



Program Roll-Up

Apr 1, 2024 - Jun 30, 2024



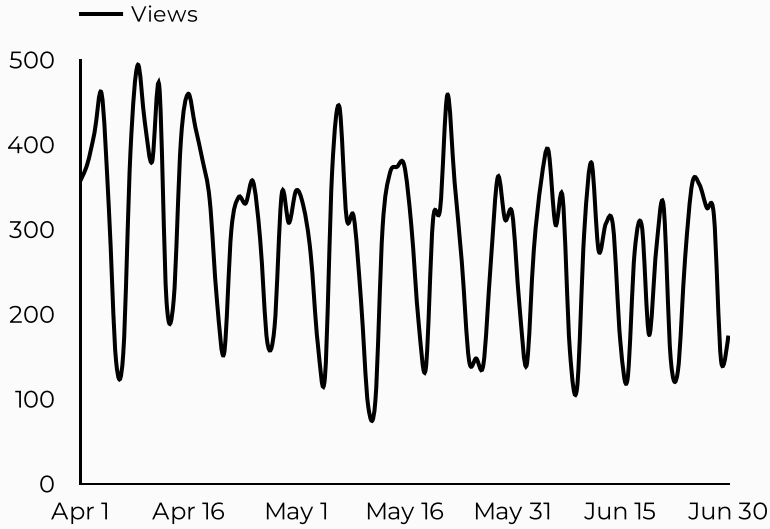
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	14,619	10,971	16,901	67.19%
CEAT	3,963	848	4,459	81.05%
Home Based Business	5,721	2,638	6,965	66.37%



Views 26,077 ↓ -11.5%	Sessions 16,901 ↑ 1.1%	Total users 14,619 ↑ 2.3%	New users 10,971 ↑ 14.1%	Avg. Session Time 02:17 ↑ 6.3%	Engagement rate 67% ↑ 54.3%
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Compared Y-o-Y

How is site traffic trending?

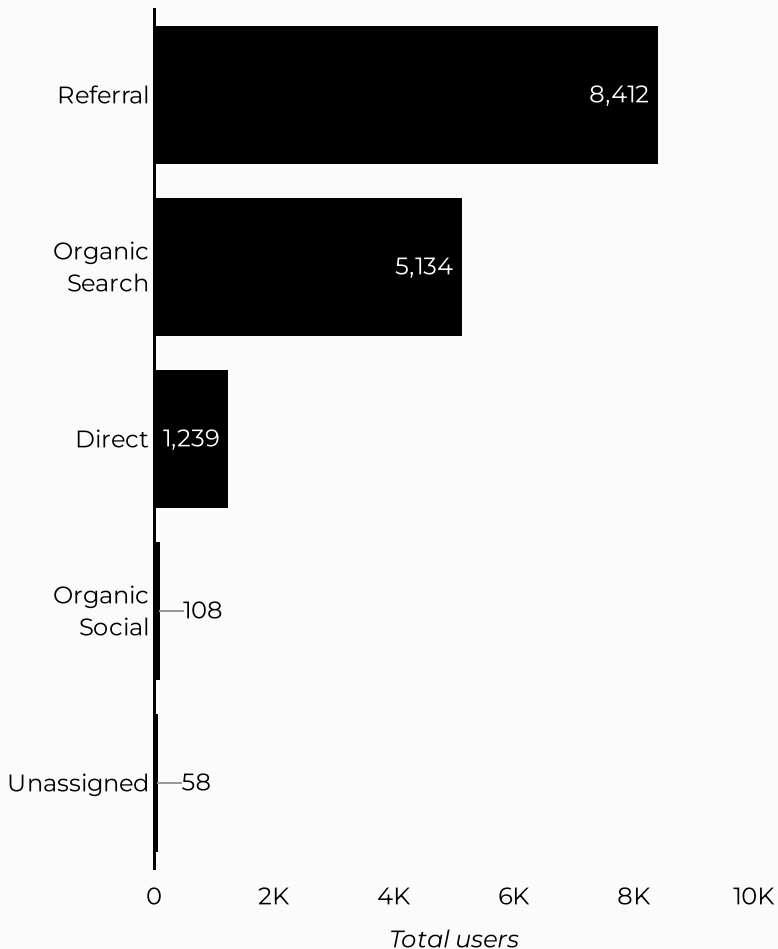


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	10,120
/employee-portal/naf-personnel-services/naf-retirement	2,689
/employee-portal/naf-personnel-services/office-locations	1,261
/employee-portal/naf-personnel-services/health-insurance	1,022
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	718
/employee-portal/naf-personnel-services/naf-retirement/401k	511
/employee-portal/naf-personnel-services/retirement/retiree-annuity-	492

