



Program Roll-Up

Oct 1, 2022 - Sep 30, 2023

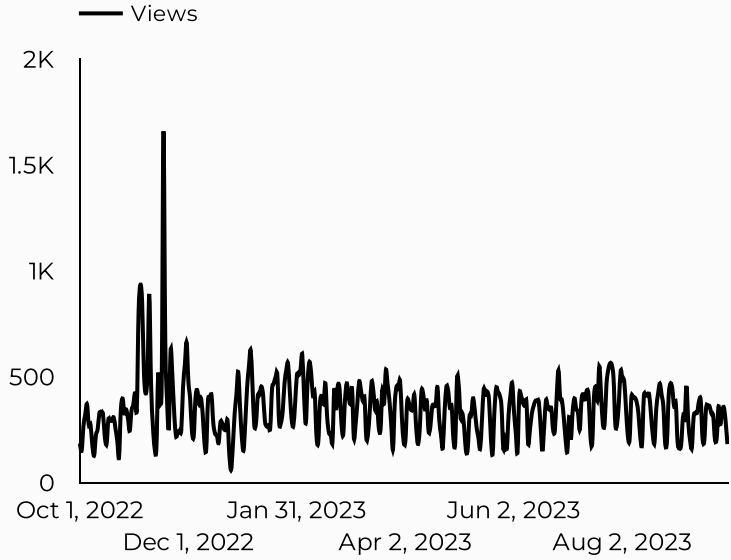


PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	60,713	42,079	73,886	43.51%
CEAT	13,186	2,677	15,289	16.06%
Home Based Business	19,427	8,135	24,248	31.45%



Views 128,073	Sessions 73,886	Total users 60,713	New users 42,079	Engagement rate 44%
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How is site traffic trending?

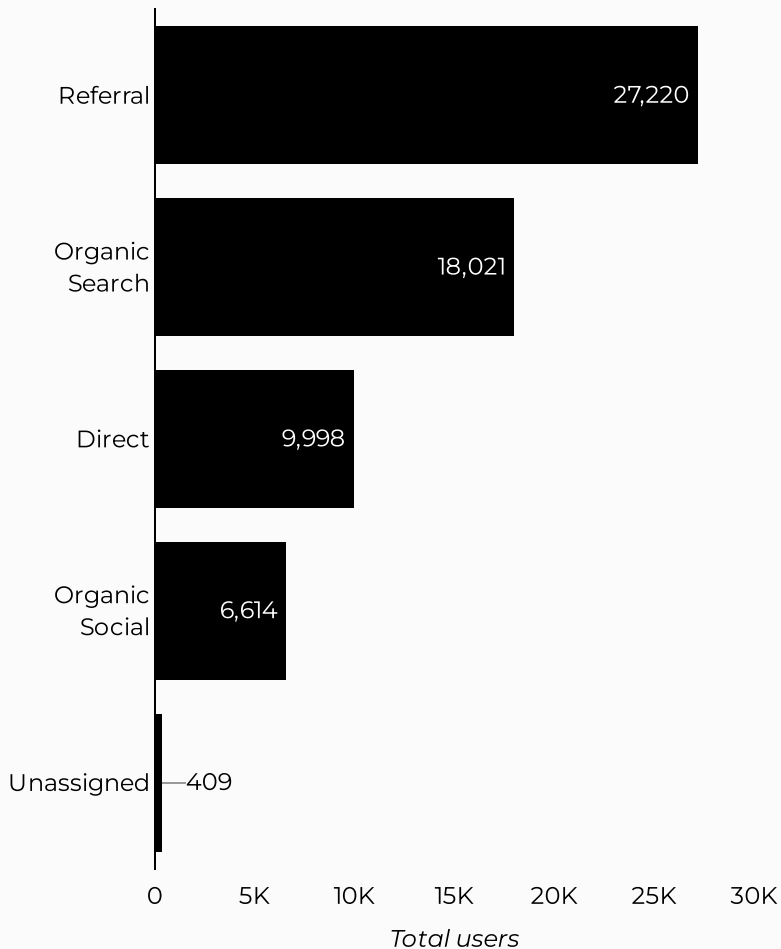


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	33,562
/employee-portal/naf-personnel-services/human-resources/come-work-us	12,825
/employee-portal/naf-personnel-services/naf-retirement	8,490
/employee-portal	7,931
/employee-portal/naf-personnel-services/health-insurance	5,787
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	2,828
/employee-portal/naf-personnel-services/life-insurance	2,524

Which channels are driving traffic?



