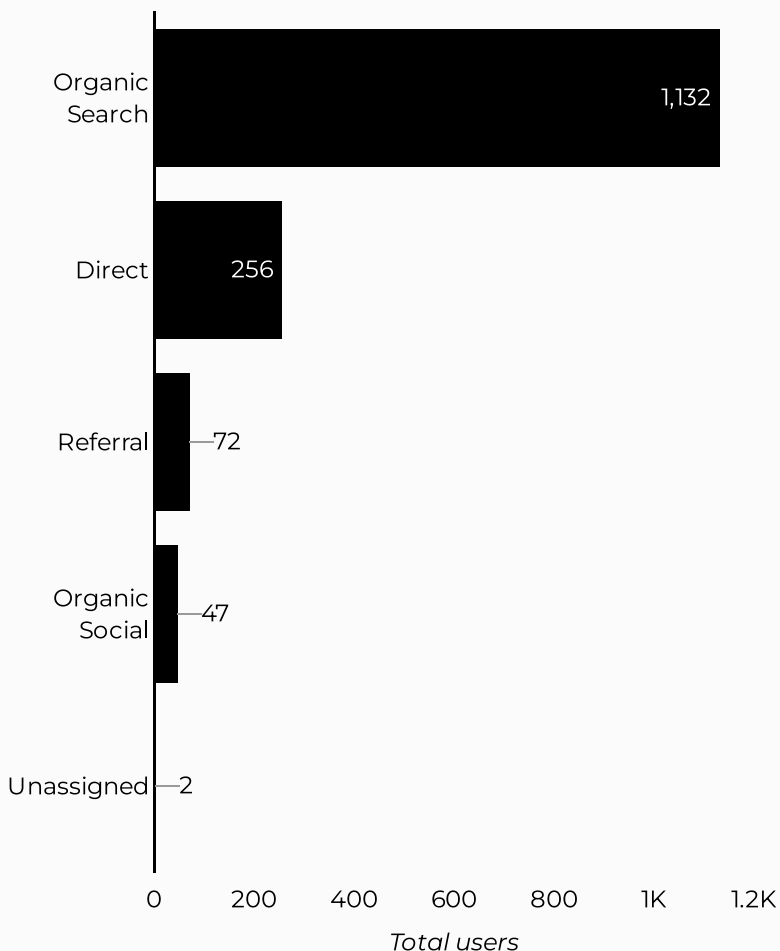


Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	249
bliss.armymwr.com	178
humphreys.armymwr.com	177
cavazos.armymwr.com	155
hawaii.armymwr.com	125
campbell.armymwr.com	108
eisenhower.armymwr.com	80
wiesbaden.armymwr.com	74
jackson.armymwr.com	65
novosel.armymwr.com	49

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,026
(direct)	256
bing	73
home.army.mil	50
m.facebook.com	28
duckduckgo	15
yahoo	15
l.facebook.com	11
lm.facebook.com	5
installations.militaryone...	4



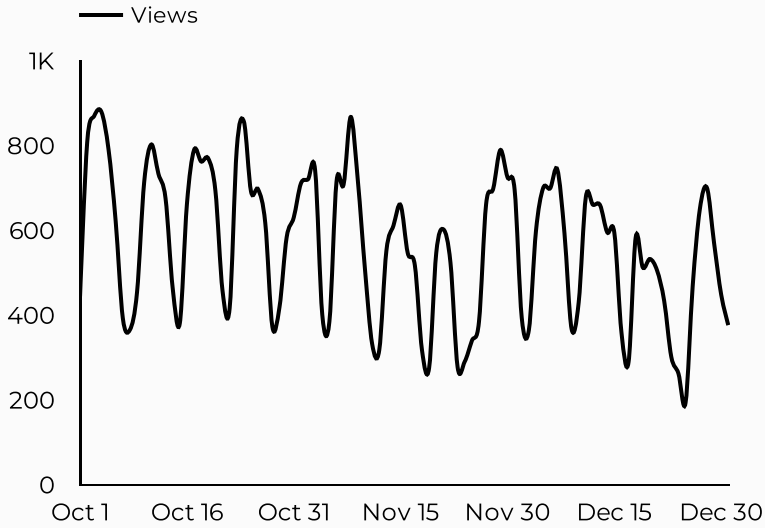
ARMY MWR

Employment Readiness Program (ERP)

Views 52,061 ↑ 9.7%	Sessions 42,004 ↑ 10.0%	Total users 33,756 ↑ 11.1%	New users 17,959 ↑ 12.0%	Avg. Session Time 02:21 ↑ 12.9%	Engagement rate 72% ↑ 132.3%
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Compared Y-o-Y

How is site traffic trending?

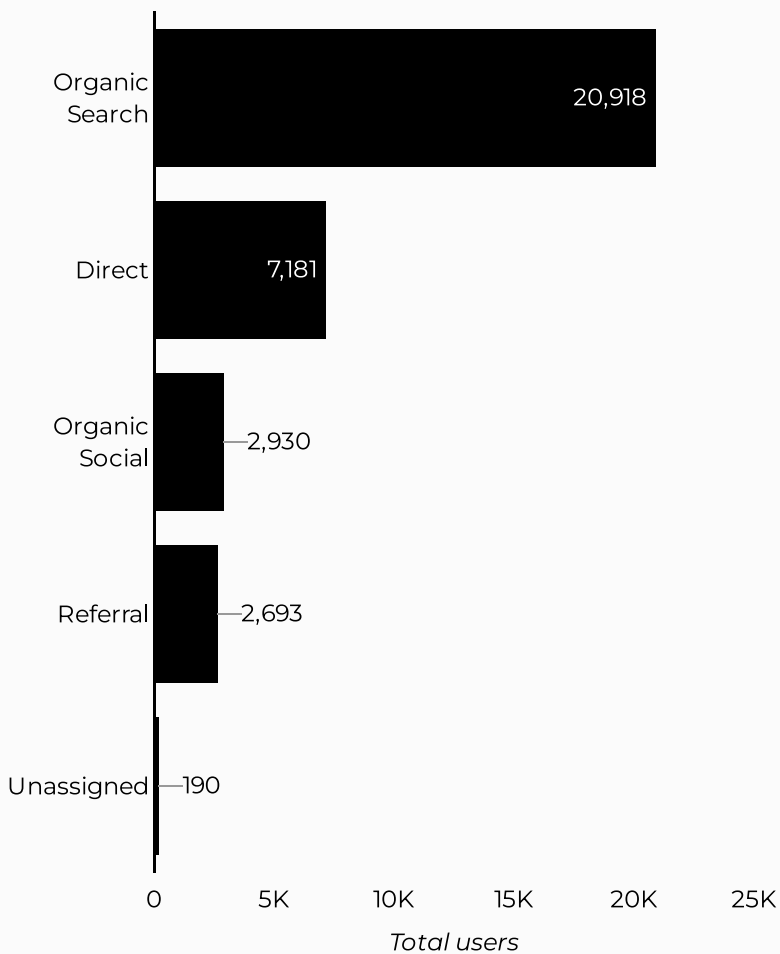


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	11,277
jblm.armymwr.com	3,898
hawaii.armymwr.com	1,812
carson.armymwr.com	1,637
redstone.armymwr.com	1,393
stewarthunter.armymwr.com	1,391
liberty.armymwr.com	1,243
humphreys.armymwr.com	942
stuttgart.armymwr.com	921
bliss.armymwr.com	677

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	18,788
(direct)	7,181
m.facebook.com	2,009
bing	1,636
home.army.mil	920
lm.facebook.com	472
l.facebook.com	381
yahoo	362
usajobs.gov	314
installations.militaryone...	299



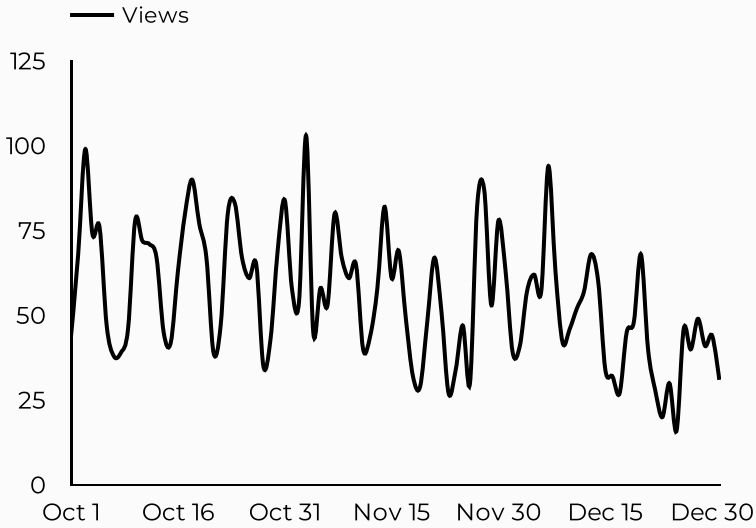
ARMY MWR

Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,108	4,644	3,842	376	02:20	83%
↑ 14.1%	↑ 10.1%	↑ 11.4%	↑ 57.3%	↑ 26.0%	↑ 1,477.4%

Compared Y-o-Y

How is site traffic trending?