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	8,119
google	4,401
(direct)	1,239
bing	585
yahoo	102
usajobs.gov	89
home.army.mil	59
(not set)	52
m.facebook.com	48
duckduckgo	45



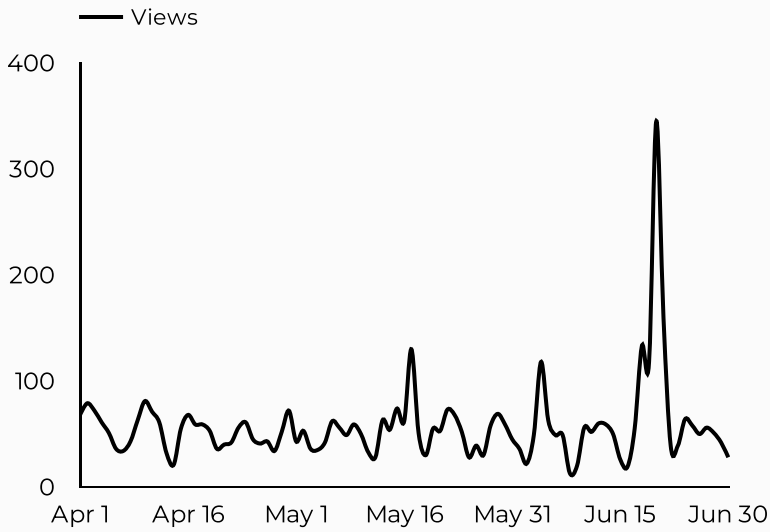
ARMY MWR

CEAT

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,207	4,459	3,963	848	01:36	81%
↑ 16.3%	↑ 11.5%	↑ 14.4%	↑ 29.3%	↓ -33.5%	↑ 424.3%

Compared Y-o-Y

How is site traffic trending?

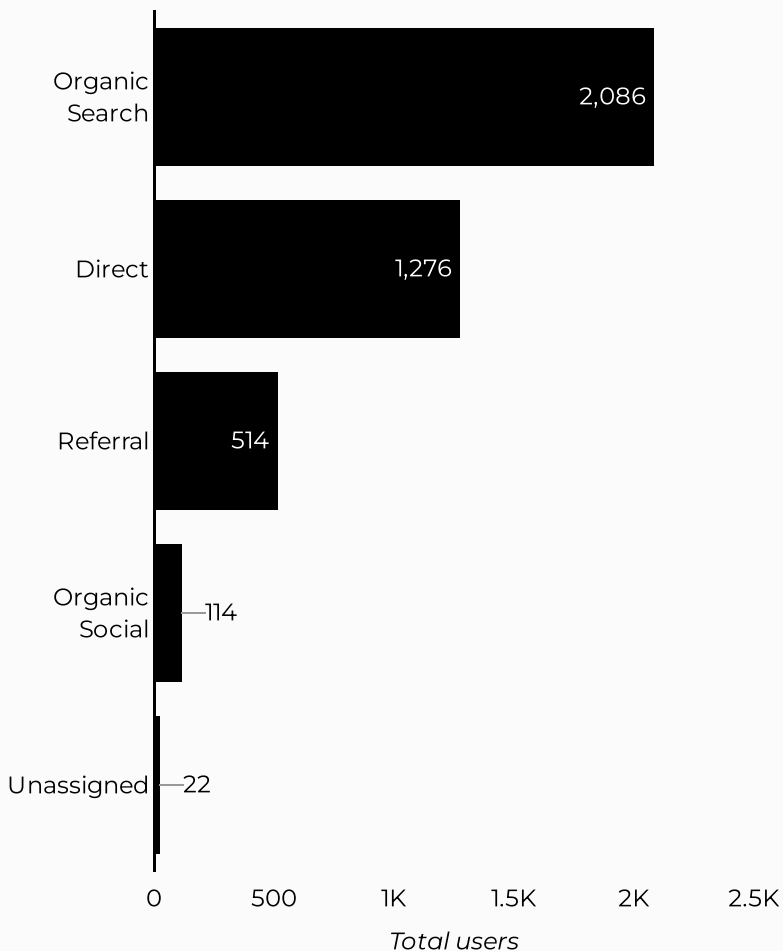


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,637
liberty.armymwr.com	151
stewarhunter.armymwr.com	139
baumholder.armymwr.com	125
redstone.armymwr.com	83
cavazos.armymwr.com	71
belvoir.armymwr.com	69
campbell.armymwr.com	63
aberdeen.armymwr.com	60
jackson.armymwr.com	60

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,705
(direct)	1,276
bing	306
nafbenefits.com	164
home.army.mil	106
m.facebook.com	66
usajobs.gov	53
yahoo	50
l.facebook.com	25
installations.militaryonesource.mil	24



