



Program Roll-Up

Jan 1, 2024 - Mar 31, 2024



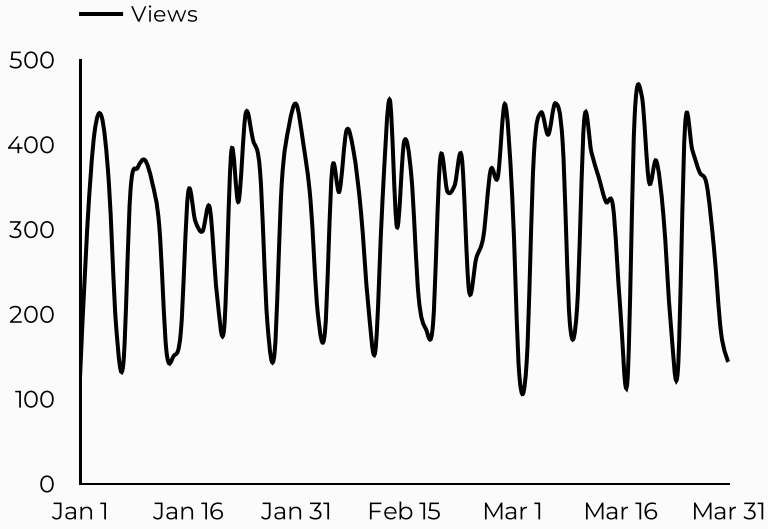
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	14,559	10,864	17,149	66.9%
CEAT	3,755	858	4,325	79.38%
Home Based Business	7,808	4,495	9,684	61.17%



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
28,282	17,149	14,559	10,864	02:34	67%
↓ -17.8%	↓ -8.0%	↓ -2.2%	↑ 6.8%	↓ -0.7%	↑ 55.6%

Compared Y-o-Y

How is site traffic trending?

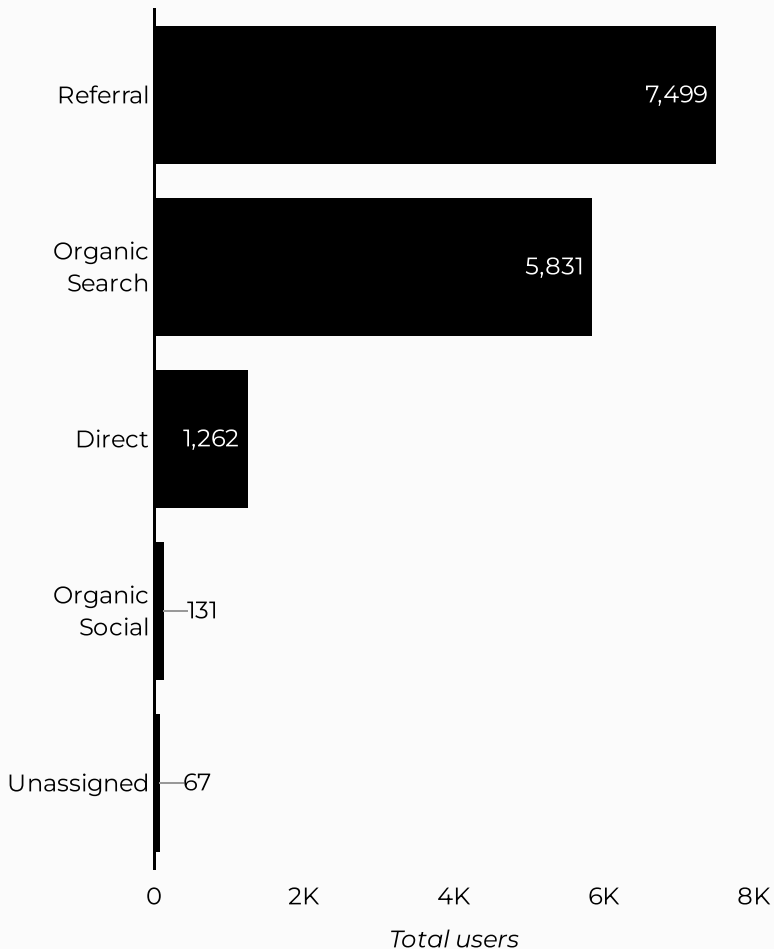


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	9,607
/employee-portal/naf-personnel-services/naf-retirement	3,176
/employee-portal/naf-personnel-services/office-locations	1,108
/employee-portal/naf-personnel-services/health-insurance	1,060
/employee-portal/naf-personnel-services/retirement/retiree-annuity-information-update	722
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	676
/employee-portal/naf-personnel-	632

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	7,172
google	5,020
(direct)	1,262
bing	641
yahoo	110
m.facebook.com	85
usajobs.gov	85
duckduckgo	55
home.army.mil	54
(not set)	53