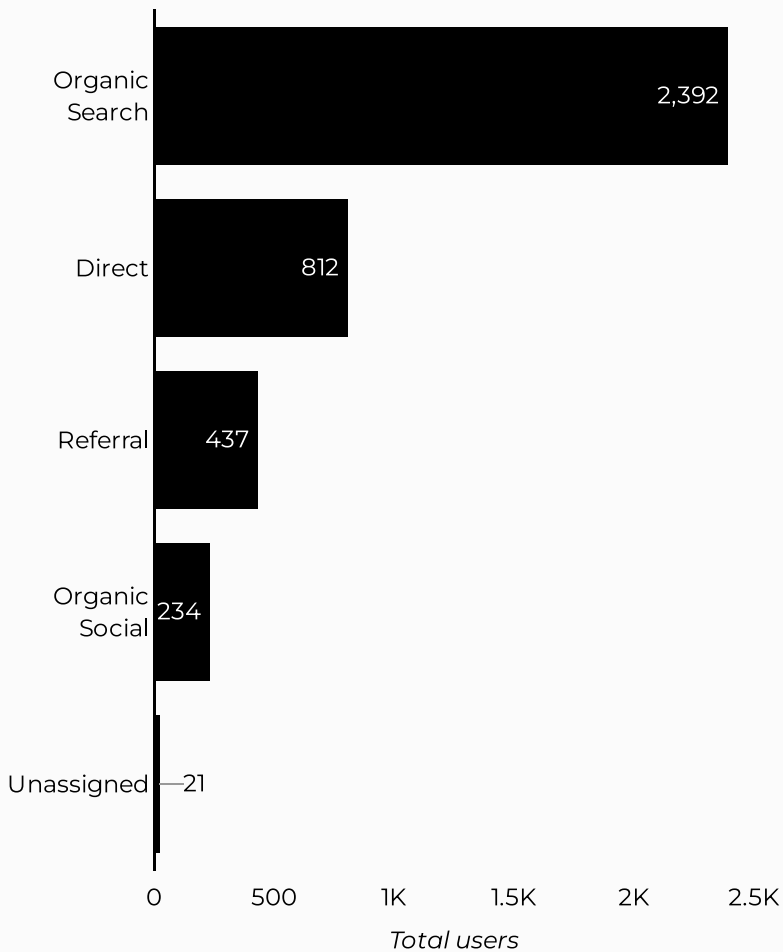


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	3,841
www-armymwr-com.translate.go...	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,191
(direct)	812
home.army.mil	212
m.facebook.com	145
bing	143
installations.militaryonesource.mil	76
l.facebook.com	58
military.com	34
yahoo	34
lm.facebook.com	24



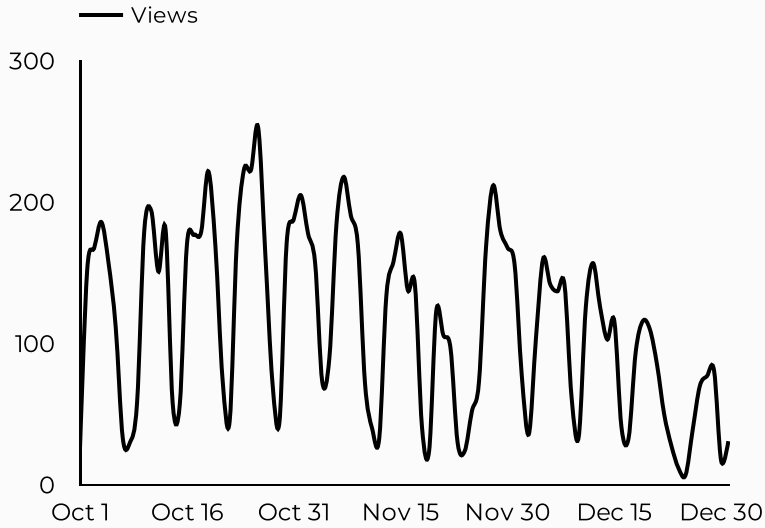
ARMY MWR

Exceptional Family Member Program (EFMP)

Views 10,522 ↑ 20.8%	Sessions 9,676 ↑ 18.1%	Total users 7,260 ↑ 18.2%	New users 4,887 ↑ 15.8%	Avg. Session Time 02:43 ↑ 14.7%	Engagement rate 61% ↑ 48.8%
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Compared Y-o-Y

How is site traffic trending?

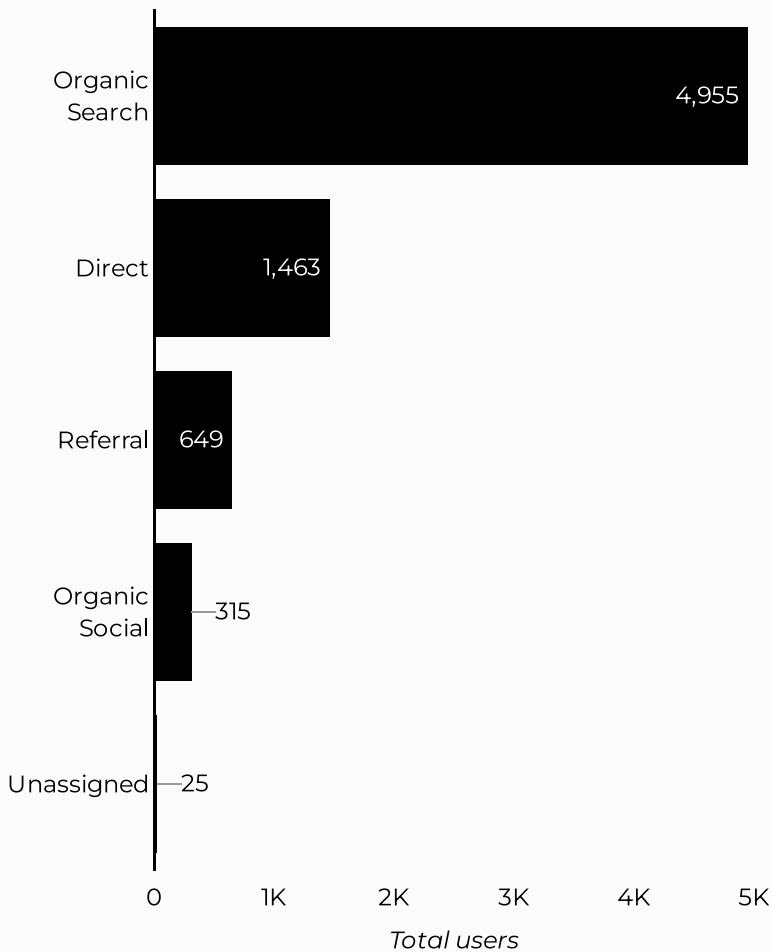


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	838
cavazos.armymwr.com	720
bliss.armymwr.com	682
carson.armymwr.com	646
hawaii.armymwr.com	627
moore.armymwr.com	615
liberty.armymwr.com	431
jblm.armymwr.com	423
humphreys.armymwr.com	339
campbell.armymwr.com	179

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,516
(direct)	1,463
bing	340
home.army.mil	237
m.facebook.com	166
installations.militaryone...	103
myarmybenefits.us.army...	98
lm.facebook.com	87
yahoo	67
l.facebook.com	50



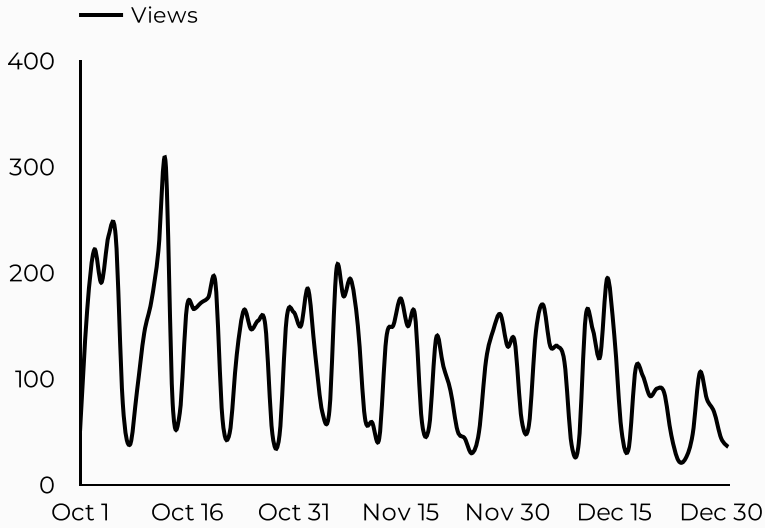
ARMY MWR

Family Advocacy Program (FAP)

Views 10,709 ↑ 9.6%	Sessions 9,678 ↑ 11.8%	Total users 7,483 ↑ 15.9%	New users 4,924 ↑ 17.4%	Avg. Session Time 02:27 ↑ 1.0%	Engagement rate 57% ↑ 48.9%
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Compared Y-o-Y

How is site traffic trending?

