



# ARMY MWR

## Business and Recreation

Views  
**8,461,945**

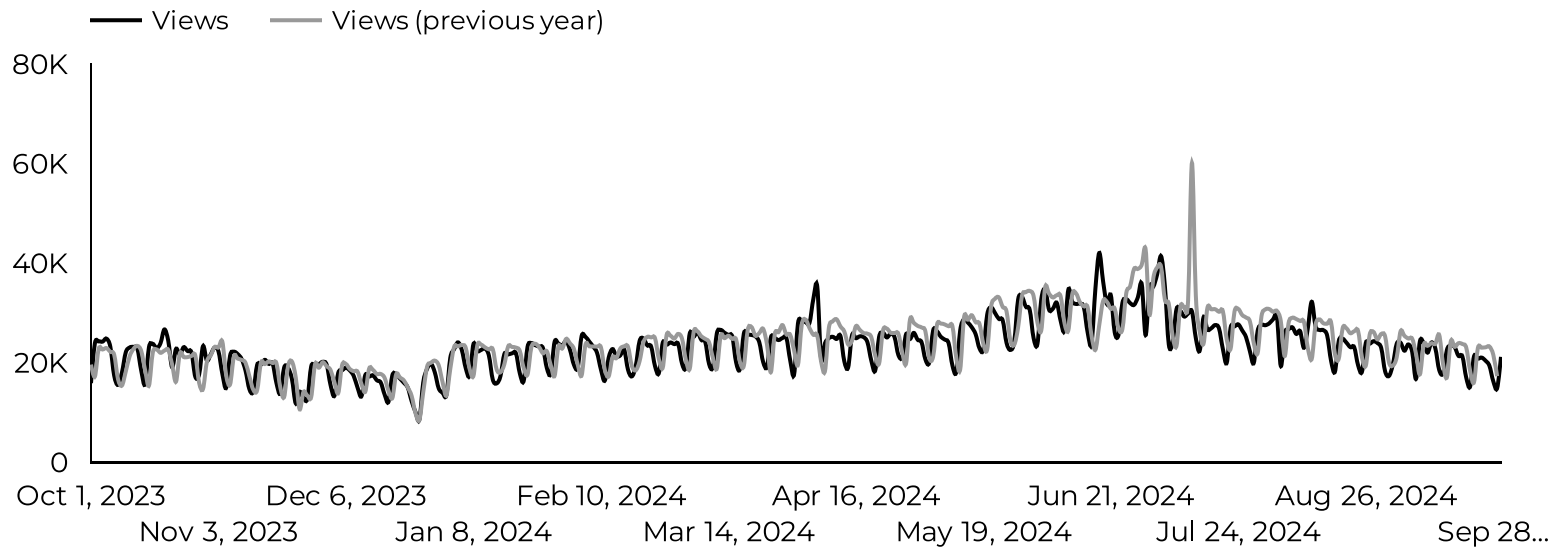
Visits (pageviews) to your page

Engagement rate  
**64%**

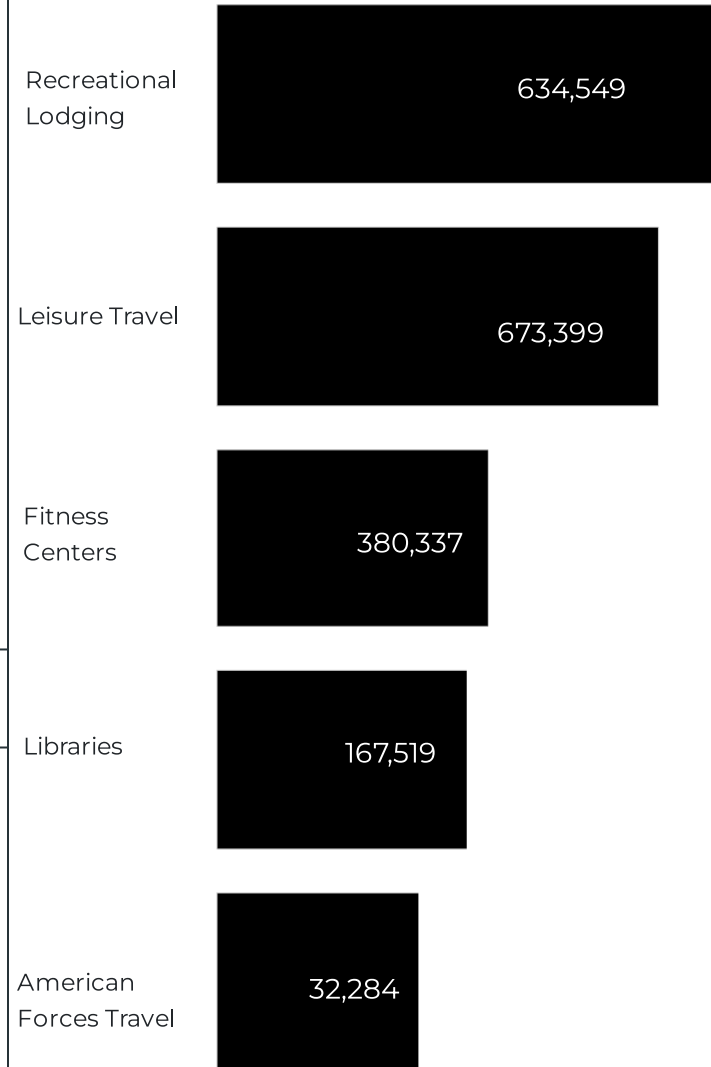
Average time people are engaged on your website

Total users  
**3,787,037**

The total number of users who visited your website



### What programs are users visiting?



### Visits from social media.

Social Media	Total users
Facebook	22,980
YouTube	810
Other	617
Instagram	515
Twitter	53
Reddit	49



# Program Roll-Up

Oct 1, 2023 - Sep 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	32,284	9,743	39,653	80.66%
Arts & Crafts	67,376	38,321	92,460	64.27%
Auto Skills	237,535	176,464	342,570	56.79%
BOSS	71,654	35,194	90,759	68.07%
Food and Beverage	1,658,919	1,189,846	2,287,339	66%
Healthy Army Communities	9,806	8,124	13,298	60.91%
Leisure Travel	673,399	413,376	952,311	74.42%
Libraries	167,519	111,610	260,998	62.99%
Warrior Zone	33,261	19,368	43,360	66.68%
Army Ten Miler (ATM)	295,353	285,869	489,349	51.66%
World Class Athlete Program	97,226	96,944	119,306	59.81%



# Sports and Fitness Program Roll-Up

Oct 1, 2023 - Sep 30, 2024



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	38,047	24,902	48,364	67.49%
Aquatics	277,100	165,480	407,198	63.42%
Bowling	217,104	156,886	305,477	63.03%
Fitness Centers	380,337	262,557	556,530	61.71%
Golf	422,170	352,389	606,887	65.75%
Intramural Sports	19,415	6,530	23,988	77.58%
Strong BANDS	10,530	3,064	12,002	78.11%
Warrior Zone	33,261	19,368	43,360	66.68%
World Class Athlete Program	97,226	96,944	119,306	59.81%



# Outdoor Rec Program Roll-Up

Oct 1, 2023 - Sep 30, 2024



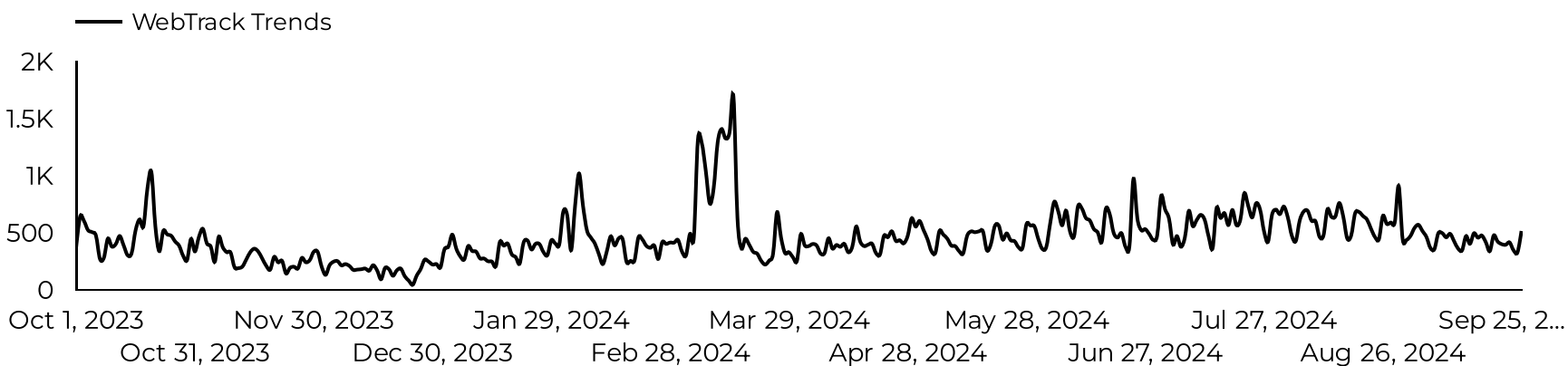
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	18,660	9,541	23,631	62.85%
Equipment Rental	77,637	33,887	112,366	72.03%
Recreational Lodging	634,549	440,816	903,511	73.04%





Total WebTrac clicks on pages.

# 166,982



Top installations with the highest number of WebTrac link clicks on pages.

Installation	Clicks on WebTrac Links. ▾
westpoint.armymwr.com	26,109
campbell.armymwr.com	18,951
mccoy.armymwr.com	14,865
belvoir.armymwr.com	14,772
stuttgart.armymwr.com	7,703
jblm.armymwr.com	7,205
carson.armymwr.com	6,950
liberty.armymwr.com	6,389
kaiserslautern.armymwr.com	5,959
jackson.armymwr.com	5,544
picatinny.armymwr.com	5,391
knox.armymwr.com	4,661
redstone.armymwr.com	4,437
stewarhunter.armymwr.com	3,737
leavenworth.armymwr.com	3,695
moore.armymwr.com	3,596
cavazos.armymwr.com	3,268
humphreys.armymwr.com	2,698
grafenwoehr.armymwr.com	2,529
bliss.armymwr.com	2,191



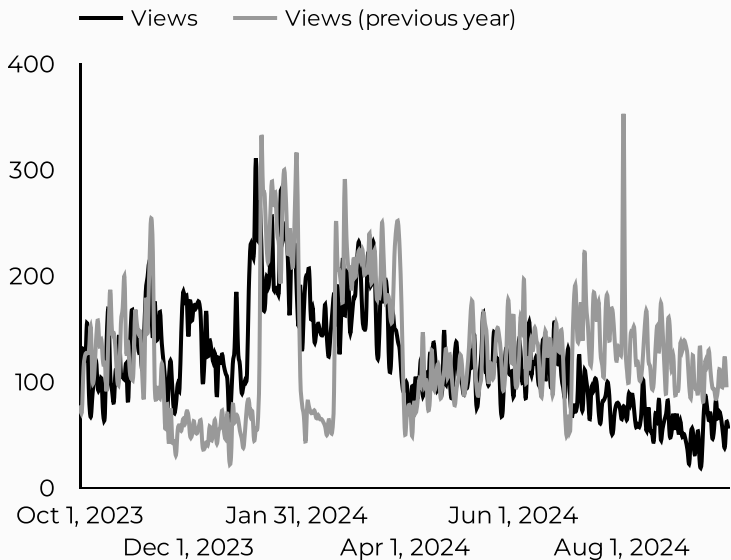
# ARMY MWR

## American Forces Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
44,338	39,653	32,284	9,743	01:56	81%
↓ -5.0%	↓ -4.6%	↓ -5.6%	↑ 9.3%	↓ -6.2%	↑ 328.9%

Compared Y-o-Y

### How is site traffic trending?

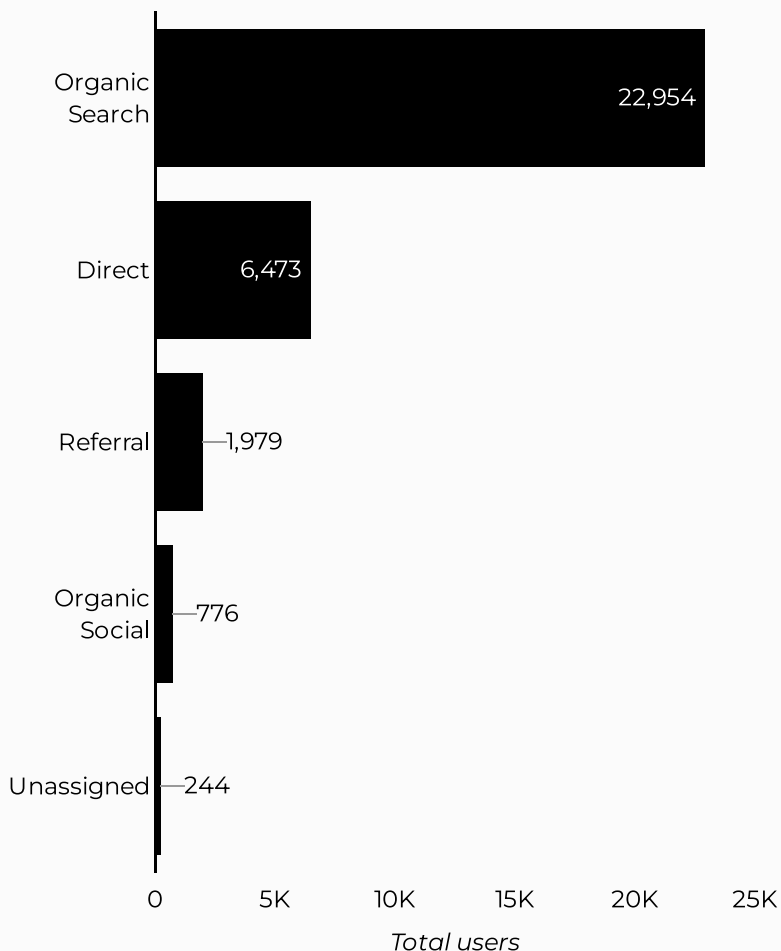


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	30,183
campbell.armymwr.com	246
belvoir.armymwr.com	209
zama.armymwr.com	161
jblm.armymwr.com	131
hawaii.armymwr.com	120
bliss.armymwr.com	112
westpoint.armymwr.com	99
jbmhh.armymwr.com	98
meade.armymwr.com	88