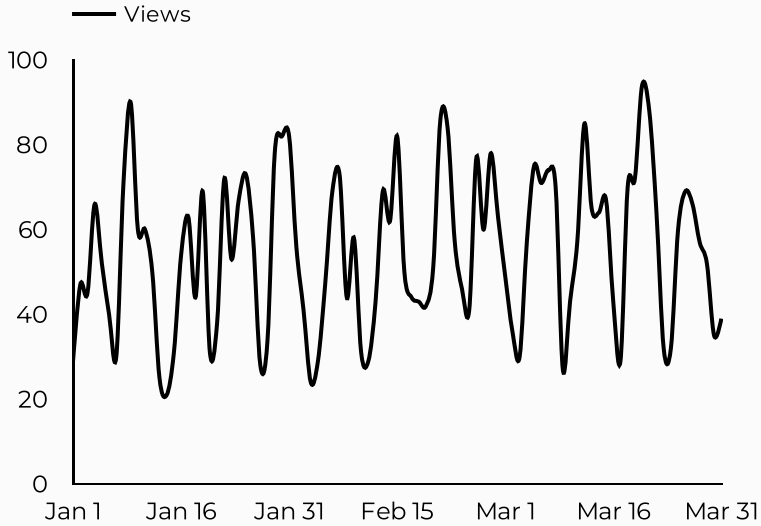
ARMY MWR

CEAT

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
4,994	4,325	3,755	858	01:36	79%
↑ 22.8%	↑ 19.7%	↑ 15.9%	↑ 43.5%	↓ -15.0%	↑ 568.5%

Compared Y-o-Y

How is site traffic trending?

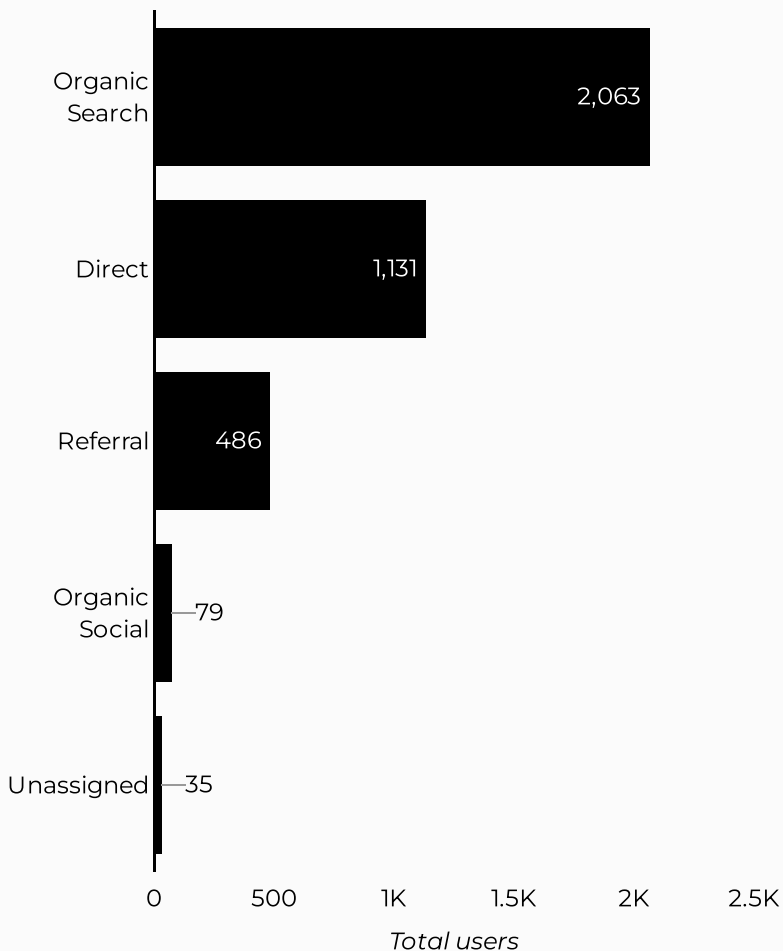


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,823
stewarthunter.armymwr.com	157
liberty.armymwr.com	121
bliss.armymwr.com	85
redstone.armymwr.com	69
wiesbaden.armymwr.com	67
cavazos.armymwr.com	63
humphreys.armymwr.com	61
moore.armymwr.com	57
jackson.armymwr.com	55

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,736
(direct)	1,131
bing	253
nafbenefits.com	150
home.army.mil	117
yahoo	53
usajobs.gov	49
l.facebook.com	43
(not set)	26
m.facebook.com	22