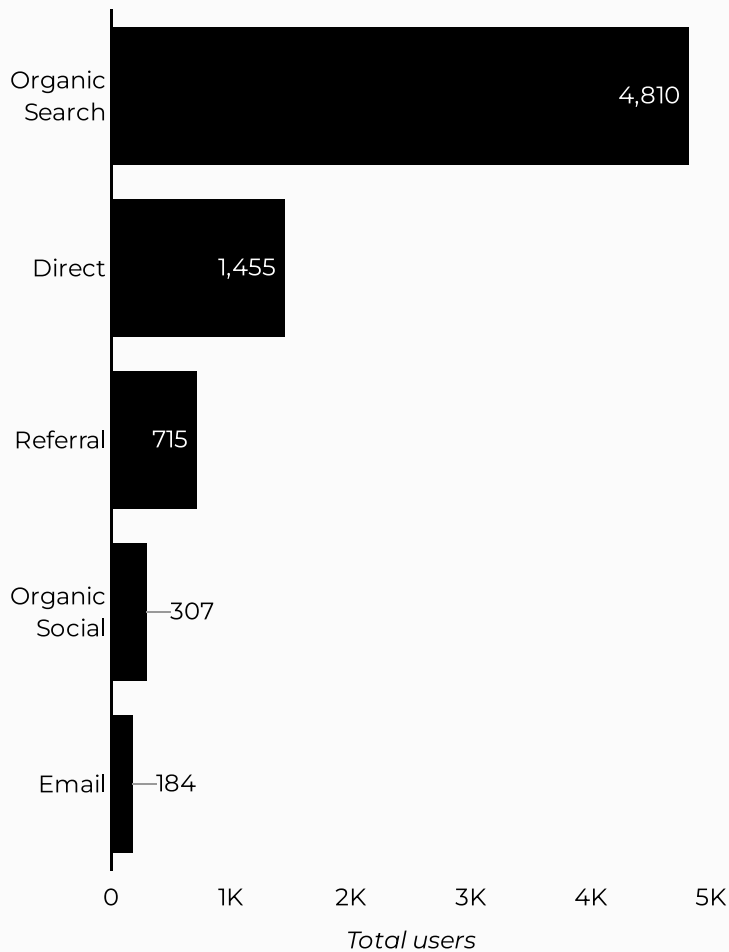


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,197
cavazos.armymwr.com	611
bliss.armymwr.com	589
hawaii.armymwr.com	480
jblm.armymwr.com	404
moore.armymwr.com	376
wiesbaden.armymwr.com	258
humphreys.armymwr.com	247
campbell.armymwr.com	210
leavenworth.armymwr.com	192

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,325
(direct)	1,455
bing	372
home.army.mil	243
m.facebook.com	207
govdelivery	184
installations.militaryone..	159
armyresilience.army.mil	107
yahoo	73
l.facebook.com	47

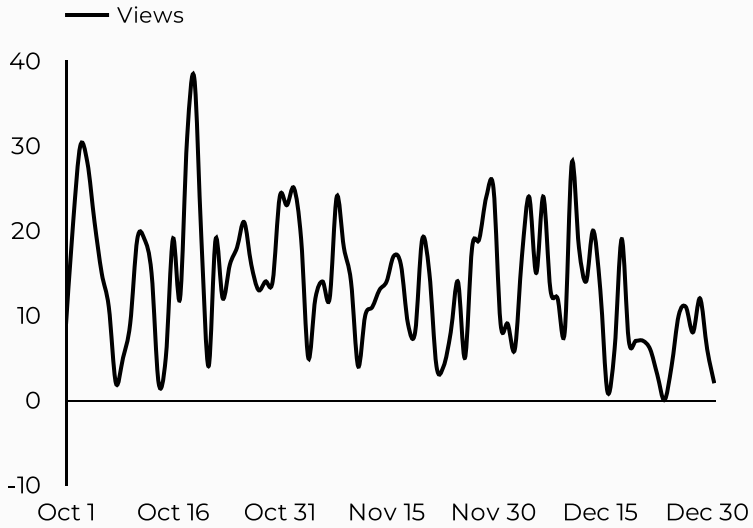


ARMY MWR New Parent Support Program (NPSP)

Views 1,263 ↑ 27.7%	Sessions 1,057 ↑ 16.8%	Total users 807 ↑ 14.0%	New users 331 ↑ 28.8%	Avg. Session Time 02:31 ↑ 24.1%	Engagement rate 69% ↑ 184.0%
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Compared Y-o-Y

How is site traffic trending?

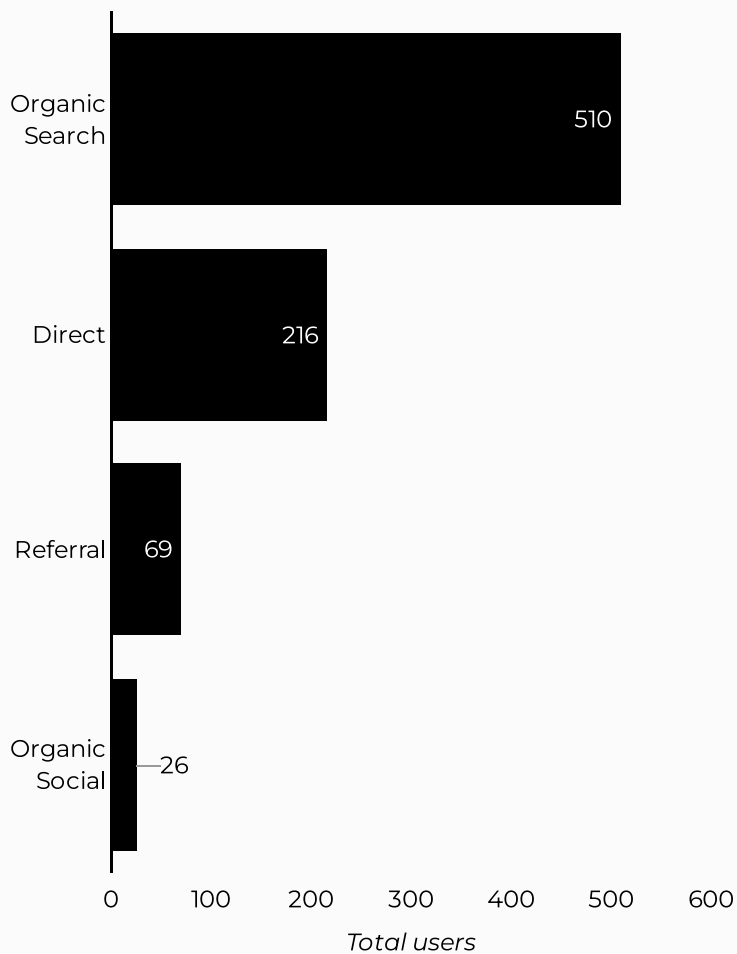


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	116
cavazos.armymwr.com	111
campbell.armymwr.com	94
hawaii.armymwr.com	92
stuttgart.armymwr.com	89
eisenhower.armymwr.com	61
bliss.armymwr.com	43
gordon.armymwr.com	36
presidio.armymwr.com	24
novosel.armymwr.com	23

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	447
(direct)	216
bing	50
installations.militaryonesource.mil	30
home.army.mil	29
m.facebook.com	18
yahoo	9
l.facebook.com	7
duckduckgo	3
lens.google.com	2



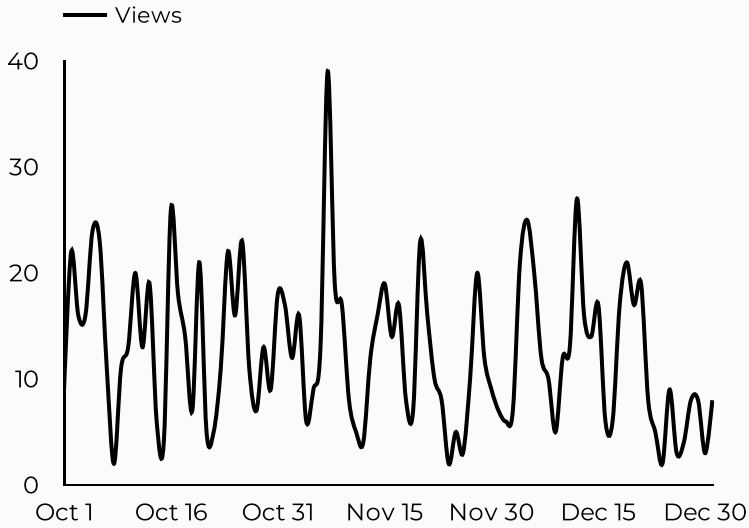
ARMY MWR

Victim Advocacy Program (VAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,167	1,113	892	559	03:39	61%
↑ 17.9%	↑ 17.8%	↑ 12.2%	↑ 42.6%	↑ 32.1%	↑ 112.0%

Compared Y-o-Y

How is site traffic trending?