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	20,706
(direct)	6,473
bing	1,451
home.army.mil	645
militaryonesource.mil	602
yahoo	425
m.facebook.com	376
duckduckgo	307
(not set)	217
l.facebook.com	207



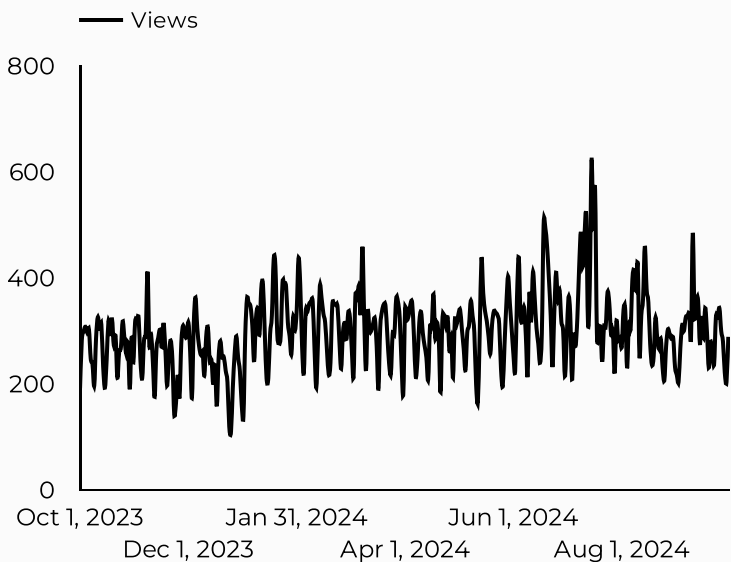
# ARMY MWR

Arts & Crafts

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
109,930 ↑ 2.3%	92,460 ↑ 2.9%	67,376 ↑ 2.9%	38,321 ↓ -1.1%	02:06 ↓ -5.6%	64% ↑ 57.5%

Compared Y-o-Y

## How is site traffic trending?

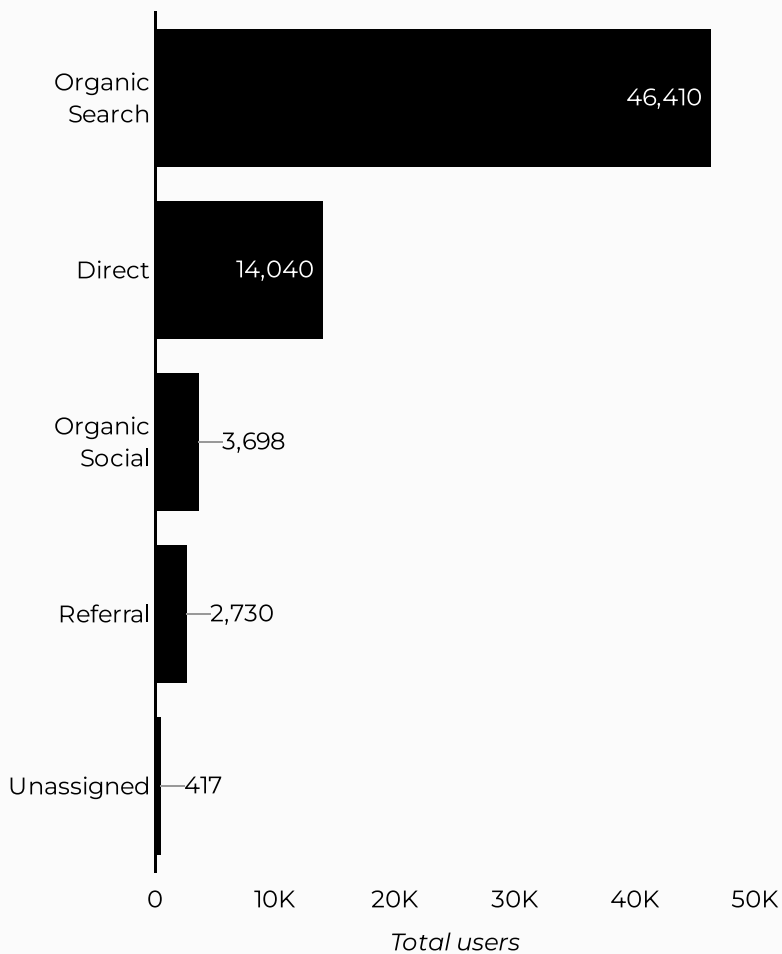


## Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	8,382
stuttgart.armymwr.com	5,231
hawaii.armymwr.com	4,615
humphreys.armymwr.com	4,336
www.armymwr.com	4,196
jblm.armymwr.com	3,383
bliss.armymwr.com	2,956
knox.armymwr.com	2,797
meade.armymwr.com	2,414
campbell.armymwr.com	2,356

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	42,713
(direct)	14,040
bing	2,432
m.facebook.com	2,270
home.army.mil	1,452
l.facebook.com	627
yahoo	612
duckduckgo	593
lm.facebook.com	538
(not set)	282



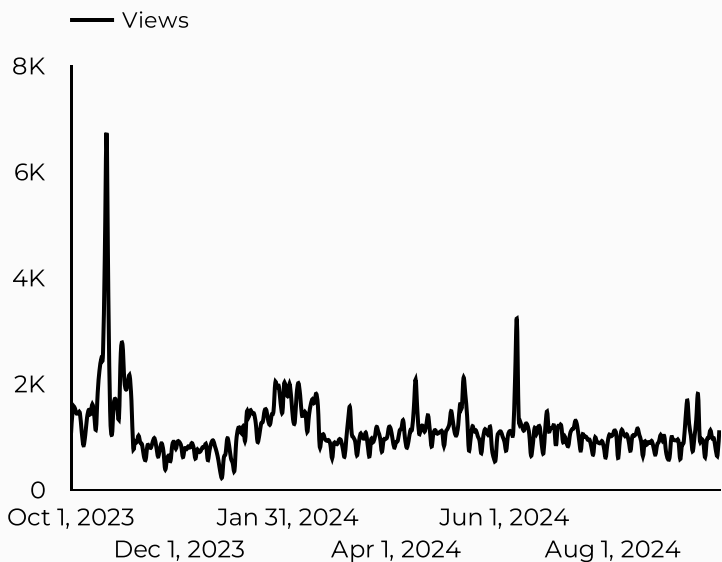
# ARMY MWR

## Auto Skills

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
415,390	342,570	237,535	176,464	02:23	57%
↑ 13.6%	↑ 12.9%	↑ 12.5%	↑ 15.6%	↓ -2.3%	↑ 26.9%

Compared Y-o-Y

### How is site traffic trending?

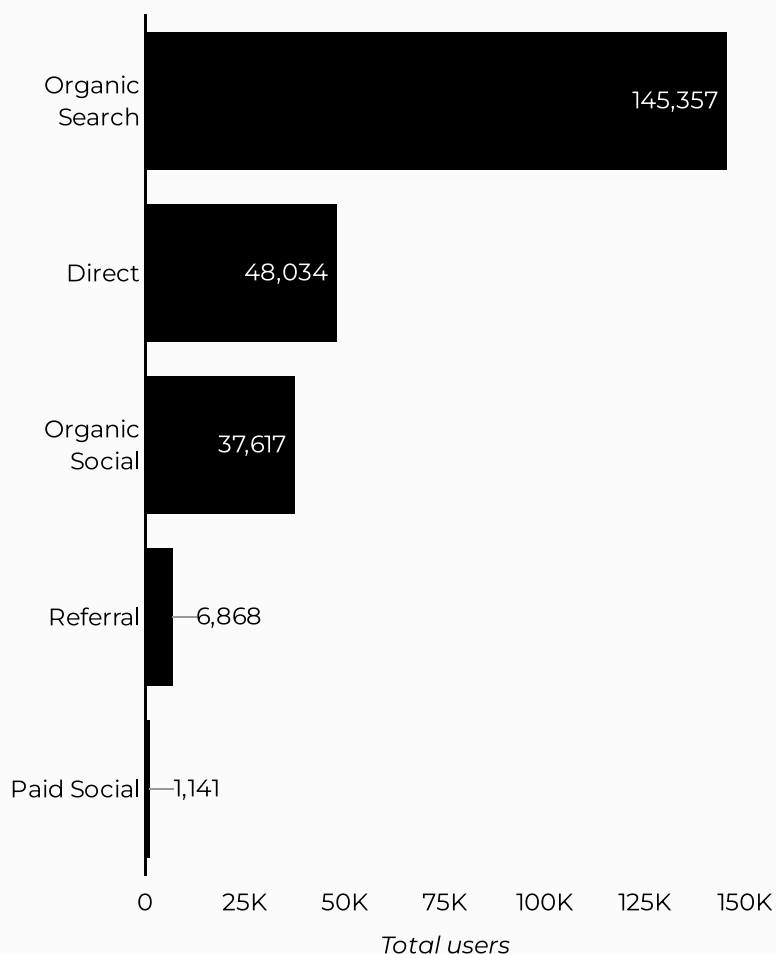


### Top US Army Installations

Sorted by Total Users

Installation	Total users
stewarhunter.armymwr.com	29,162
moore.armymwr.com	20,494
cavazos.armymwr.com	16,122
campbell.armymwr.com	14,147
drum.armymwr.com	13,092
liberty.armymwr.com	12,448
kaiserslautern.armymwr.com	10,677
wiesbaden.armymwr.com	7,996
hawaii.armymwr.com	7,931
www.armymwr.com	7,803

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	136,615
(direct)	48,034
m.facebook.com	26,956
lm.facebook.com	6,727
bing	5,877
l.facebook.com	3,681
home.army.mil	2,964
duckduckgo	1,756
yahoo	1,296
fb	1,140



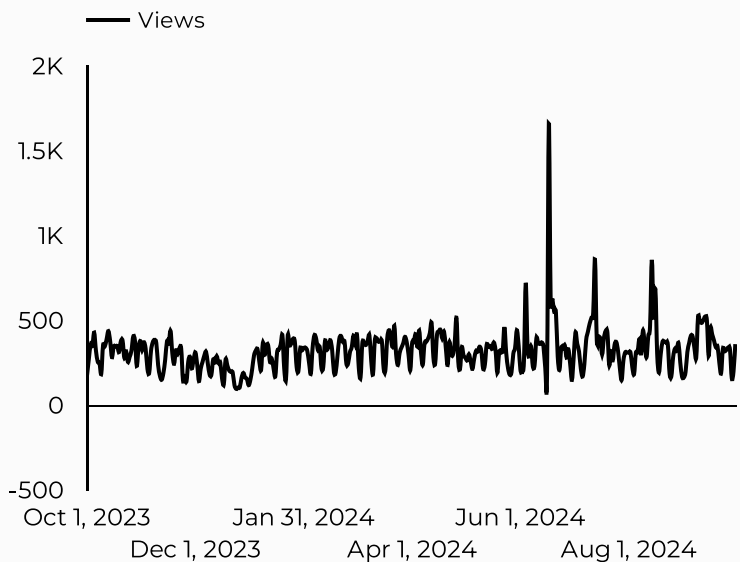
# ARMY MWR

# BOSS

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
117,533	90,759	71,654	35,194	01:58	68%
↑ 3.8%	↑ 5.1%	↑ 2.9%	↑ 1.6%	↓ -6.2%	↑ 98.1%