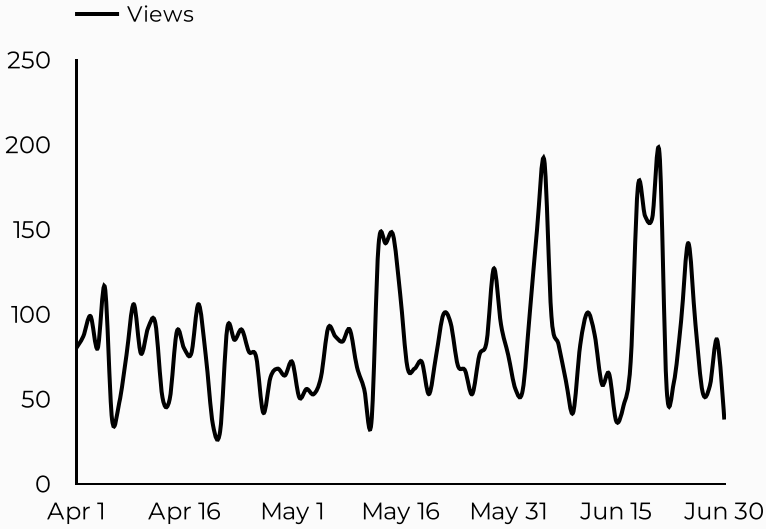
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Home Based Business (HBB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,535	6,965	5,721	2,638	01:51	66%
↑ 9.7%	↑ 11.4%	↑ 12.2%	↑ 41.8%	↓ -3.1%	↑ 135.0%

Compared Y-o-Y

How is site traffic trending?

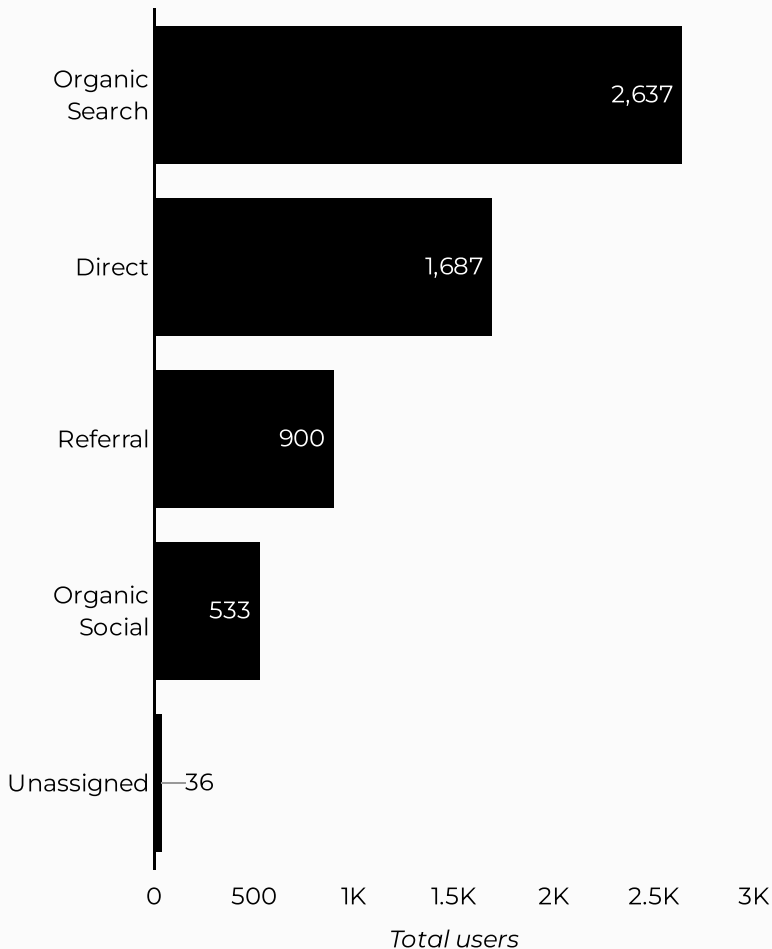


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,344
grafenwoehr.armymwr.com	477
stuttgart.armymwr.com	348
humphreys.armymwr.com	294
irwin.armymwr.com	292
jblm.armymwr.com	274
johnson.armymwr.com	238
hawaii.armymwr.com	185
hohenfels.armymwr.com	159
riley.armymwr.com	133

Which channels are driving traffic?



What are the top sources?