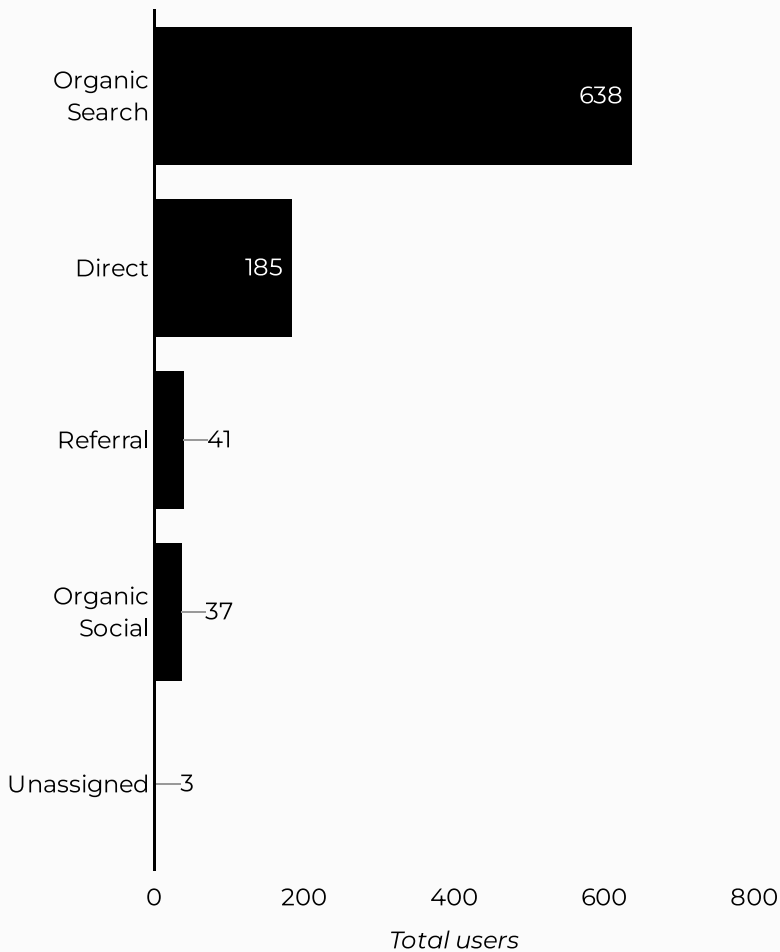


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	266
carson.armymwr.com	169
hawaii.armymwr.com	125
cavazos.armymwr.com	106
meade.armymwr.com	64
bliss.armymwr.com	41
redstone.armymwr.com	23
jbmhh.armymwr.com	18
moore.armymwr.com	17
sill.armymwr.com	14

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	558
(direct)	185
bing	58
m.facebook.com	23
yahoo	16
home.army.mil	12
tessacs.org	9
installations.militaryonesource.mil	6
duckduckgo	5
l.facebook.com	5



Views

21

↑ 40.0%

Sessions

20

↑ 11.1%

Total users

14

↓ -12.5%

New users

9

↓ -30.8%

Avg. Session Time

01:10

↓ -81.2%

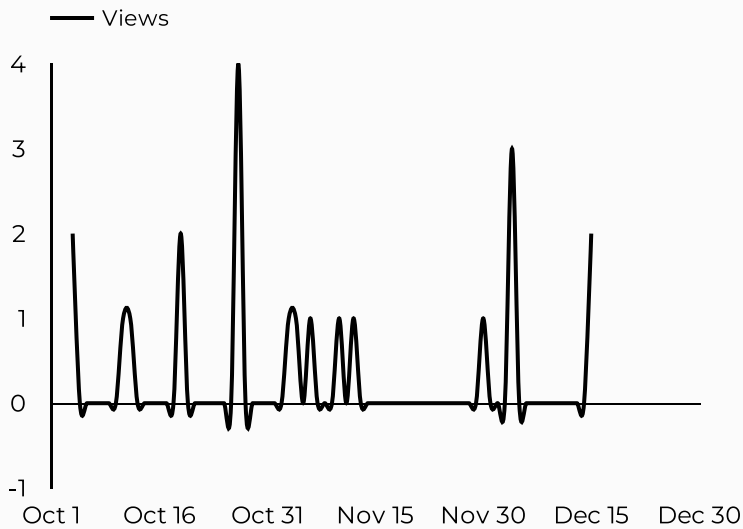
Engagement rate

65%

↑ 134.0%

Compared Y-o-Y

How is site traffic trending?

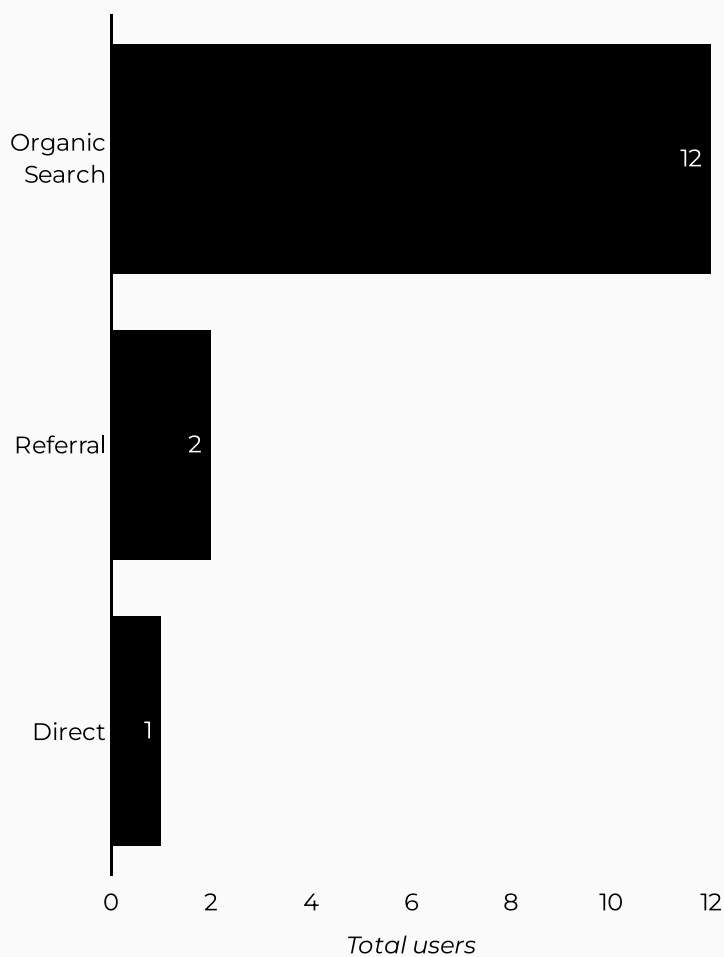


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	6
www.armymwr.com	4
eisenhower.armymwr.com	3
ansbach.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	12
(direct)	1
armywcap.com	1
new.evvnt.com	1

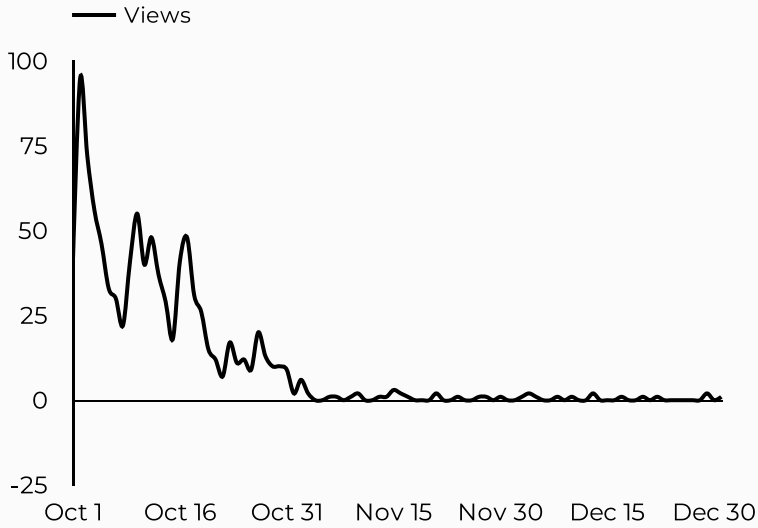


ARMY MWR Domestic Violence Awareness Month

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
998	951	816	539	01:27	53%
↑ 72.7%	↑ 82.9%	↑ 82.6%	↑ 390.0%	↑ 28.2%	↑ 237.4%

Compared Y-o-Y

How is site traffic trending?