Compared Y-o-Y

## How is site traffic trending?

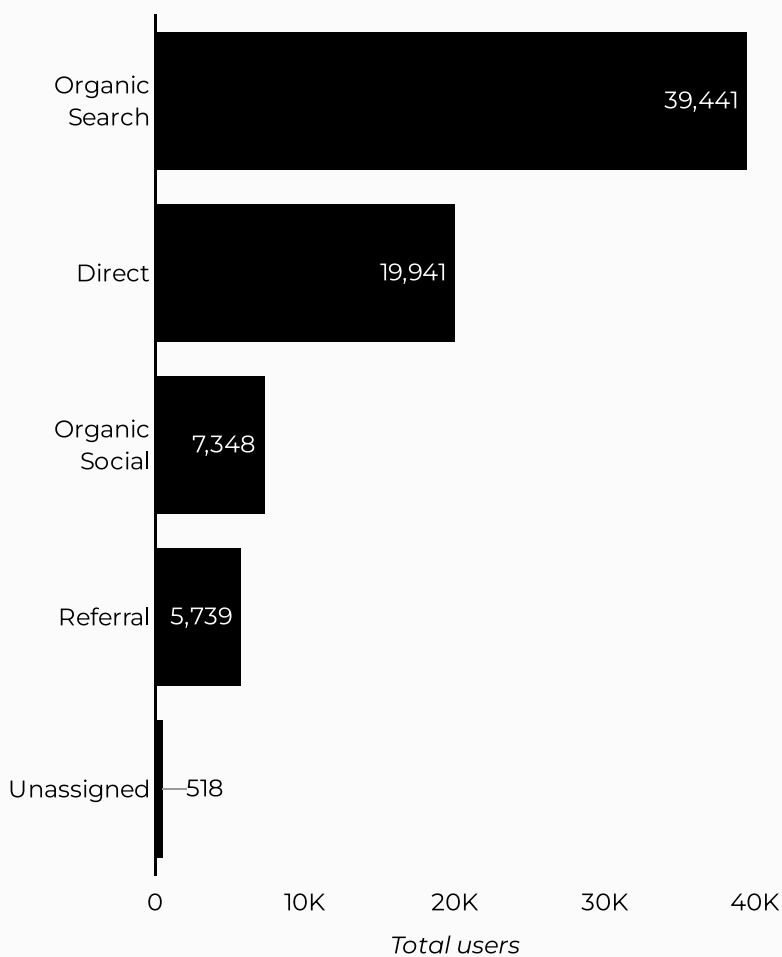


## Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	10,350
humphreys.armymwr.com	7,868
cavazos.armymwr.com	4,641
bliss.armymwr.com	3,812
liberty.armymwr.com	3,805
stewarthunter.armymwr.com	3,337
jblm.armymwr.com	3,039
hawaii.armymwr.com	2,815
carson.armymwr.com	2,296
drum.armymwr.com	2,137

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	36,145
(direct)	19,941
m.facebook.com	4,119
bing	2,746
home.army.mil	2,573
l.facebook.com	1,293
linktr.ee	1,075
lm.facebook.com	986
facebook.com	495
(not set)	459



# ARMY MWR

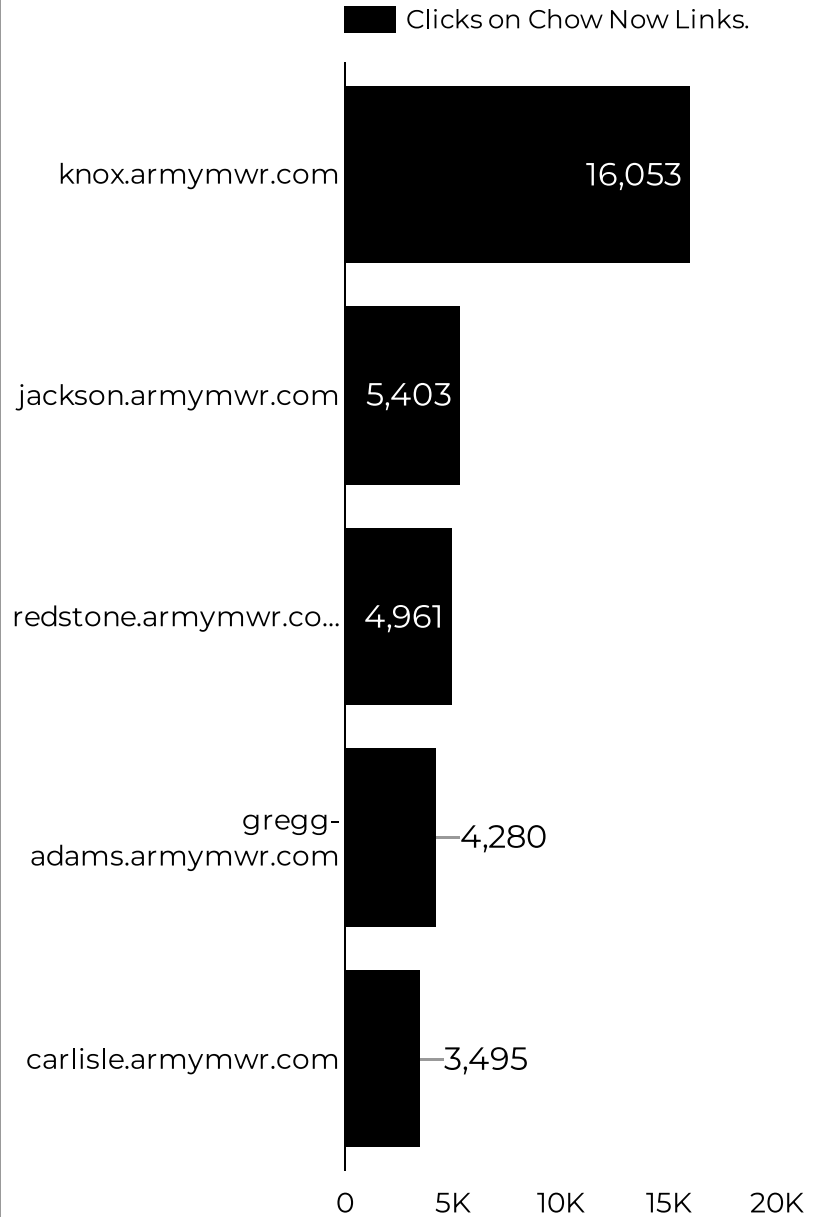
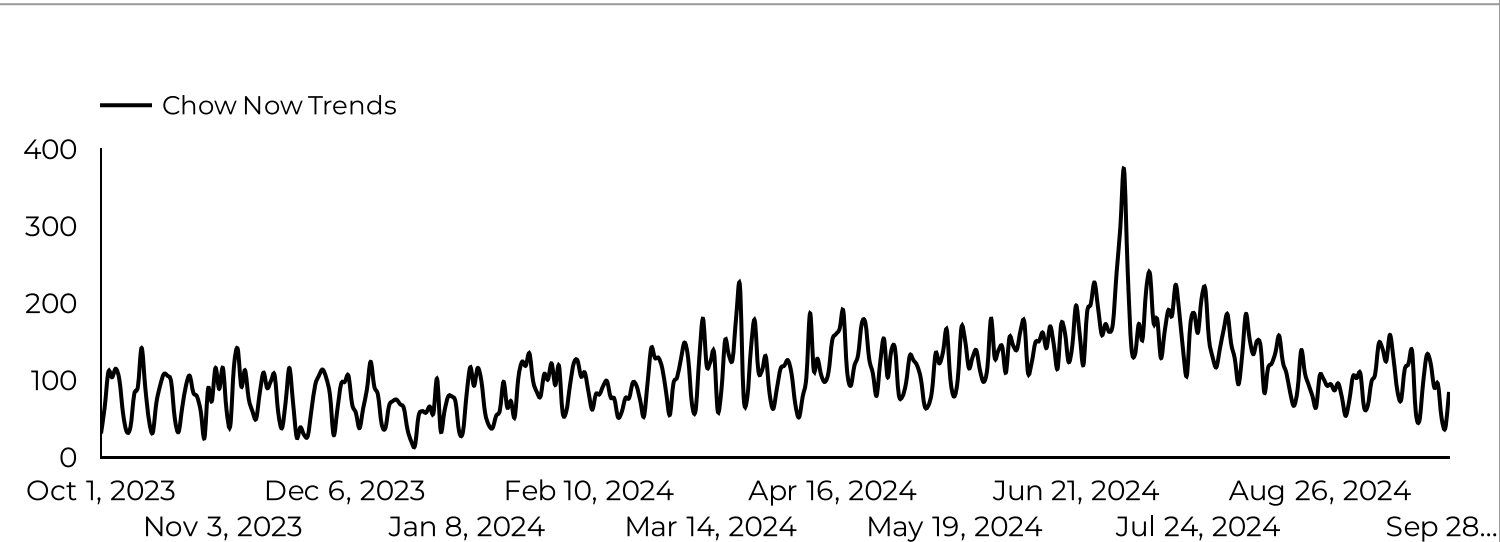
# Chow Now

## Chow Now Link Clicks

# 39,911

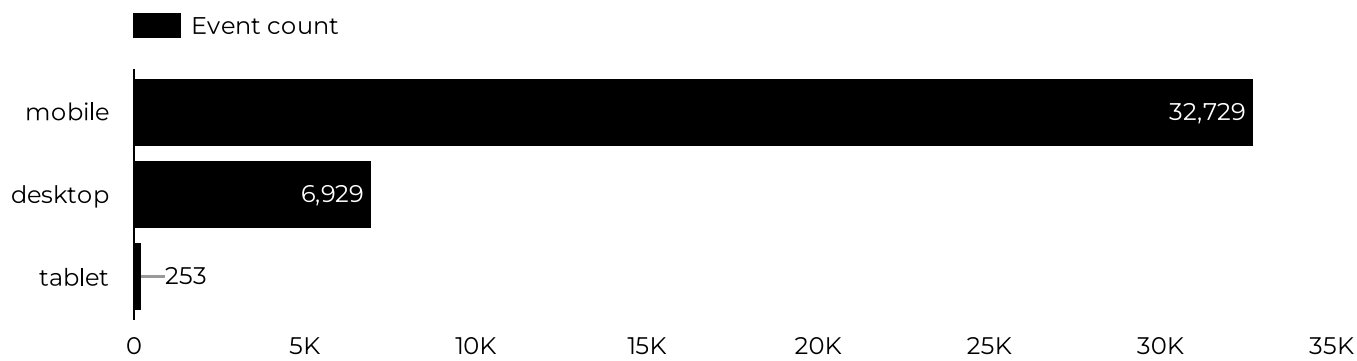
## Top installations

Top installations with the highest number of Chow Now link clicks on pages.



## Which devices are driving engagement?

Do people order on mobile or desktop?





# ARMY MWR

## Healthy Army Communities (HAC)

Views  
**15,138**  
↑ 2.4%

Sessions  
**13,298**  
↑ 5.5%

Total users  
**9,806**  
↑ 1.8%

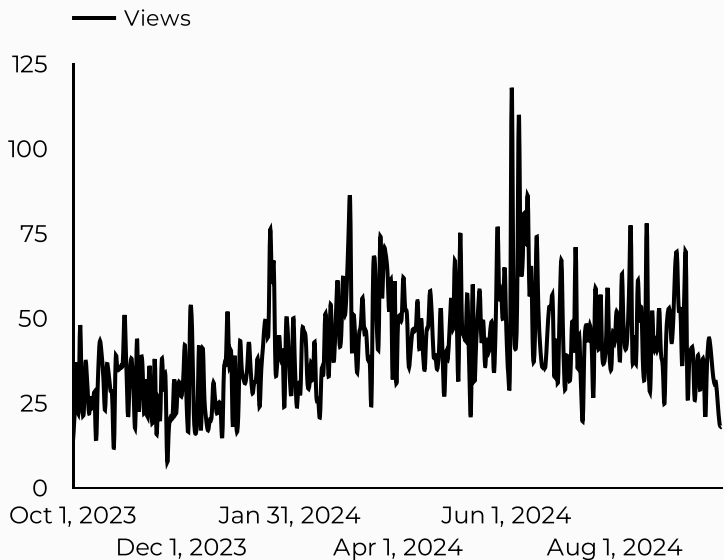
New users  
**8,124**  
↑ 0.8%

Avg. Session Time  
**02:39**  
↓ -11.1%

Engagement rate  
**61%**  
↑ 11.5%

Compared Y-o-Y

### How is site traffic trending?

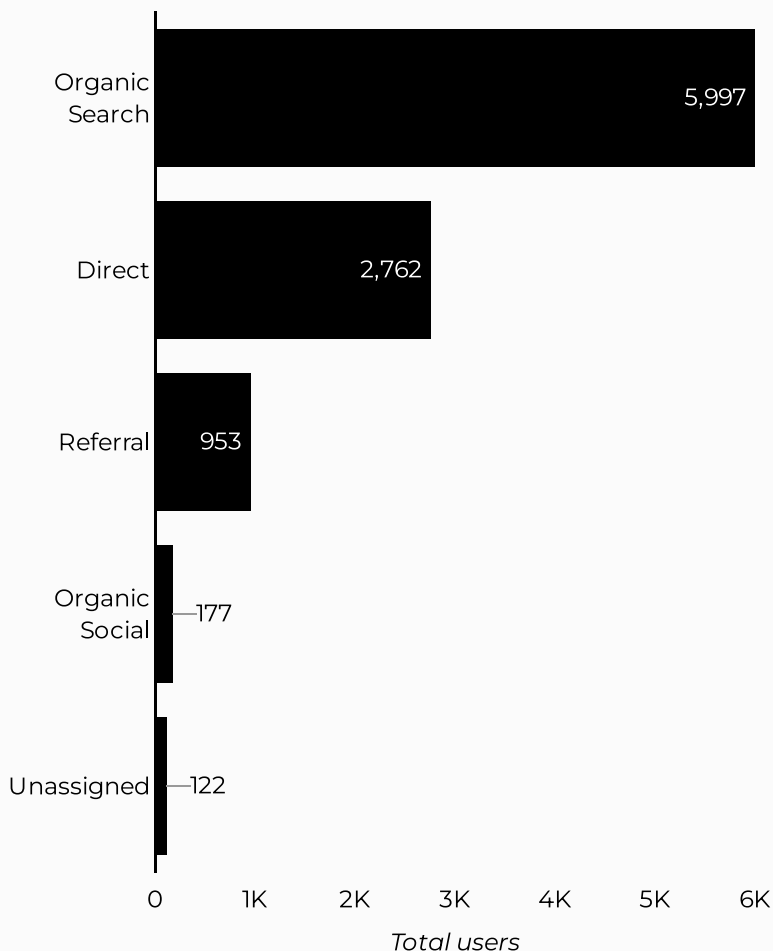


### Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	8,377
www.armymwr.com	518
campbell.armymwr.com	276
humphreys.armymwr.com	210
eisenhower.armymwr.com	150
sill.armymwr.com	113
bliss.armymwr.com	31
stewarhunter.armymwr.com	26
garmisch.armymwr.com	21
chievres.armymwr.com	20