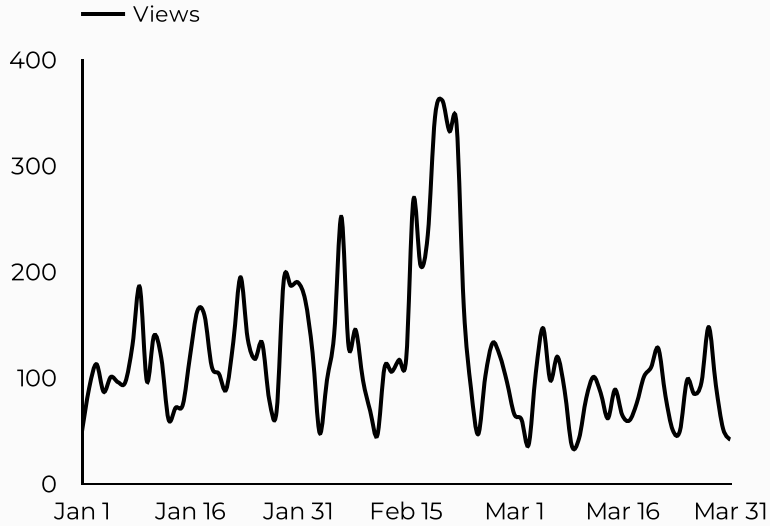
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Home Based Buisness (HBB)

Views 10,873 ↑ 44.6%	Sessions 9,684 ↑ 49.6%	Total users 7,808 ↑ 48.8%	New users 4,495 ↑ 87.3%	Avg. Session Time 01:50 ↓ -10.8%	Engagement rate 61% ↑ 100.8%
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Compared Y-o-Y

How is site traffic trending?

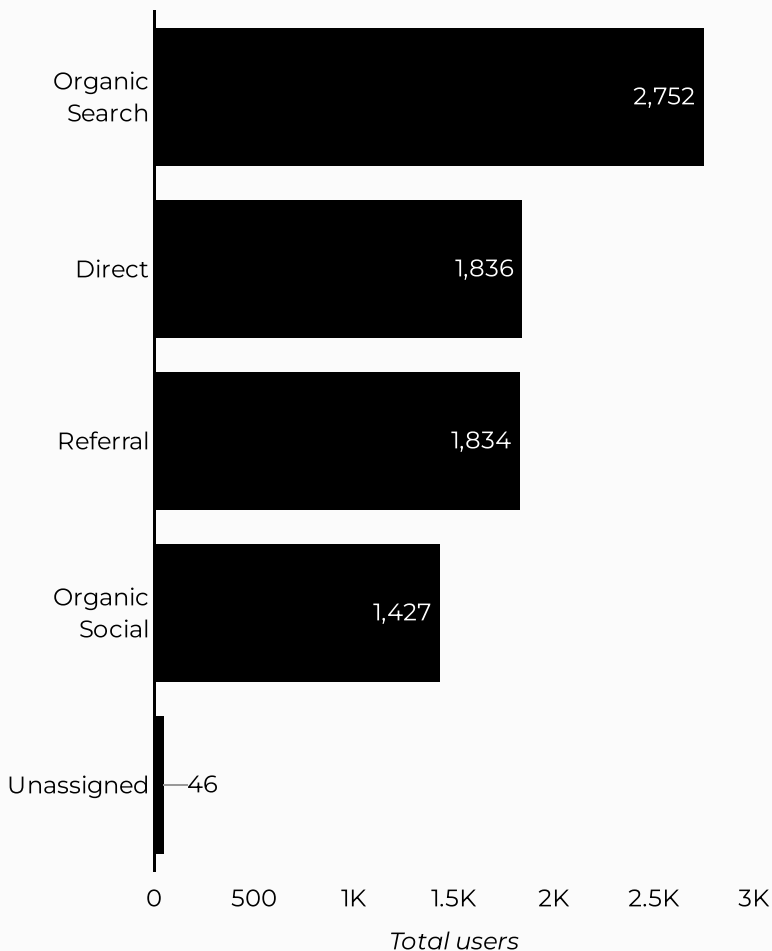


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,701
grafenwoehr.armymwr.com	629
stewarthunter.armymwr.com	568
stuttgart.armymwr.com	431
liberty.armymwr.com	312
irwin.armymwr.com	305
jblm.armymwr.com	303
hawaii.armymwr.com	276
johnson.armymwr.com	247
humphreys.armymwr.com	213

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,541
(direct)	1,836
home.army.mil	1,639
m.facebook.com	1,014
lm.facebook.com	276
bing	155
l.facebook.com	126
(not set)	41
installations.militaryonesource.mil	31
yahoo	31