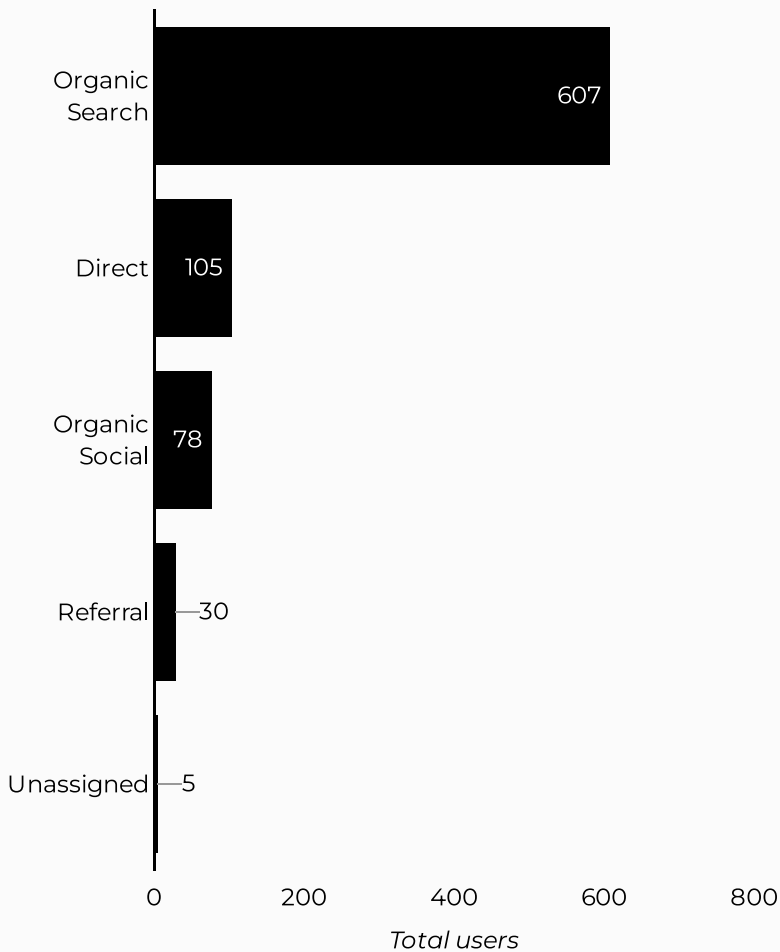


Top US Army Installations

Sorted by Total Users

Installation	Total users
moore.armymwr.com	338
www.armymwr.com	187
wainwright.armymwr.com	96
belvoir.armymwr.com	53
bliss.armymwr.com	36
wiesbaden.armymwr.com	35
meade.armymwr.com	17
casey.armymwr.com	16
presidio.armymwr.com	12
hawaii.armymwr.com	10

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	594
(direct)	105
m.facebook.com	42
l.facebook.com	17
lm.facebook.com	14
bing	11
home.army.mil	11
(not set)	5
facebook.com	2
installations.militaryonesource.mil	2



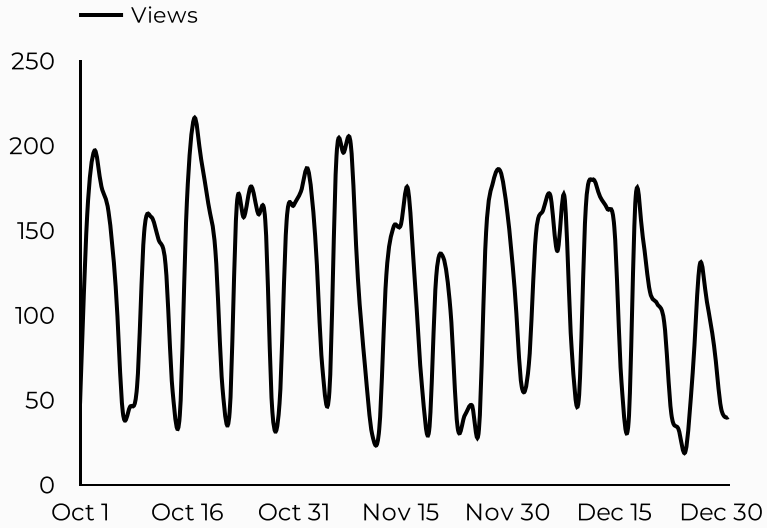
ARMY MWR

Financial Readiness Program (FRP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,659	9,925	7,291	4,461	02:41	62%
↓ -16.3%	↓ -11.9%	↓ -7.3%	↓ -9.8%	↓ -16.8%	↑ 61.7%

Compared Y-o-Y

How is site traffic trending?

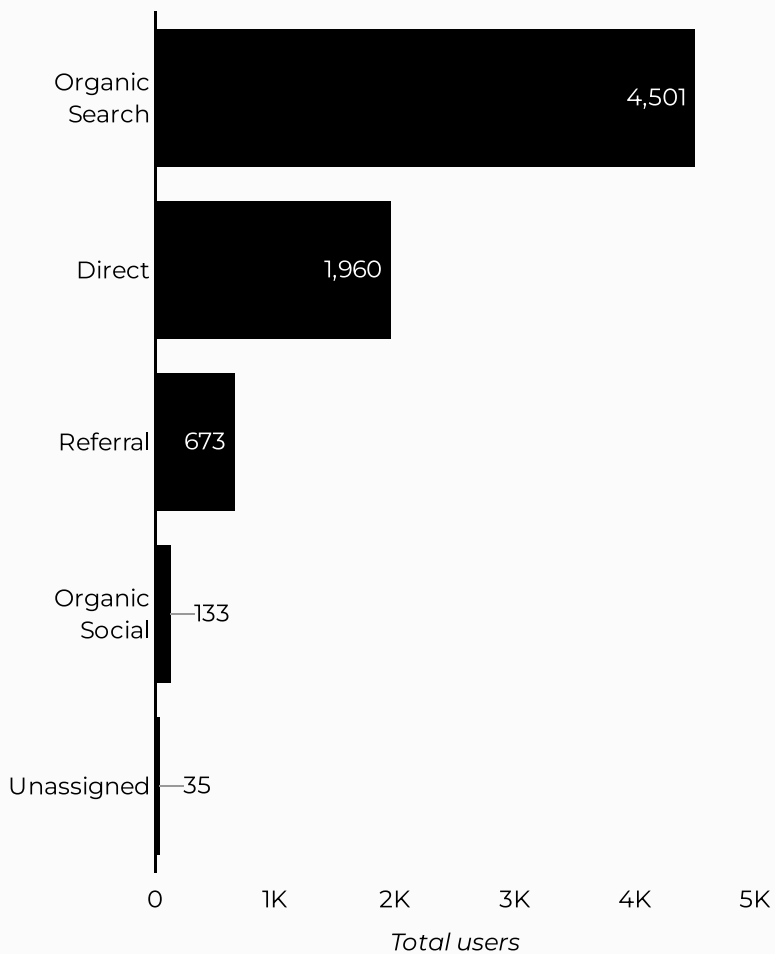


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	1,235
www.armymwr.com	1,228
carson.armymwr.com	919
bliss.armymwr.com	821
moore.armymwr.com	502
jblm.armymwr.com	447
humphreys.armymwr.com	253
campbell.armymwr.com	184
gregg-adams.armymwr.com	167
aberdeen.armymwr.com	163

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	4,091
(direct)	1,960
home.army.mil	344
bing	322
myarmybenefits.us.army.mil	99
m.facebook.com	84
installations.militaryonesource.mil	63
yahoo	54
(not set)	35
duckduckgo	28



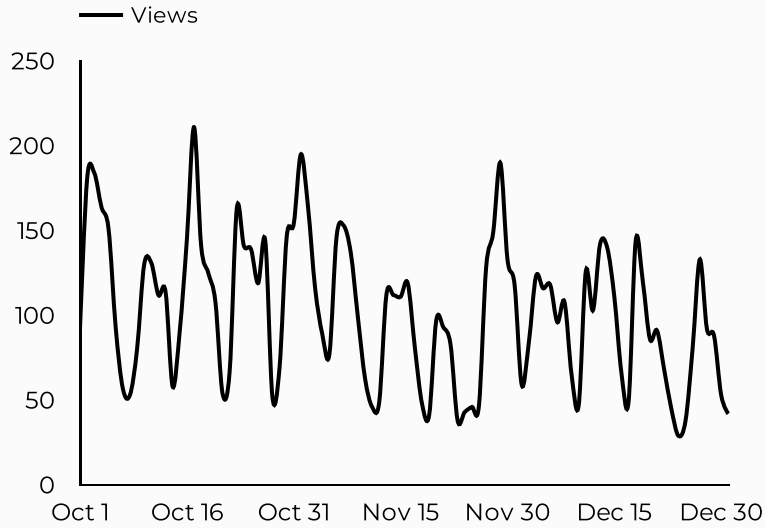
ARMY MWR

Army Emergency Relief (AER)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
9,456	8,917	5,888	3,912	02:36	61%
↓ -14.9%	↓ -11.5%	↓ -11.4%	↓ -5.6%	↓ -11.0%	↑ 48.1%

Compared Y-o-Y

How is site traffic trending?