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	5,546
(direct)	2,762
home.army.mil	577
bing	273
duckduckgo	110
m.facebook.com	108
referral	86
missionwalk.org	83
yahoo	70
mymilitarynetwork.org	64



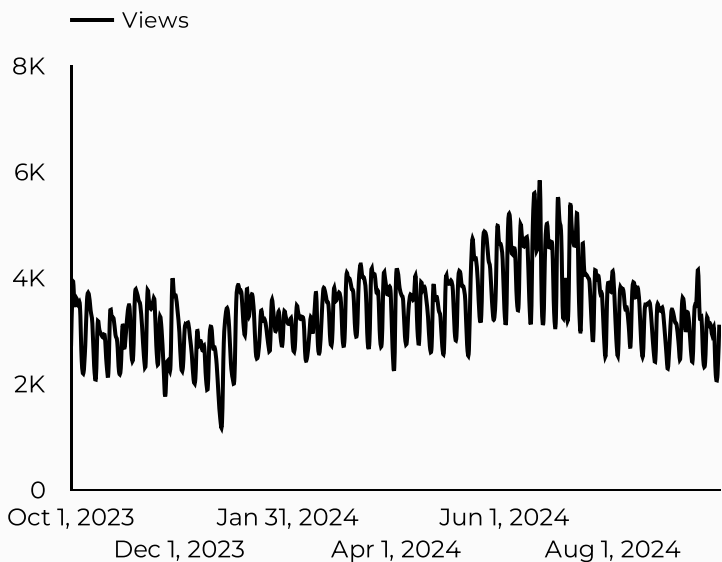
# ARMY MWR

## Leisure Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,237,650	952,311	673,399	413,376	02:36	74%
↓ -4.9%	↓ -2.9%	↓ -0.8%	↓ -1.0%	↓ -3.1%	↑ 48.9%

Compared Y-o-Y

### How is site traffic trending?

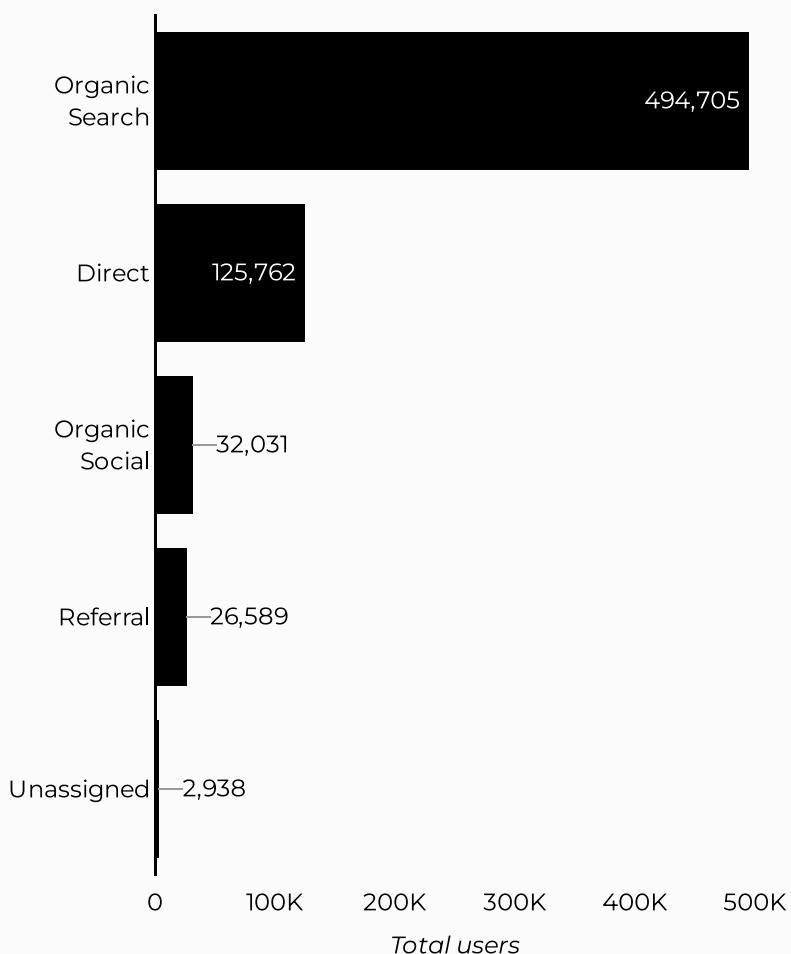


### Top US Army Installations

Sorted by Total Users

Installation	Total users
belvoir.armymwr.com	47,826
www.armymwr.com	47,466
jblm.armymwr.com	37,158
hawaii.armymwr.com	35,669
liberty.armymwr.com	33,621
redstone.armymwr.com	32,969
moore.armymwr.com	30,179
cavazos.armymwr.com	26,343
stewarhunter.armymwr.com	24,654
jackson.armymwr.com	23,464

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	456,080
(direct)	125,762
bing	25,832
m.facebook.com	21,345
home.army.mil	8,479
yahoo	7,073
militaryonesource.mil	5,241
duckduckgo	4,994
l.facebook.com	4,890
lm.facebook.com	4,524





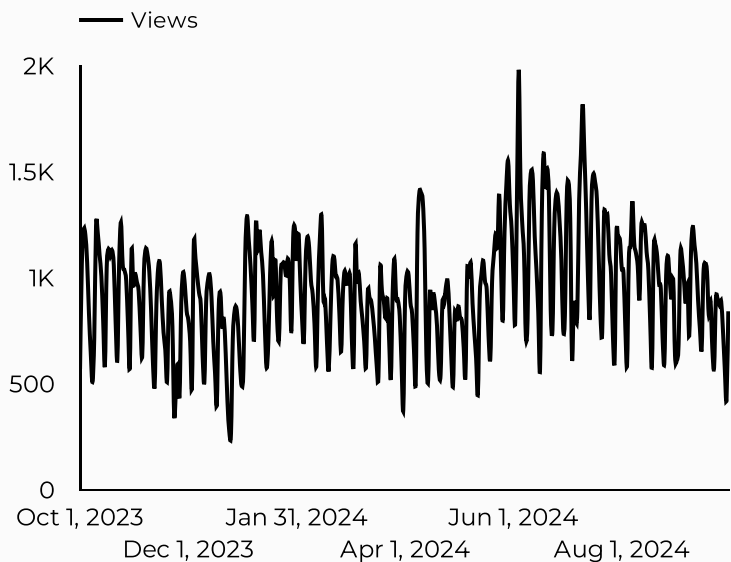
# ARMY MWR

## Libraries

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
345,058	260,998	167,519	111,610	02:22	63%
↓ -0.1%	↑ 2.4%	↑ 3.6%	↓ -2.4%	↓ -1.6%	↑ 31.7%

Compared Y-o-Y

### How is site traffic trending?

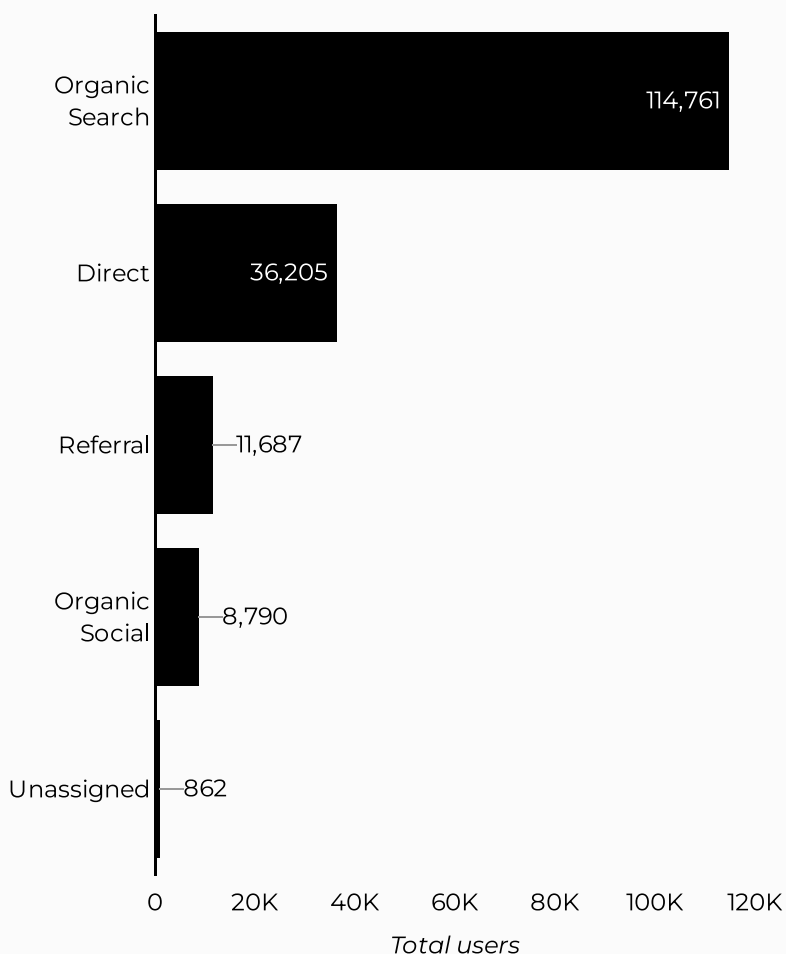


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	18,823
jblm.armymwr.com	15,666
liberty.armymwr.com	13,075
campbell.armymwr.com	7,975
humphreys.armymwr.com	6,520
hawaii.armymwr.com	6,435
knox.armymwr.com	6,256
moore.armymwr.com	5,667
wiesbaden.armymwr.com	5,231
carson.armymwr.com	5,229

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	106,097
(direct)	36,205
bing	5,985
m.facebook.com	5,331
mwrlibrary.armybiznet.com	2,695
army.dodmwrlibraries.org	2,660
home.army.mil	2,204
l.facebook.com	2,021
duckduckgo	1,518
yahoo	1,357



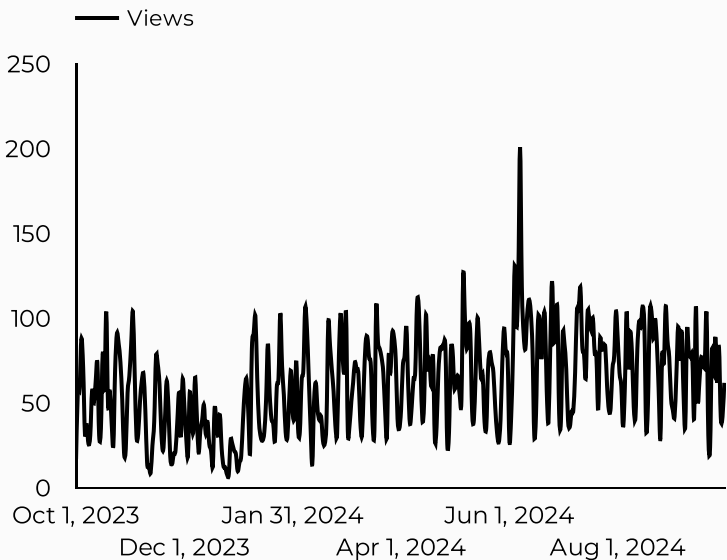
# ARMY MWR

## Adventure Programs

Views <b>22,684</b> ↑ 3.6%	Sessions <b>23,631</b> ↑ 27.9%	Total users <b>18,660</b> ↑ 33.1%	New users <b>9,541</b> ↑ 38.8%	Avg. Session Time <b>02:12</b> ↓ -9.7%	Engagement rate <b>63%</b> ↑ 89.0%
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Compared Y-o-Y