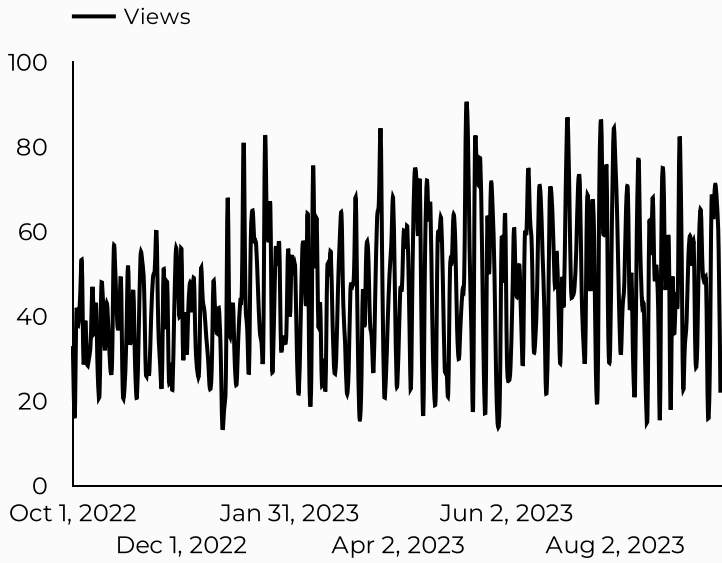
What are the top sources?

Session source	Total users
nafbenefits.com	25,765
google	15,884
(direct)	9,998
m.facebook.com	4,389
lm.facebook.com	1,766
bing	1,629
l.facebook.com	426
yahoo	367
usajobs.gov	267
home.army.mil	260



Views	Sessions	Total users	New users	Engagement rate
16,685	15,289	13,186	2,677	16%

How is site traffic trending?

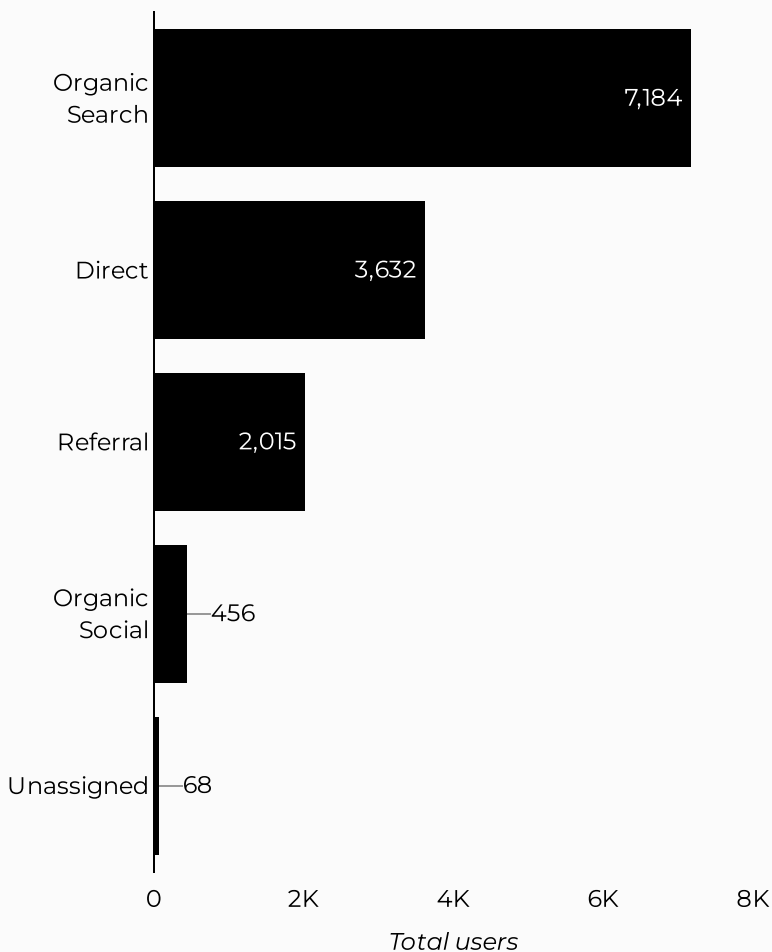


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	5,591
kaiserslautern.armymwr.com	454
stewarthunter.armymwr.com	430
bragg.armymwr.com	339
humphreys.armymwr.com	282
redstone.armymwr.com	276
bliss.armymwr.com	274
gordon.armymwr.com	230
liberty.armymwr.com	213
belvoir.armymwr.com	209

Which channels are driving traffic?



What are the top sources?