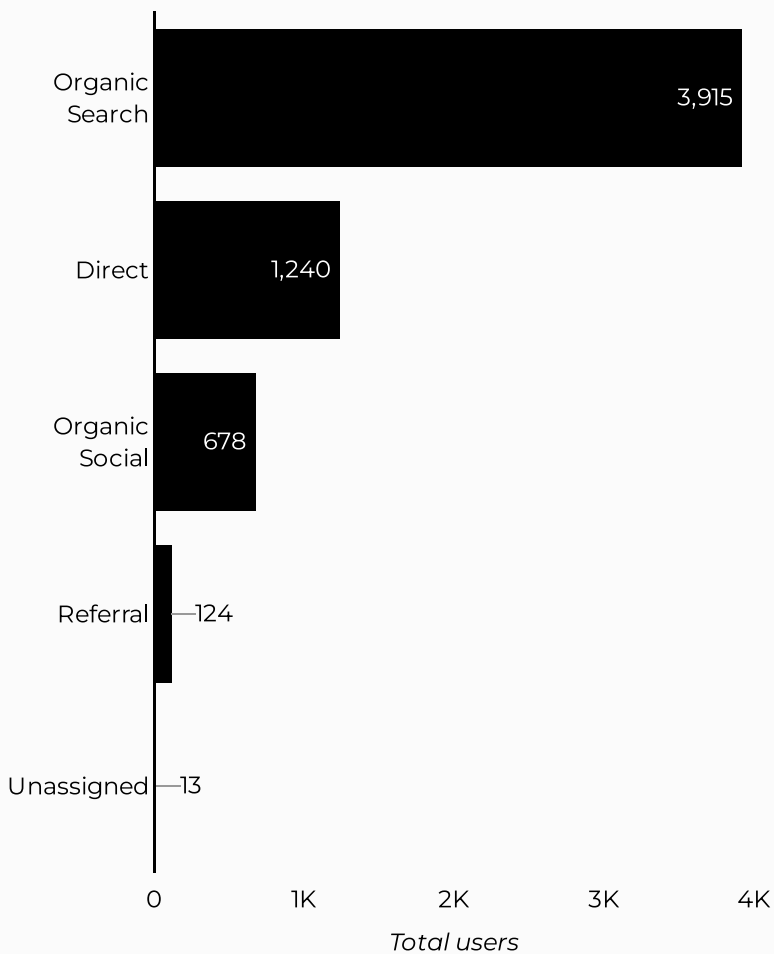


Top US Army Installations

Sorted by Total Users

Installation	Total users
humphreys.armymwr.com	1,913
carson.armymwr.com	919
liberty.armymwr.com	719
bliss.armymwr.com	597
moore.armymwr.com	391
leavenworth.armymwr.com	196
eisenhower.armymwr.com	149
sill.armymwr.com	137
gregg-adams.armymwr.com	115
novosel.armymwr.com	111

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,688
(direct)	1,240
m.facebook.com	473
bing	165
lm.facebook.com	126
l.facebook.com	78
home.army.mil	57
yahoo	33
duckduckgo	23
installations.militaryonesource.mil	16



ARMY MWR

Information and Referral

Views
696
↓ -18.7%

Sessions
627
↓ -19.1%

Total users
535
↓ -15.9%

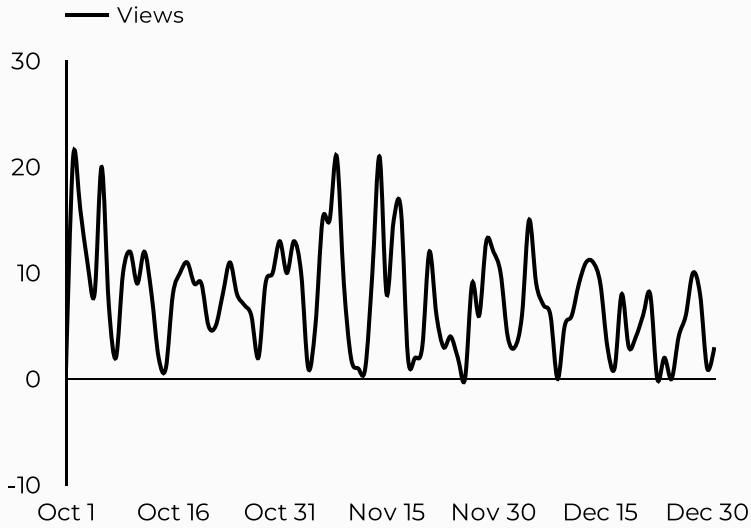
New users
162
↓ -26.0%

Avg. Session Time
01:34
↓ -20.1%

Engagement rate
76%
↑ 321.1%

Compared Y-o-Y

How is site traffic trending?

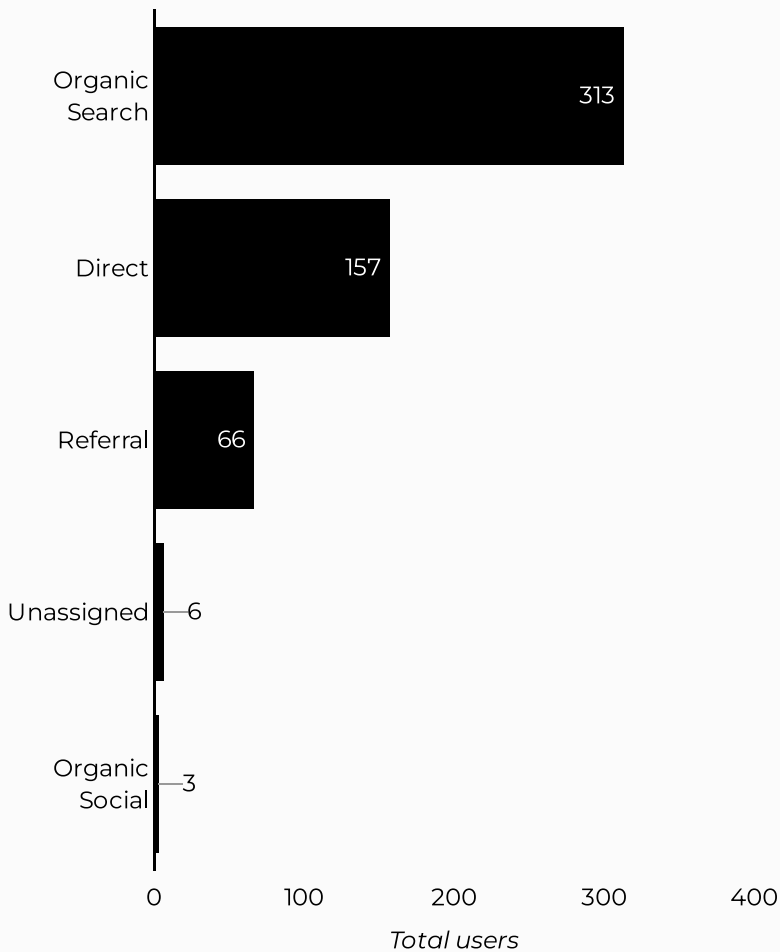


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	194
www.armymwr.com	175
liberty.armymwr.com	56
jblm.armymwr.com	33
humphreys.armymwr.com	20
moore.armymwr.com	16
novosel.armymwr.com	13
gregg-adams.armymwr.com	11
carson.armymwr.com	8
eisenhower.armymwr.com	8

Which channels are driving traffic?



What are the top sources?

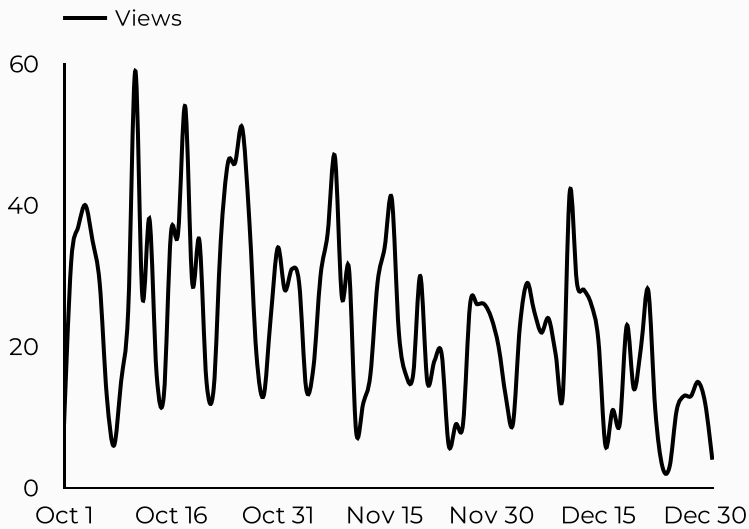
Session source	Total users
google	270
(direct)	157
bing	34
installations.militaryonesource.mil	26
home.army.mil	15
army.mil	7
yahoo	7
(not set)	6
armyresilience.army.mil	3
jblmafcs.com	2



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,150	1,921	1,533	836	02:18	68%
↑ 277.2%	↑ 275.2%	↑ 275.7%	↑ 271.6%	↑ 0.2%	↑ 143.6%

Compared Y-o-Y

How is site traffic trending?