### How is site traffic trending?

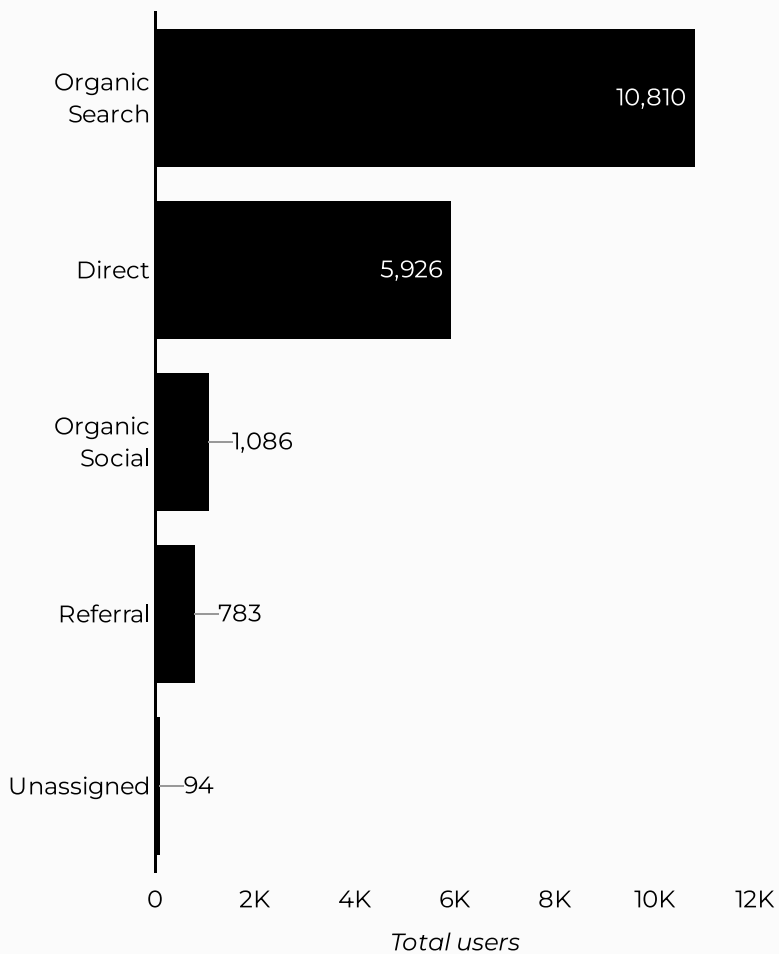


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,630
academy.armymwr.com	3,223
liberty.armymwr.com	2,274
jblm.armymwr.com	1,871
cavazos.armymwr.com	1,750
stewarhunter.armymwr.com	870
moore.armymwr.com	687
carson.armymwr.com	623
drum.armymwr.com	565
eisenhower.armymwr.com	484

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	9,692
(direct)	5,926
bing	883
m.facebook.com	685
home.army.mil	265
lm.facebook.com	184
l.facebook.com	150
duckduckgo	126
yahoo	109
safe.menlosecurity.com	104



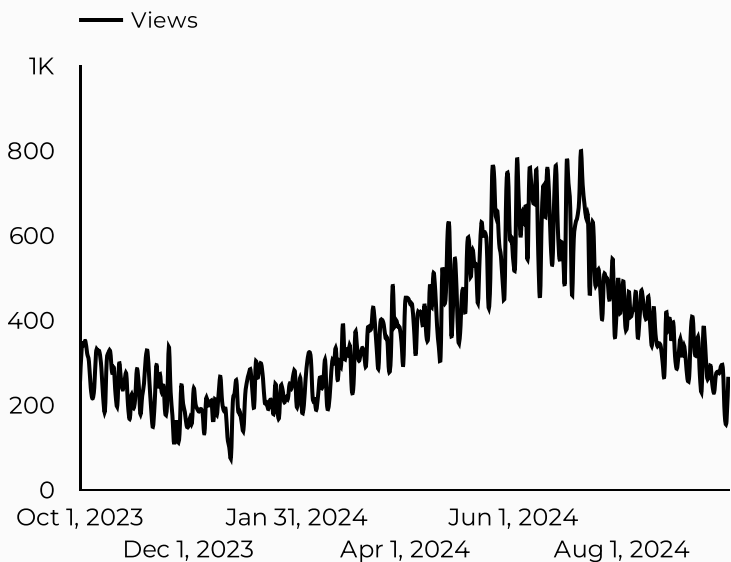
# ARMY MWR

## Equipment Rental

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
134,350	112,366	77,637	33,887	02:48	72%
↓ -12.3%	↓ -11.4%	↓ -14.0%	↓ -12.5%	↓ -1.1%	↑ 111.6%

Compared Y-o-Y

### How is site traffic trending?

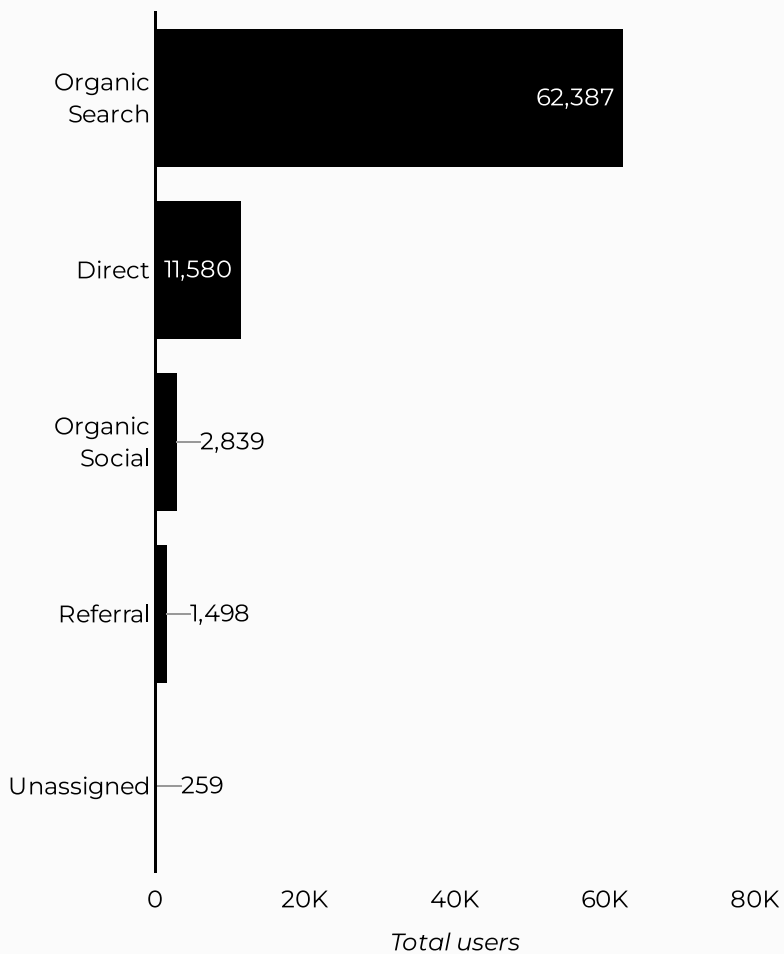


### Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	18,440
liberty.armymwr.com	13,660
cavazos.armymwr.com	8,322
knox.armymwr.com	6,535
redstone.armymwr.com	5,957
riley.armymwr.com	5,270
eisenhower.armymwr.com	3,851
sill.armymwr.com	3,374
mccoy.armymwr.com	2,733
humphreys.armymwr.com	1,949

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	58,454
(direct)	11,580
bing	2,717
m.facebook.com	1,992
duckduckgo	668
yahoo	600
home.army.mil	577
lm.facebook.com	408
l.facebook.com	359
(not set)	258



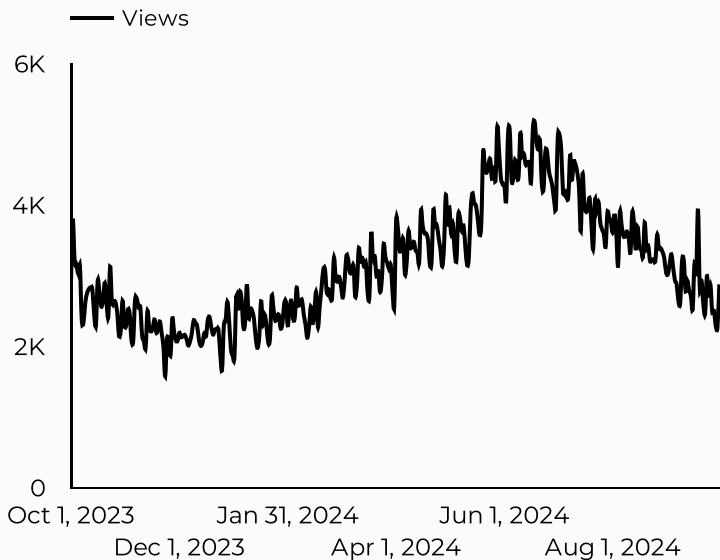
# ARMY MWR

## Recreational Lodging

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,153,997	903,511	634,549	440,816	02:53	73%
↓ -9.0%	↓ -10.2%	↓ -7.0%	↓ -9.2%	↑ 0.0%	↑ 39.6%

Compared Y-o-Y

### How is site traffic trending?

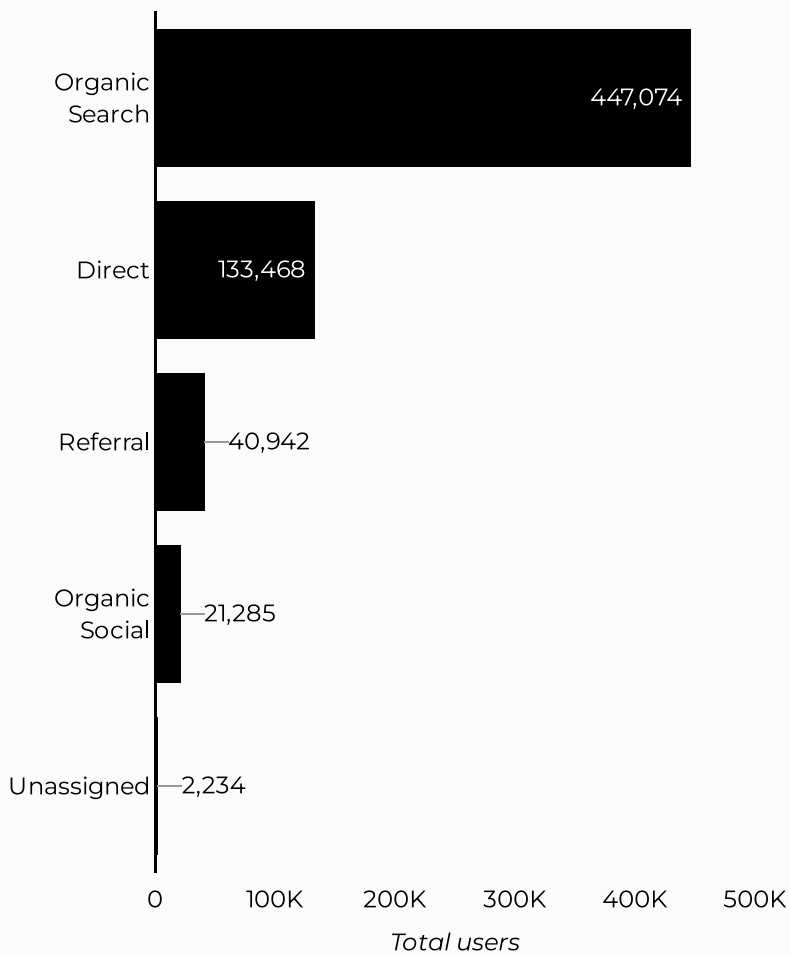


### Top US Army Installations

Sorted by Total Users

Installation	Total users
jackson.armymwr.com	45,348
cavazos.armymwr.com	43,160
moore.armymwr.com	40,542
belvoir.armymwr.com	36,939
liberty.armymwr.com	36,624
mccoy.armymwr.com	33,048
eisenhower.armymwr.com	27,515
leonardwood.armymwr.com	25,068
jblm.armymwr.com	24,926
westpoint.armymwr.com	20,906

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	416,835
(direct)	133,468
bing	21,404
m.facebook.com	12,974
home.army.mil	7,343
yahoo	5,671
campgrounds.rvlife.com	5,441
militarycampgrounds.us	5,017
duckduckgo	4,948
l.facebook.com	4,051



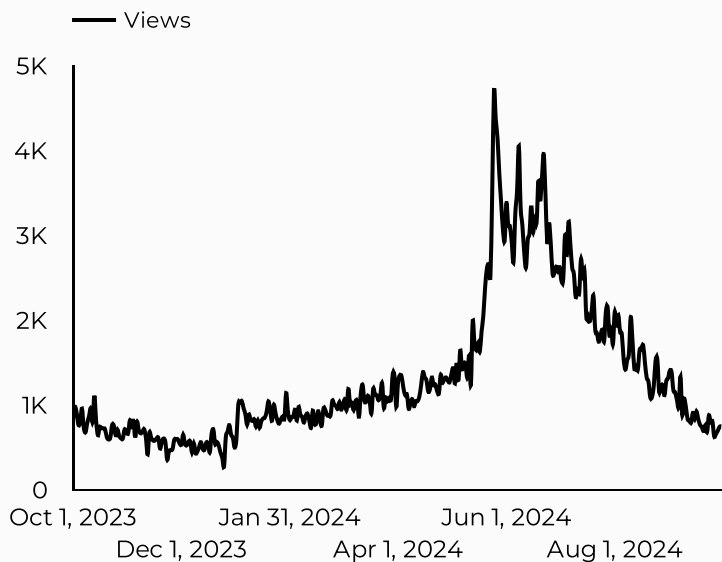
# ARMY MWR

# Aquatics

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
489,818	407,198	277,100	165,480	02:06	63%
↓ -1.6%	↑ 1.1%	↑ 0.3%	↑ 1.3%	↓ -6.4%	↑ 62.2%