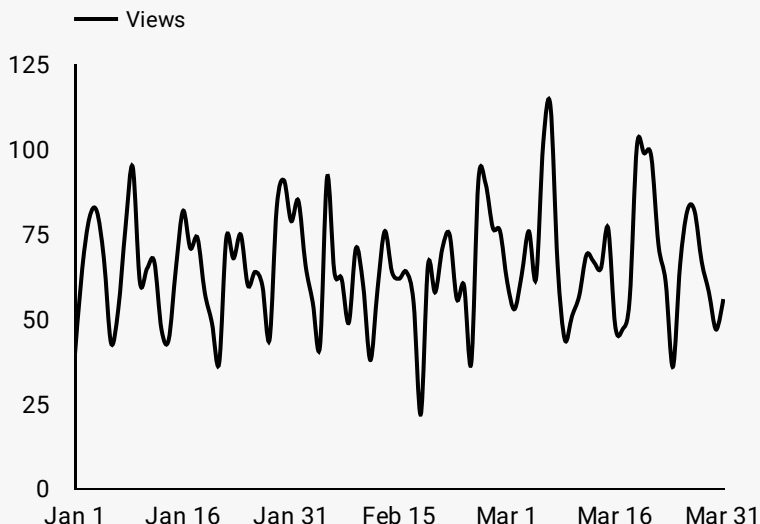


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CHRA Employment Campaign

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,966	5,166	4,215	1,480	01:59	75%

How is site traffic trending?



Top Link Clicks

Clicks	Total
https://www.usajobs.gov/	1,347
http://usajobs.gov/	1,137
https://www.usajobs.gov/help/working-in-government/unique-hiring-paths/students/	65
https://www.usajobs.gov/Help/working-in-government/unique-hiring-paths/individuals-with-disabilities	27
Grand total	2,576

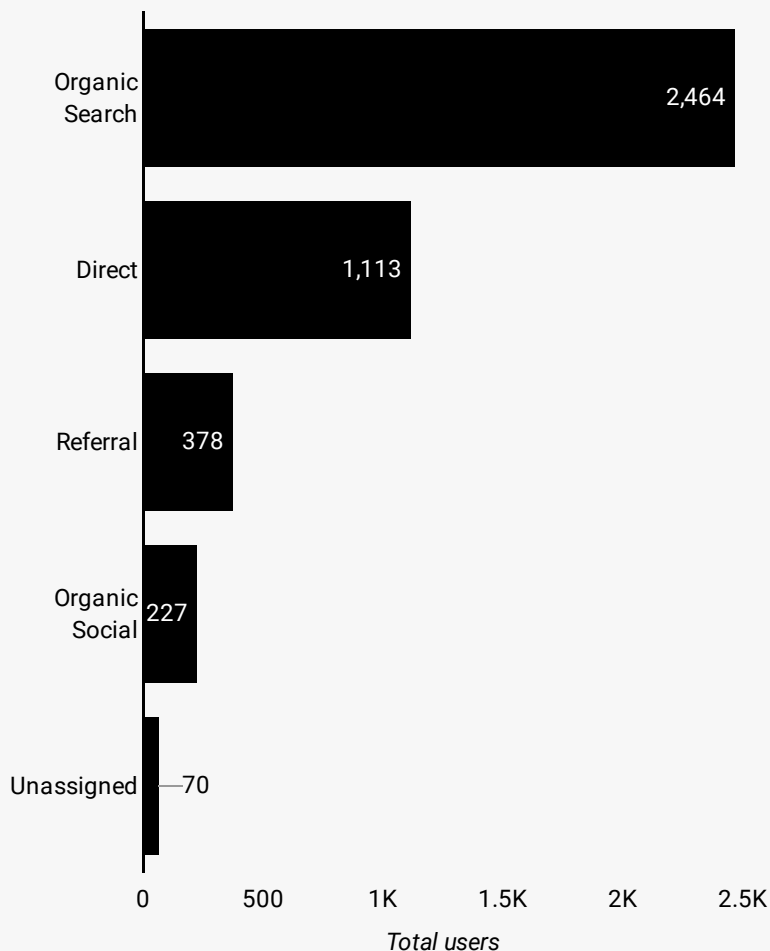
Top Pages

Sorted by Total Users

Page path	Total users
/careers	3,763
/army-civilian-careers	783
/eyscareers	3
/careersUSAJOB.com	1
Grand total	4,215

Which Channels Are Driving Traffic?

Sorted by Total Users



What are the top sources?

Session source	Total users
google	2,191
(direct)	1,113
bing	189
m.facebook.com	151
nafbenefits.com	73
home.army.mil	68
yahoo	59
(not set)	55
myseco.militaryonesource.mil	48
usajobs.gov	39
Grand total	4,215