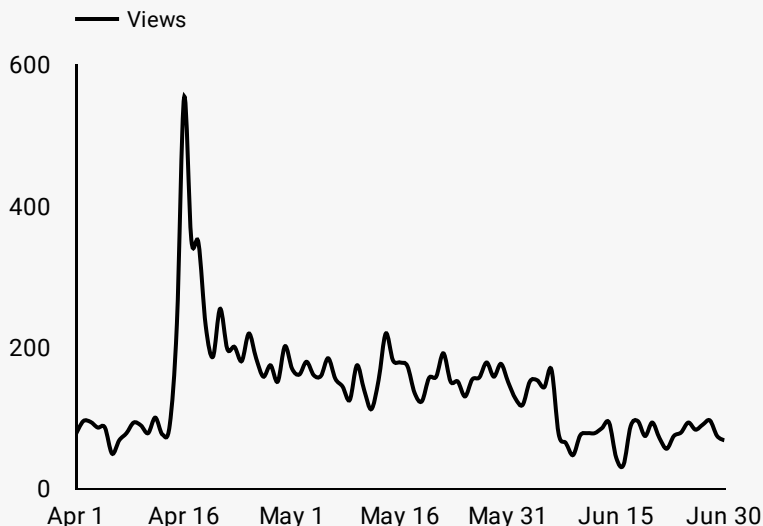
Session source	Total users
google	2,454
(direct)	1,687
home.army.mil	720
m.facebook.com	372
bing	140
lm.facebook.com	105
l.facebook.com	46
(not set)	29
installations.militaryonesource.mil	29
yahoo	24



ARMY MWR CHRA Employment Campaign

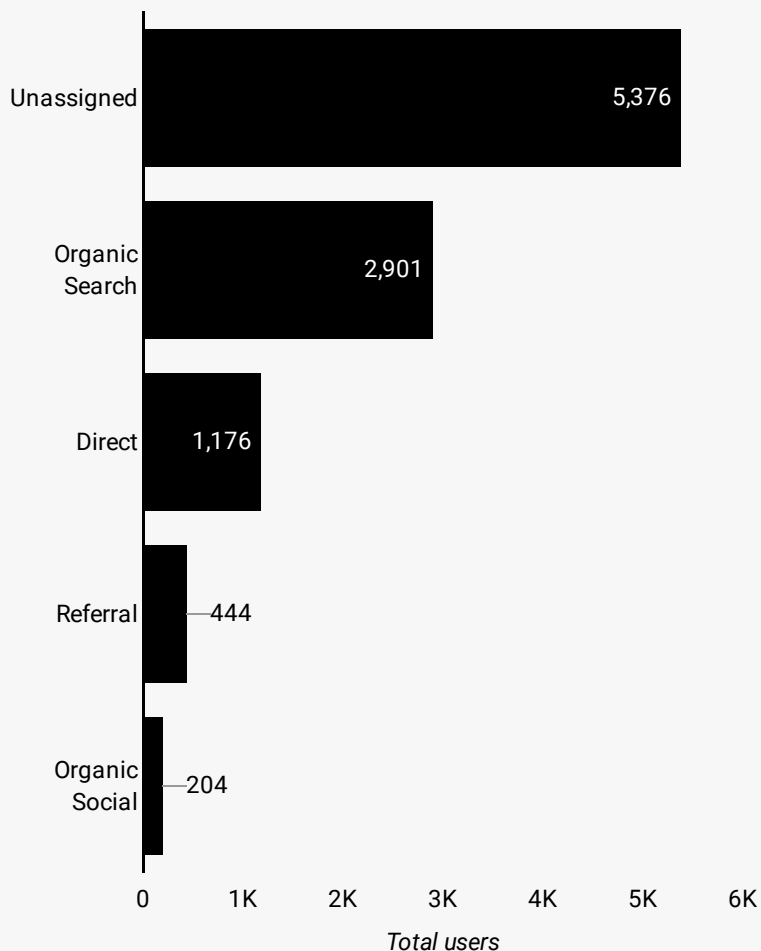
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
12,668	11,385	10,032	7,150	01:05	40%

How is site traffic trending?



Which Channels Are Driving Traffic?

Sorted by Total Users



Top Link Clicks

Clicks	Total
https://www.usajobs.gov/	1,628
http://usajobs.gov/	1,265
https://www.usajobs.gov/help/working-in-government/unique-hiring-paths/students/	137
https://www.usajobs.gov/Help/working-in-government/unique-hiring-paths/individuals-with-disabilities	52
Grand total	3,082

Top Pages

Sorted by Total Users

Page path	Total users
/careers	9,372
/army-civilian-careers	1,162
/eyscareers	8
/careers-and-services/sports-fitness/fi...	1
Grand total	10,032

What are the top sources?

Session source	Total users
DSP_Display	4,971
google	2,568
(direct)	1,176
spotify	343
bing	242
home.army.mil	126
m.facebook.com	90
yahoo	66
nafbenefits.com	64
(not set)	51
Grand total	10,032