Compared Y-o-Y

## How is site traffic trending?

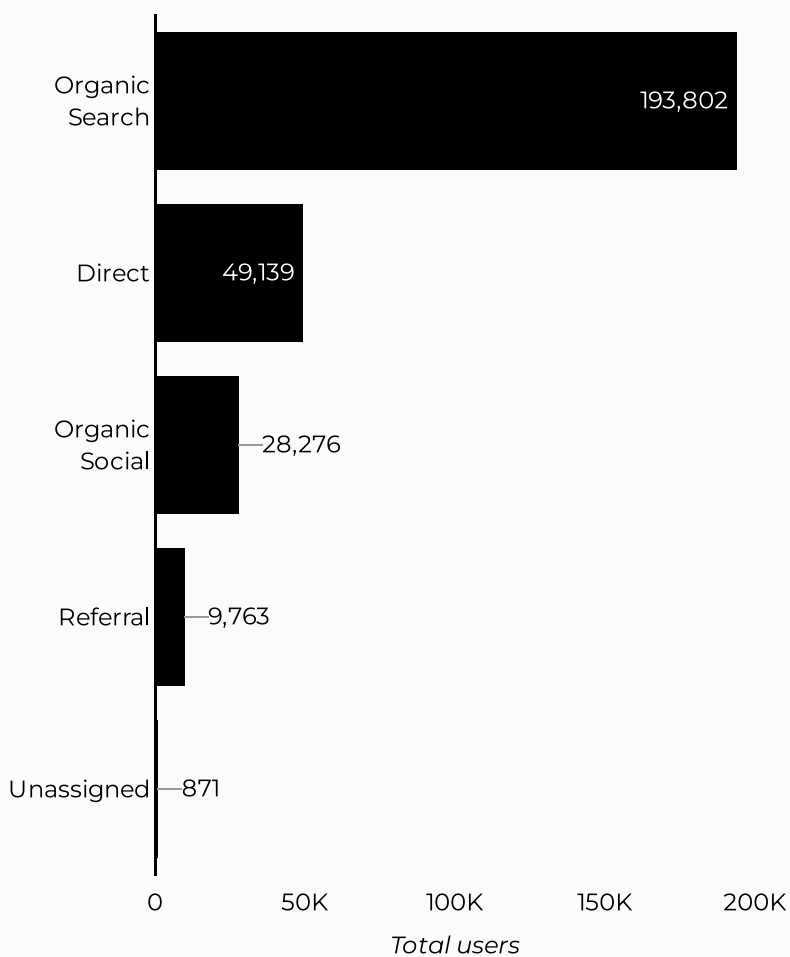


## Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	27,167
liberty.armymwr.com	19,405
campbell.armymwr.com	16,993
bliss.armymwr.com	15,315
cavazos.armymwr.com	13,615
humphreys.armymwr.com	12,654
eisenhower.armymwr.com	12,618
belvoir.armymwr.com	12,254
hawaii.armymwr.com	11,265
moore.armymwr.com	10,541

## Which channels are driving traffic?



## What are the top sources?

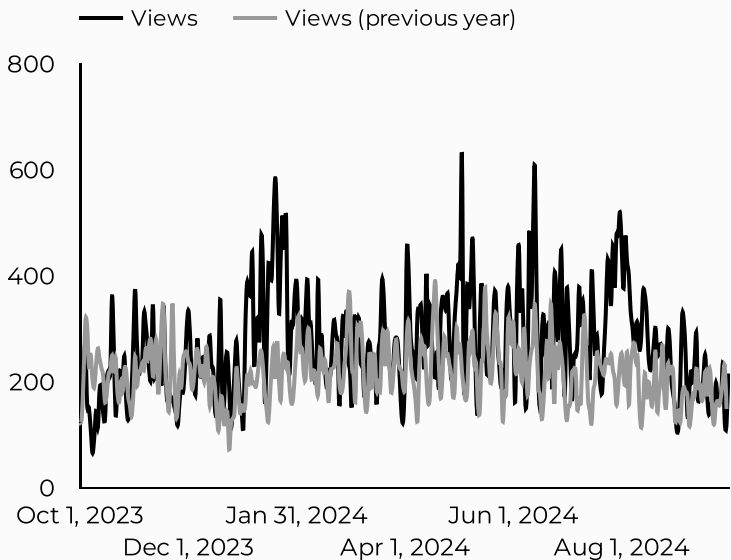
Session source	Total users
google	184,609
(direct)	49,139
m.facebook.com	20,576
bing	6,136
lm.facebook.com	3,967
home.army.mil	3,329
l.facebook.com	2,963
duckduckgo	1,940
yahoo	1,770
linktr.ee	836



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
98,980	48,364	38,047	24,902	02:12	67%
↑ 25.3%	↑ 2.4%	↑ 5.0%	↓ -17.7%	↓ -2.5%	↑ 35.4%

Compared Y-o-Y

How is site traffic trending?

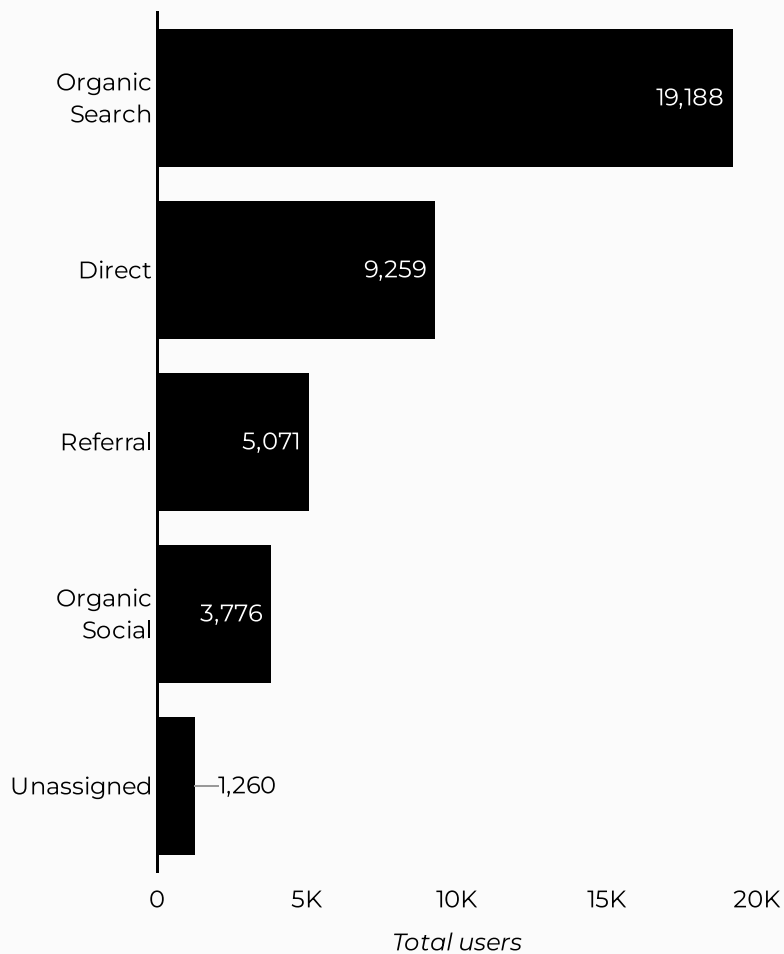


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	1,982
Apply now!	1,548
www.armedforcessports.com	1,039
All Army Application website	588
http://www.armedforcessports.com/	69
renew	51
Facebook	49
AllSoldiersmustapplythroughtheapplicatio nwebsite:	43
<b>Grand total</b>	<b>5,689</b>

Which channels are driving traffic?



What are the top sources?

Session source	Total users...	% Δ
google	16,924	-27.4% ↓
(direct)	9,259	59.4% ↑
armywcap.com	3,210	48.7% ↑
m.facebook.com	1,897	222.1% ↑
bing	1,801	57.0% ↑
(not set)	1,251	826.7% ↑
l.instagram.com	1,088	694.2% ↑
armedforcessports.defens...	656	-67.4% ↓
home.army.mil	359	232.4% ↑
l.facebook.com	333	94.7% ↑



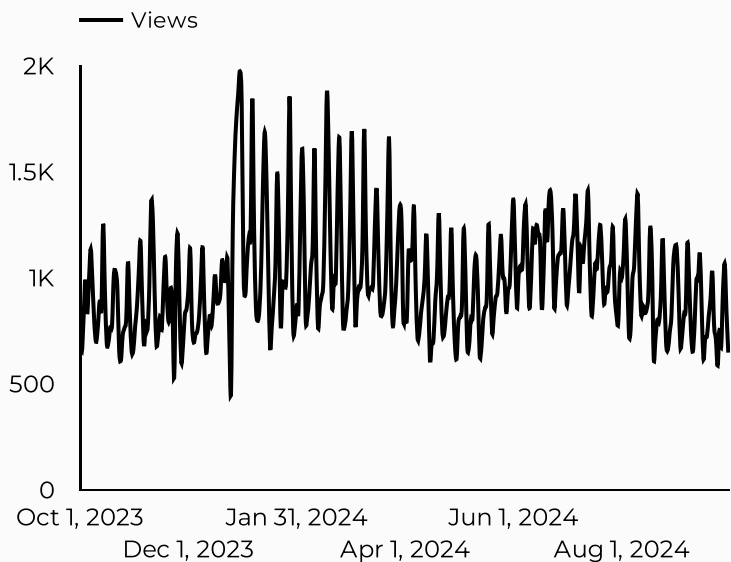
# ARMY MWR

## Bowling

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
363,472	305,477	217,104	156,886	02:15	63%
↓ -5.7%	↓ -5.5%	↓ -8.0%	↓ -9.3%	↑ 0.0%	↑ 34.6%

Compared Y-o-Y

### How is site traffic trending?

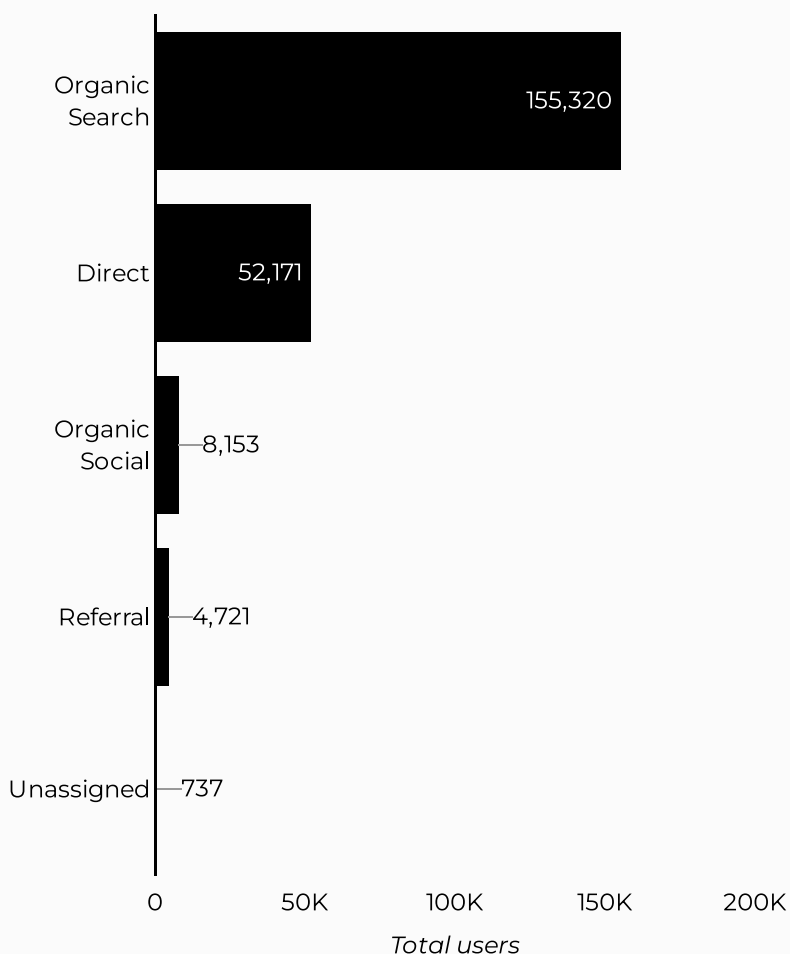


### Top US Army Installations

Sorted by Total Users

Installation	Total use...	% Δ
hawaii.armymwr.com	16,511	-7.5% ↓
campbell.armymwr.com	13,485	0.4% ↑
stewarhunter.armymwr...	10,845	-3.0% ↓
jbmhh.armymwr.com	10,328	3.2% ↑
redstone.armymwr.com	9,368	-6.4% ↓
stuttgart.armymwr.com	9,176	-1.2% ↓
bliss.armymwr.com	8,909	-1.1% ↓
liberty.armymwr.com	8,796	189.8% ↑
belvoir.armymwr.com	7,955	-21.7% ↓
cavazos.armymwr.com	7,929	117.7% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	147,907
(direct)	52,171
m.facebook.com	5,120
bing	4,972
home.army.mil	1,668
l.facebook.com	1,525
yahoo	1,333
lm.facebook.com	1,127
duckduckgo	1,026
(not set)	639