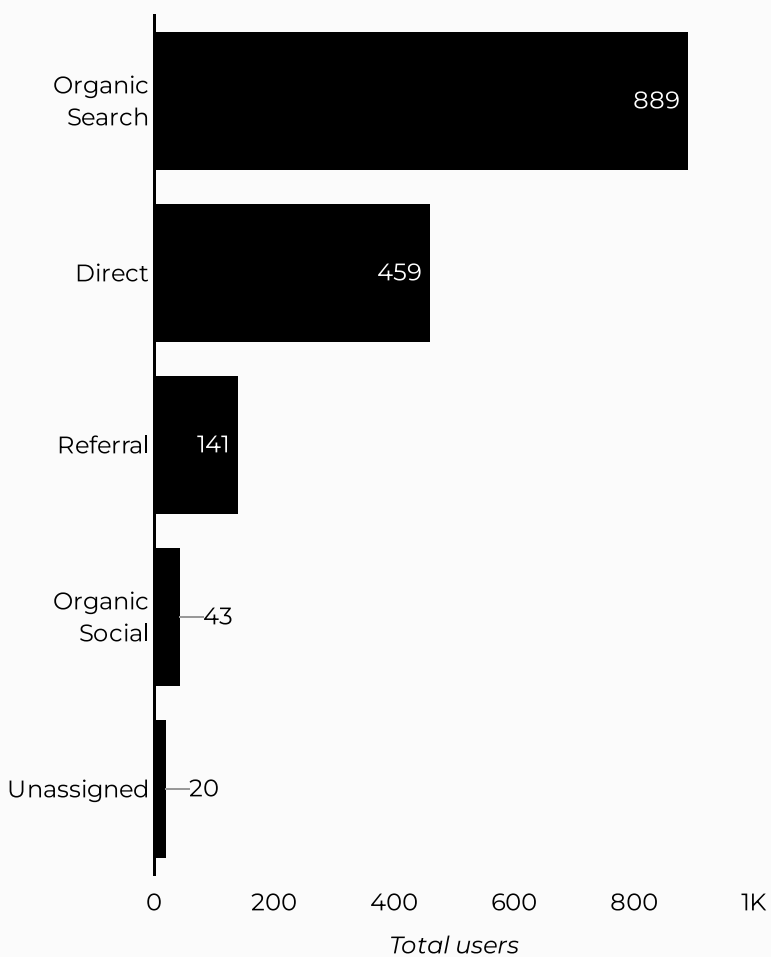


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	361
www.armymwr.com	265
carson.armymwr.com	175
cavazos.armymwr.com	149
bliss.armymwr.com	97
hawaii.armymwr.com	85
jblm.armymwr.com	61
gordon.armymwr.com	46
eisenhower.armymwr.com	39
humphreys.armymwr.com	38

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	779
(direct)	459
bing	89
home.army.mil	39
installations.militaryonesource.mil	33
m.facebook.com	22
(not set)	20
myarmybenefits.us.army.mil	16
l.facebook.com	13
militaryonesource.mil	11



ARMY MWR

Relocation Readiness

Views
5,012
↑ 14.7%

Sessions
4,357
↑ 9.7%

Total users
3,431
↑ 13.9%

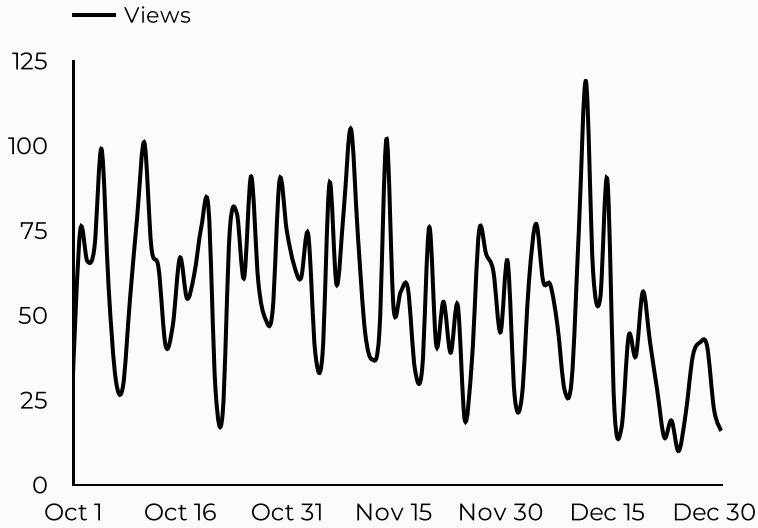
New users
2,207
↑ 30.7%

Avg. Session Time
02:36
↓ -7.0%

Engagement rate
61%
↑ 73.6%

Compared Y-o-Y

How is site traffic trending?

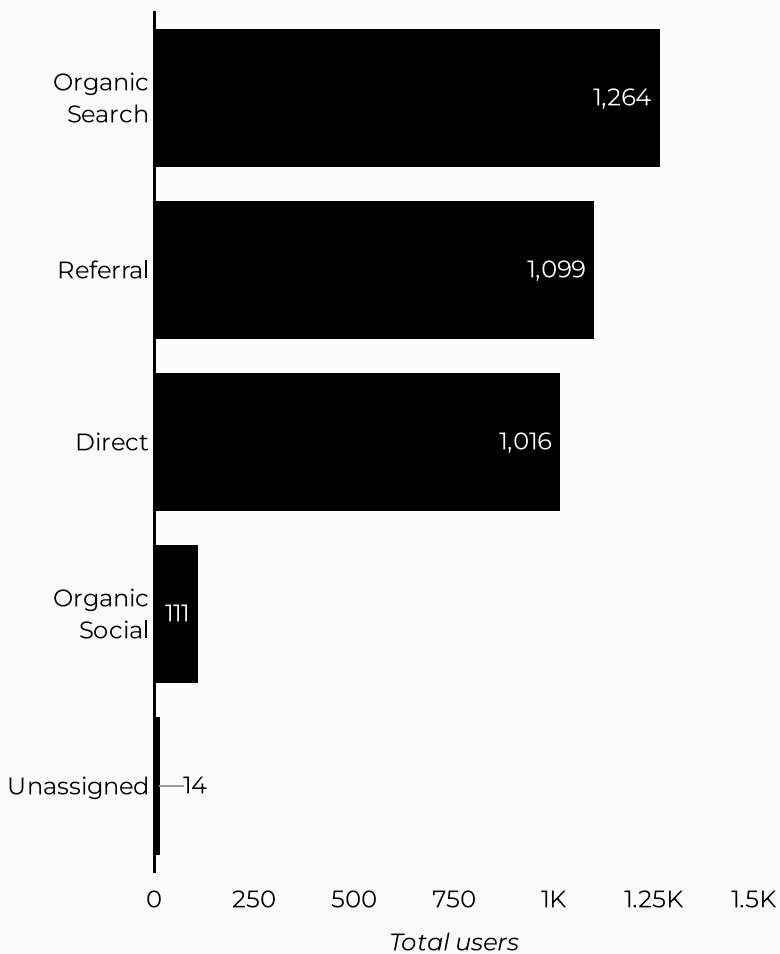


Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	1,450
www.armymwr.com	418
eisenhower.armymwr.com	251
hawaii.armymwr.com	235
wiesbaden.armymwr.com	203
bliss.armymwr.com	197
gordon.armymwr.com	191
campbell.armymwr.com	89
humphreys.armymwr.com	69
moore.armymwr.com	66

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,151
(direct)	1,016
home.army.mil	745
installations.militaryonesource.mil	182
bing	83
m.facebook.com	69
l.facebook.com	23
myarmybenefits.us.army.mil	22
army.mil	20
europafrica.army.mil	16



ARMY MWR

Survivor Outreach Services (SOS)

Views
3,387
↑ 22.8%

Sessions
2,904
↑ 13.3%

Total users
2,430
↑ 19.0%

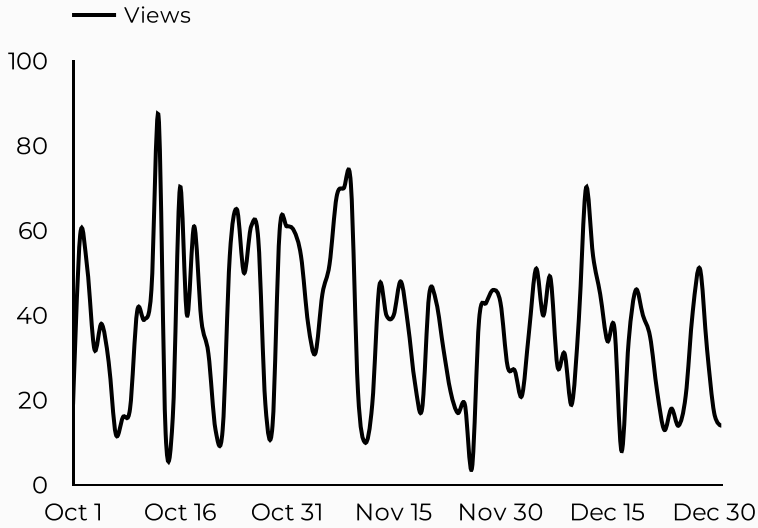
New users
1,907
↑ 23.6%

Avg. Session Time
02:04
↓ -16.8%

Engagement rate
61%
↑ 56.0%

Compared Y-o-Y

How is site traffic trending?