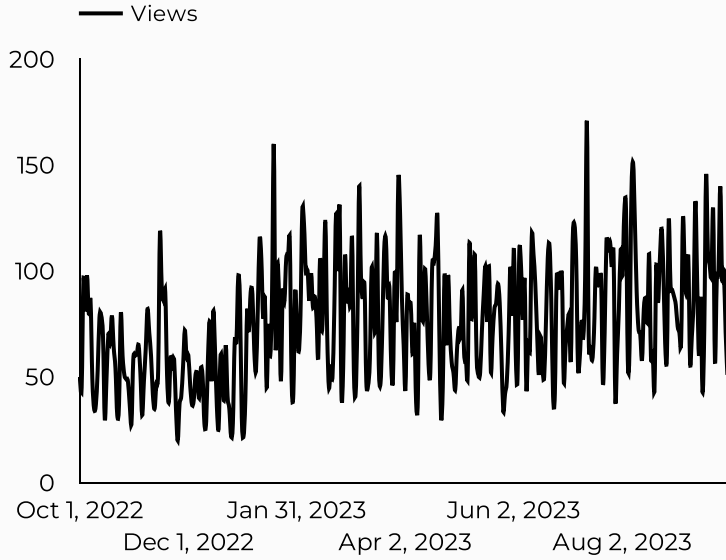
Session source	Total users
google	6,037
(direct)	3,632
bing	814
nafbenefits.com	733
home.army.mil	407
m.facebook.com	231
yahoo	166
usajobs.gov	152
l.facebook.com	138
military.com	114



ARMY MWR Home Based Business (HBB)

Views	Sessions	Total users	New users	Engagement rate
27,712	24,248	19,427	8,135	31%

How is site traffic trending?

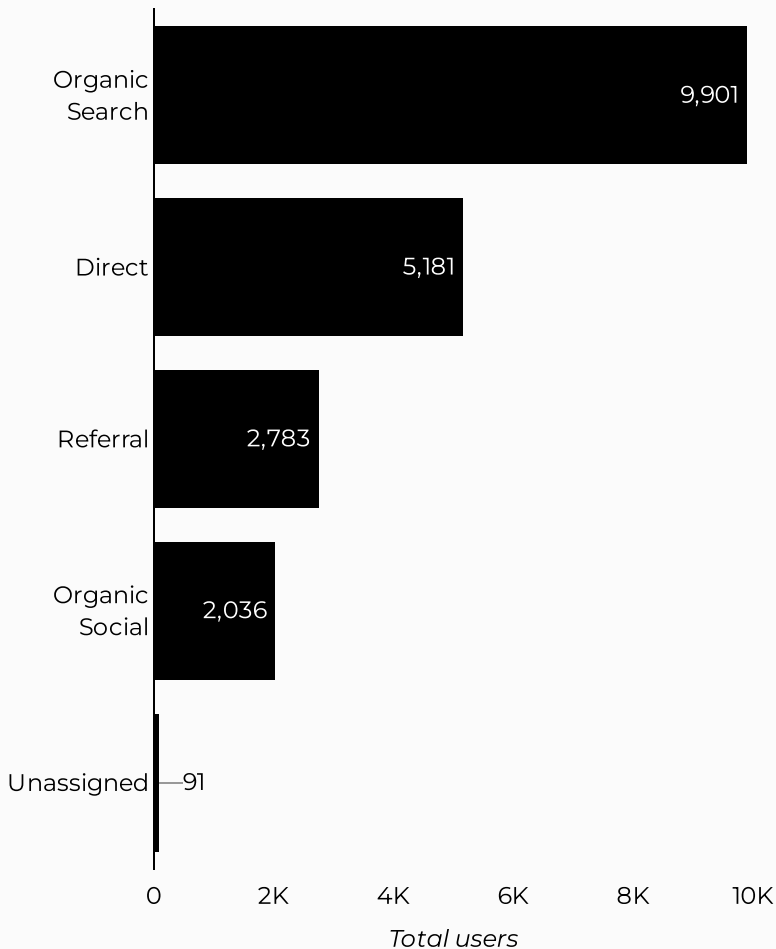


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,766
grafenwoehr.armymwr.com	1,512
stuttgart.armymwr.com	1,266
irwin.armymwr.com	1,076
jblm.armymwr.com	989
polk.armymwr.com	874
campbell.armymwr.com	785
humphreys.armymwr.com	732
stewarhunter.armymwr.com	495
johnson.armymwr.com	447

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	9,124
(direct)	5,181
home.army.mil	2,017
m.facebook.com	1,379
bing	552
lm.facebook.com	359
l.facebook.com	261
yahoo	142
military.com	110
installations.militaryonesource.mil	98