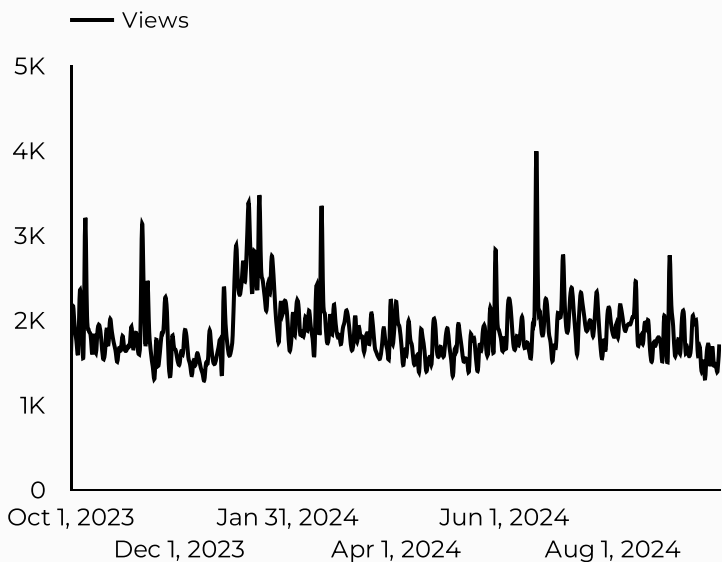
# ARMY MWR

## Fitness Centers

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
687,233	556,530	380,337	262,557	02:17	62%
↓ -2.5%	↓ -2.9%	↓ -2.5%	↓ -4.4%	↑ 3.0%	↑ 39.9%

Compared Y-o-Y

### How is site traffic trending?

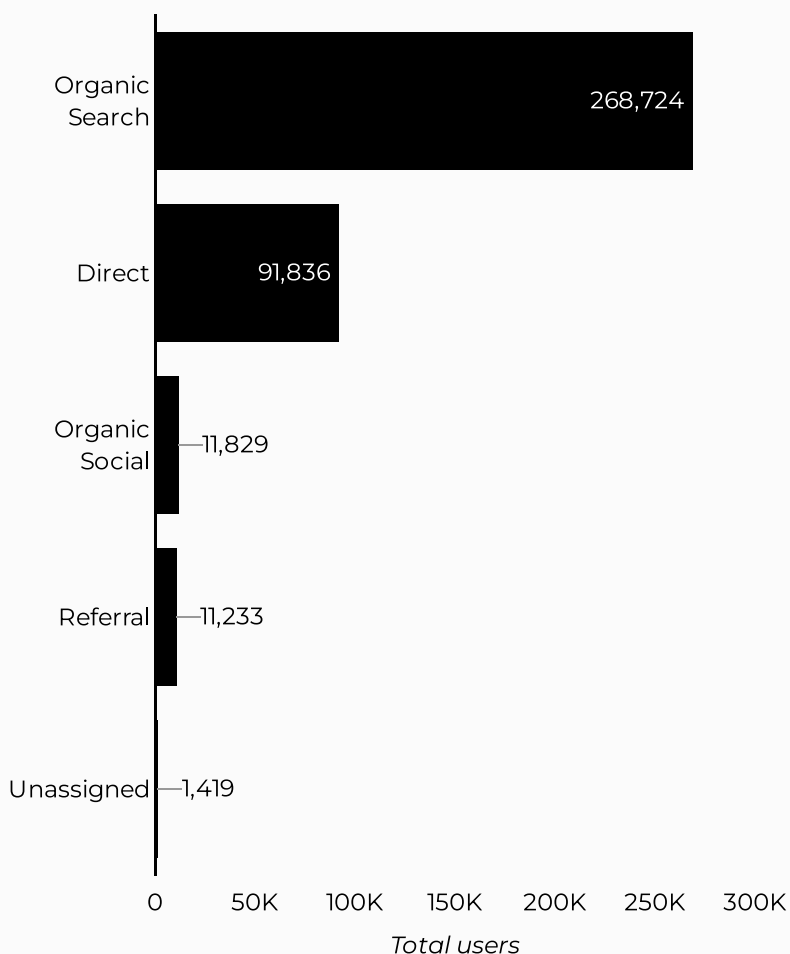


### Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	28,042
jblm.armymwr.com	23,682
cavazos.armymwr.com	22,970
humphreys.armymwr.com	22,593
carson.armymwr.com	18,900
campbell.armymwr.com	18,812
hawaii.armymwr.com	16,755
moore.armymwr.com	16,689
bliss.armymwr.com	15,474
meade.armymwr.com	13,936

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	254,772
(direct)	91,836
bing	8,753
m.facebook.com	7,491
home.army.mil	5,847
duckduckgo	2,614
l.facebook.com	2,160
yahoo	1,992
lm.facebook.com	1,627
(not set)	1,358

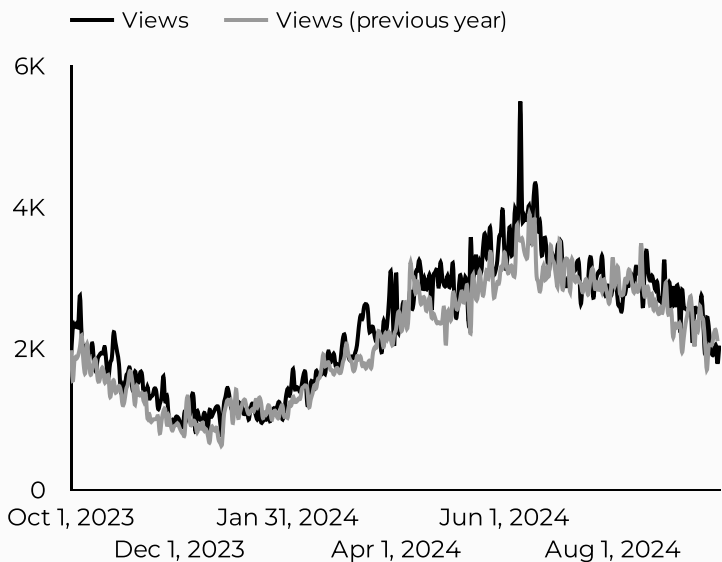




Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
836,415	606,887	422,170	352,389	02:33	66%
↑ 9.5%	↑ 0.4%	↑ 2.5%	↑ 1.1%	↓ -3.8%	↑ 17.1%

Compared Y-o-Y

## How is site traffic trending?

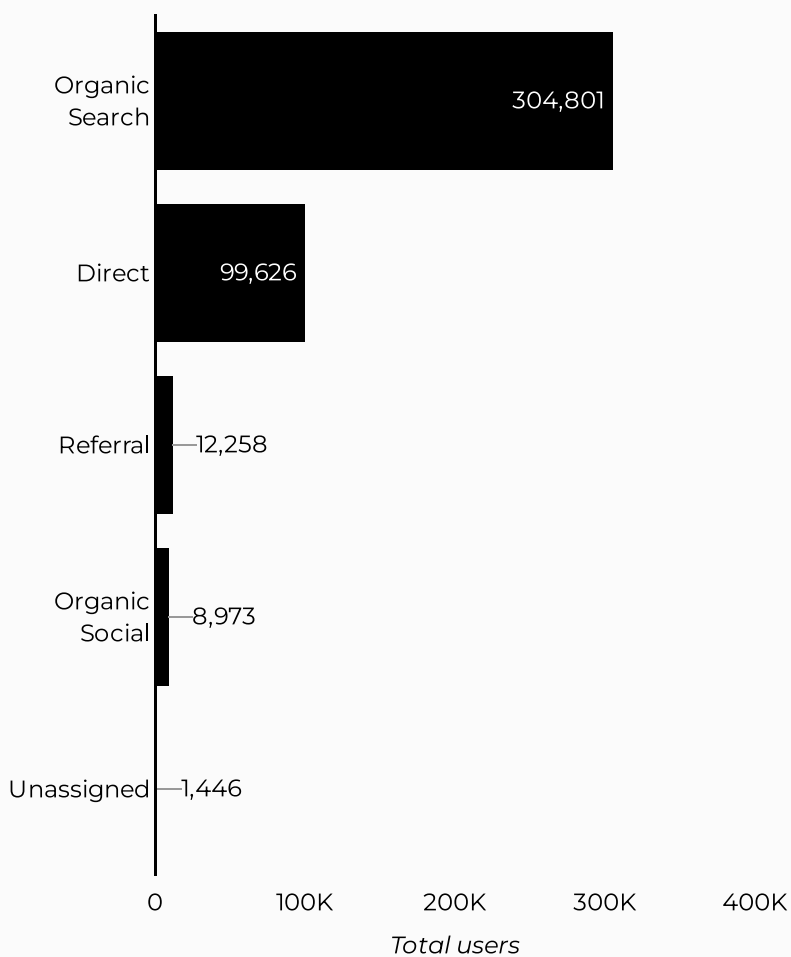


## Top US Army Installations

Sorted by Total Users

Installation	Total users
westpoint.armymwr.com	36,783
jblm.armymwr.com	35,746
hawaii.armymwr.com	35,032
belvoir.armymwr.com	24,332
carson.armymwr.com	23,785
liberty.armymwr.com	22,309
jackson.armymwr.com	20,967
stewarhunter.armymwr.com	16,782
carlisle.armymwr.com	14,984
redstone.armymwr.com	13,922

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	282,905
(direct)	99,626
bing	14,220
m.facebook.com	5,312
yahoo	3,733
duckduckgo	2,978
home.army.mil	1,700
l.facebook.com	1,445
(not set)	1,270
lm.facebook.com	1,012



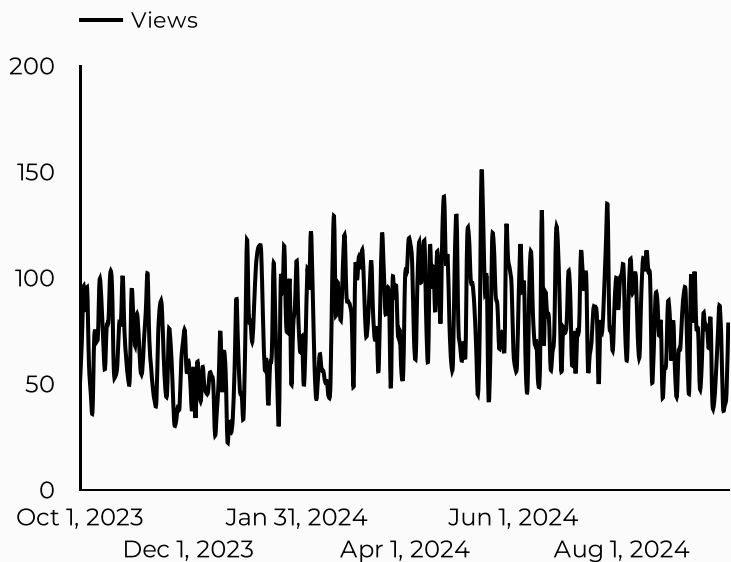
# ARMY MWR

## Intramural Sports

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
28,443	23,988	19,415	6,530	01:54	78%
↓ -5.1%	↓ -4.9%	↓ -4.0%	↓ -13.4%	↓ -1.7%	↑ 157.6%

Compared Y-o-Y

### How is site traffic trending?

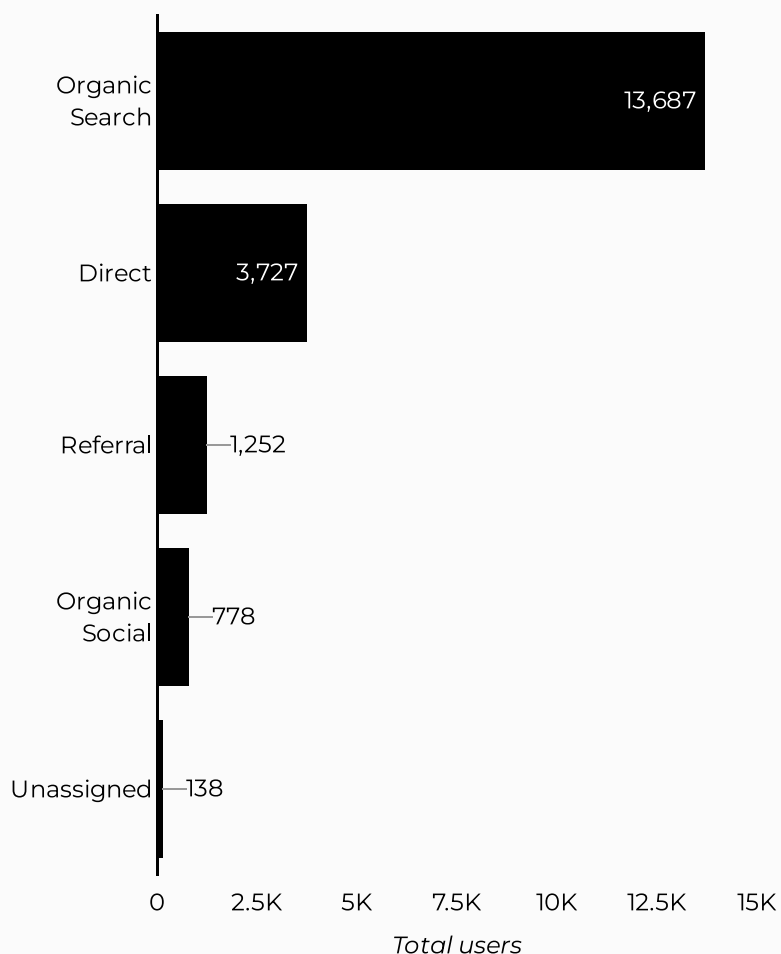


### Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	3,583
liberty.armymwr.com	2,828
www.armymwr.com	2,330
campbell.armymwr.com	1,634
carson.armymwr.com	1,601
hawaii.armymwr.com	1,235
cavazos.armymwr.com	1,214
wiesbaden.armymwr.com	652
riley.armymwr.com	631
sill.armymwr.com	580