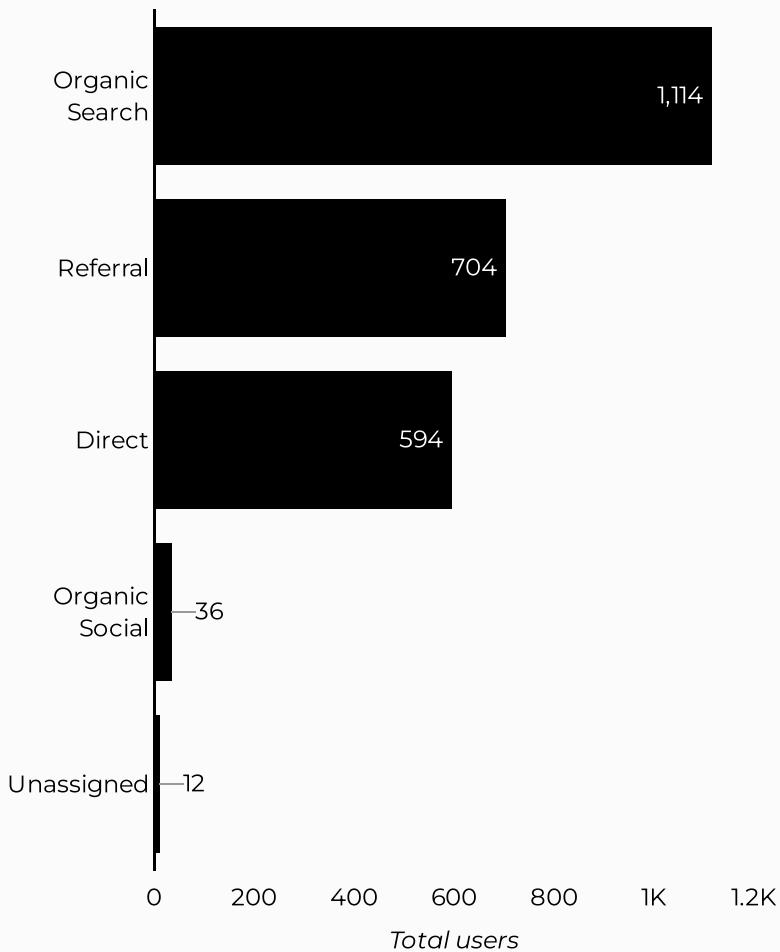


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,601
liberty.armymwr.com	142
bliss.armymwr.com	67
campbell.armymwr.com	65
moore.armymwr.com	64
cavazos.armymwr.com	46
carson.armymwr.com	44
redstone.armymwr.com	41
jblm.armymwr.com	40
hawaii.armymwr.com	36

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	954
(direct)	594
home.army.mil	319
hrc.army.mil	160
bing	112
army.mil	84
armylinks.com	47
yahoo	24
duckduckgo	17
l.facebook.com	17



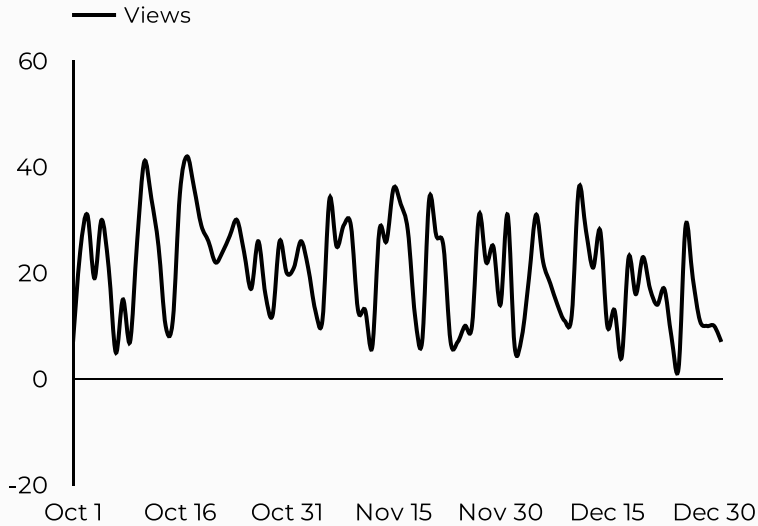
ARMY MWR

Soldier and Family Assistance Center (SFAC)

Views 1,859 ↑ 20.1%	Sessions 1,661 ↑ 16.6%	Total users 1,433 ↑ 16.3%	New users 622 ↑ 32.3%	Avg. Session Time 01:47 ↓ -4.0%	Engagement rate 74% ↑ 179.0%
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Compared Y-o-Y

How is site traffic trending?

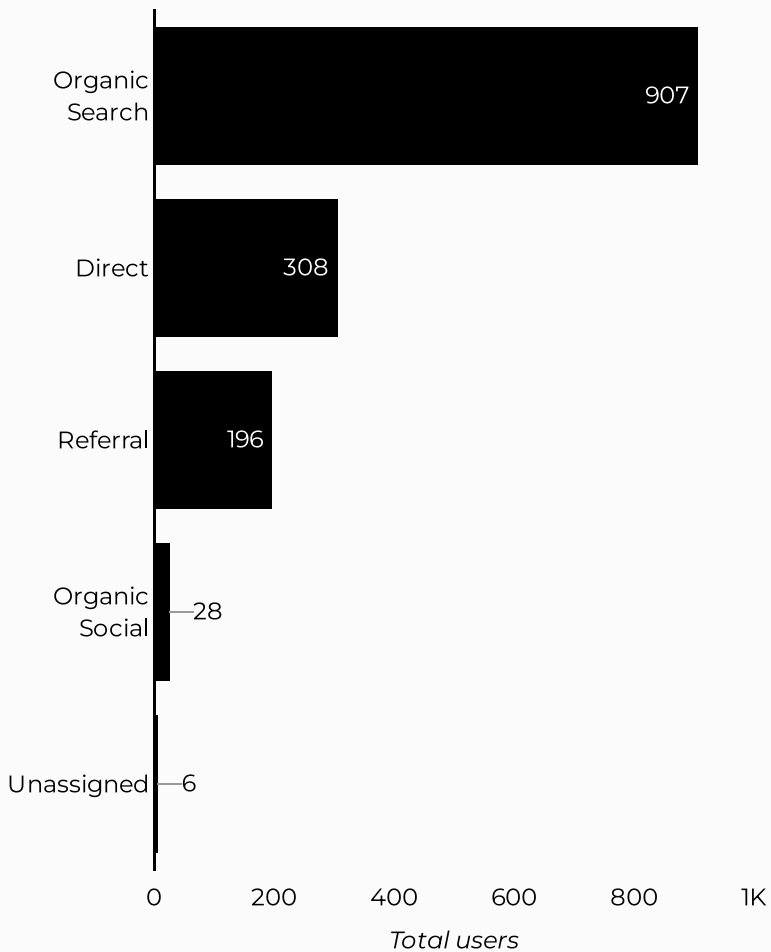


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	708
cavazos.armymwr.com	267
bliss.armymwr.com	258
belvoir.armymwr.com	103
carson.armymwr.com	48
drum.armymwr.com	33
wiesbaden.armymwr.com	22
mccoy.armymwr.com	11
italy.armymwr.com	4
irwin.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	805
(direct)	308
bing	83
army.mil	49
installations.militaryonesource.mil	37
home.army.mil	36
l.facebook.com	15
duckduckgo	10
fccwellbeing.com	9
m.facebook.com	9



	Search	Total Searches	Total users	Search count per user	Bounce rate
1.	finance	63	49	1.29	3.92%
2.	acs	42	18	2.33	0%
3.	mflc	41	32	1.28	0%
4.	aer	37	31	1.19	2.94%
5.	volunteer	25	23	1.09	0%
6.	sfrg	21	19	1.11	0%
7.	efmp	19	17	1.12	5.88%
8.	financial	17	9	1.89	0%
9.	jobs	17	14	1.21	12.5%
10.	lending closet	13	12	1.08	7.69%
11.	relocation readiness	12	1	12	0%
12.	pass it on	12	3	4	0%
13.	deployment	11	5	2.2	0%
14.	resume	10	9	1.11	0%
15.	mwr	9	8	1.13	0%
16.	spanish	8	8	1	12.5%
17.	career	8	6	1.33	0%
18.	avc	8	2	4	0%
19.	job fair	8	7	1.14	0%
20.	divorce	7	6	1.17	14.29%
21.	fap	7	7	1	0%
22.	anger management	7	6	1.17	0%
23.	employment readiness	7	5	1.4	0%
24.	immigration	7	6	1.17	0%
25.	aer loan	7	4	1.75	0%
26.	aerobic fitness class calender	6	1	6	0%
27.	care team training	6	5	1.2	16.67%
	Grand total	1,648	1,244	1.32	2.5%