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users	% Δ
google	12,738	-7.5% ↓
(direct)	3,727	2.2% ↑
bing	762	13.2% ↑
home.army.mil	555	17.3% ↑
m.facebook.com	498	-24.4% ↓
armywcap.com	251	75.5% ↑
l.facebook.com	145	-28.6% ↓
yahoo	129	-8.5% ↓
duckduckgo	103	-20.8% ↓
(not set)	98	4.3% ↑



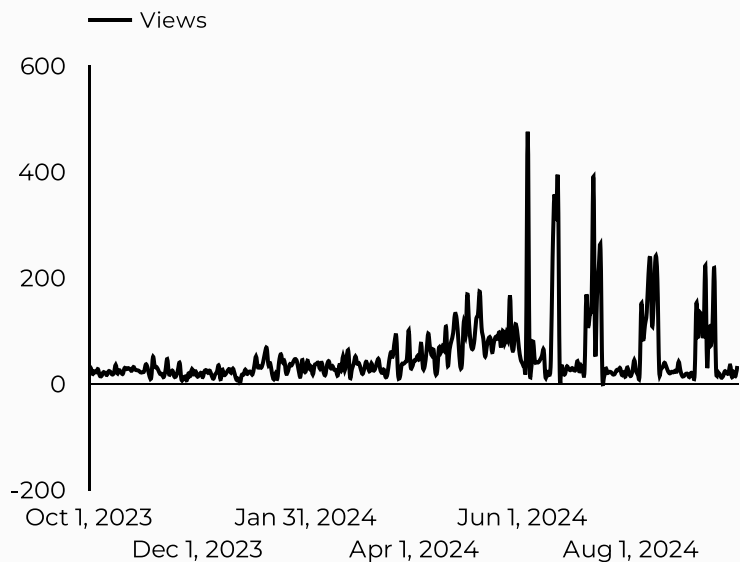
# ARMY MWR

## Strong B.A.N.D.S

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
18,951	12,002	10,530	3,064	01:21	78%
↑ 25.7%	↑ 6.3%	↑ 5.3%	↑ 48.3%	↓ -4.9%	↑ 371.8%

Compared Y-o-Y

### How is site traffic trending?

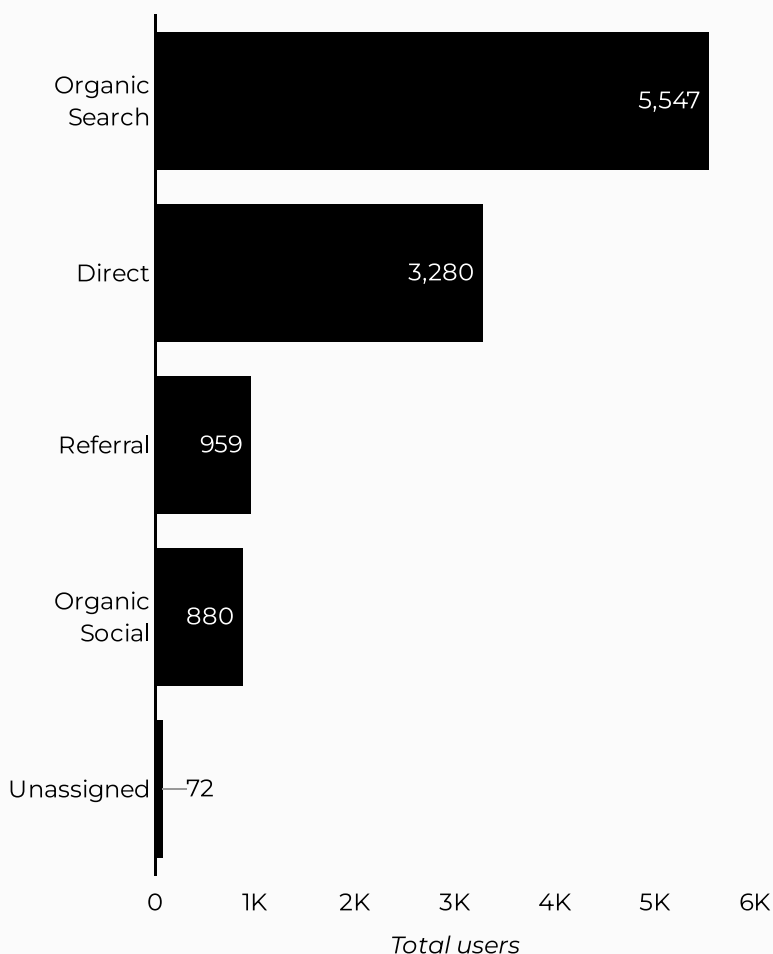


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,227
belvoir.armymwr.com	535
humphreys.armymwr.com	470
leonardwood.armymwr.com	420
stewarthunter.armymwr.com	347
wiesbaden.armymwr.com	308
hawaii.armymwr.com	286
stuttgart.armymwr.com	263
carson.armymwr.com	259
jblm.armymwr.com	246
knox.armymwr.com	239
wainwright.armymwr.com	239
liberty.armymwr.com	234
leavenworth.armymwr.com	215
bliss.armymwr.com	214
sill.armymwr.com	214
novosel.armymwr.com	209
drum.armymwr.com	172
eisenhower.armymwr.com	171
irwin.armymwr.com	159
moore.armymwr.com	157
zama.armymwr.com	157
kaiserslautern.armymwr.com	156
gregg-adams.armymwr.com	148
johnson.armymwr.com	146
jbmhh.armymwr.com	135
carlisle.armymwr.com	134
westpoint.armymwr.com	130

### Which channels are driving traffic?





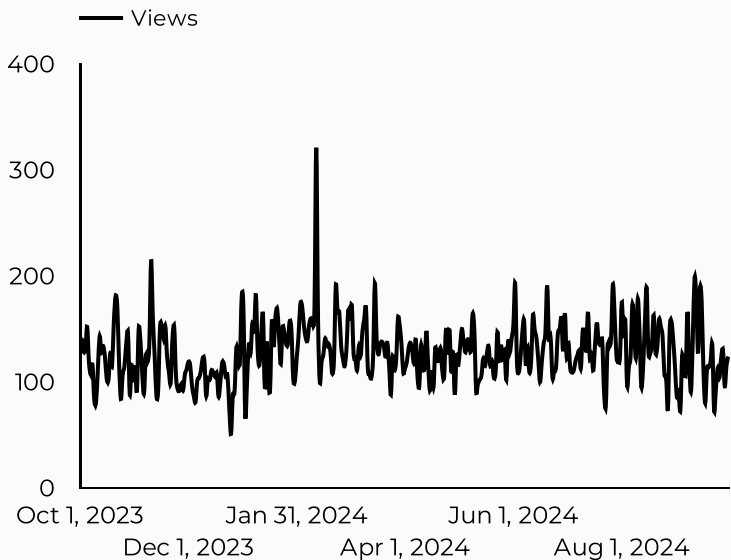
# ARMY MWR

## Warrior Zone

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
46,868	43,360	33,261	19,368	02:06	67%
↓ -5.4%	↑ 0.7%	↑ 6.3%	↑ 3.0%	↓ -3.2%	↑ 57.9%

Compared Y-o-Y

### How is site traffic trending?

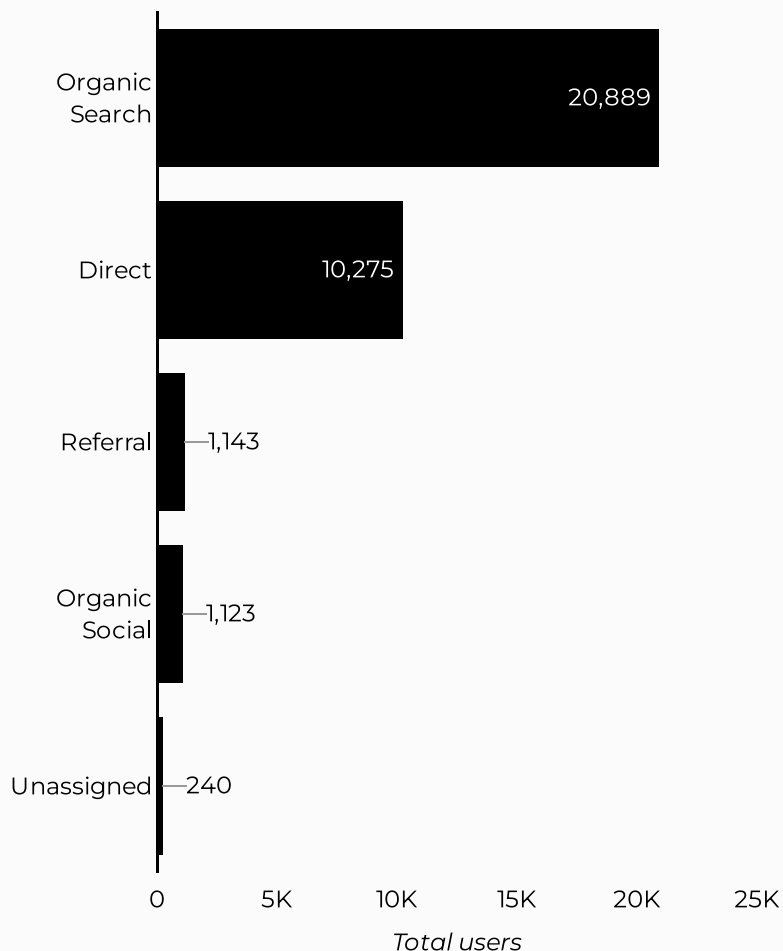


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	8,773	10.1% ↑
campbell.armymwr.com	4,857	-6.8% ↓
riley.armymwr.com	3,333	1.1% ↑
wainwright.armymwr.com	3,288	-13.4% ↓
academy.armymwr.com	3,262	-
humphreys.armymwr.com	2,106	-38.3% ↓
italy.armymwr.com	1,924	-13.1% ↓
bliss.armymwr.com	1,673	-19.6% ↓
irwin.armymwr.com	1,010	58.6% ↑
grafenwoehr.armymwr.com	992	1.5% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total us...
google	19,726
(direct)	10,275
bing	833
m.facebook.com	573
home.army.mil	554
l.facebook.com	263
(not set)	169
lm.facebook.com	140
duckduckgo	132
yahoo	131

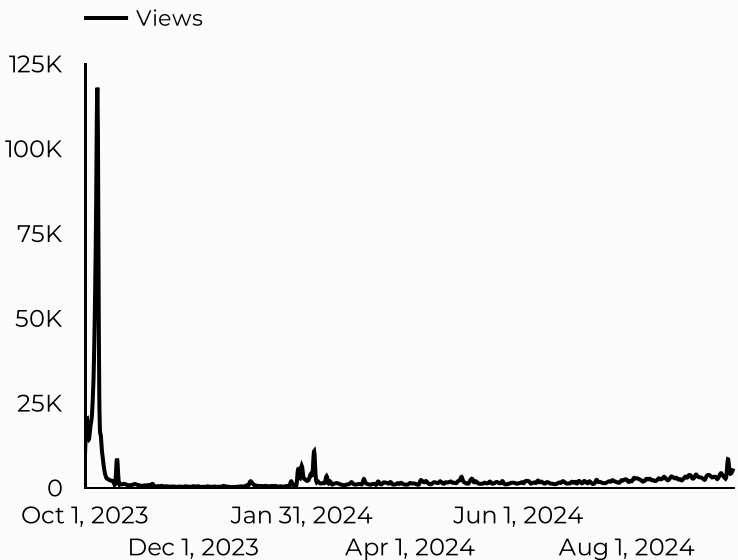


# ARMY MWR

## Army Ten Miler (ATM)

Views <b>954,878</b> ↑ 12.6%	Sessions <b>489,349</b> ↑ 15.7%	Total users <b>295,353</b> ↑ 11.7% Compared Y-o-Y	New users <b>285,869</b> ↑ 10.9%	Engagement rate <b>52%</b> ↓ -8.3%
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### How is site traffic trending?

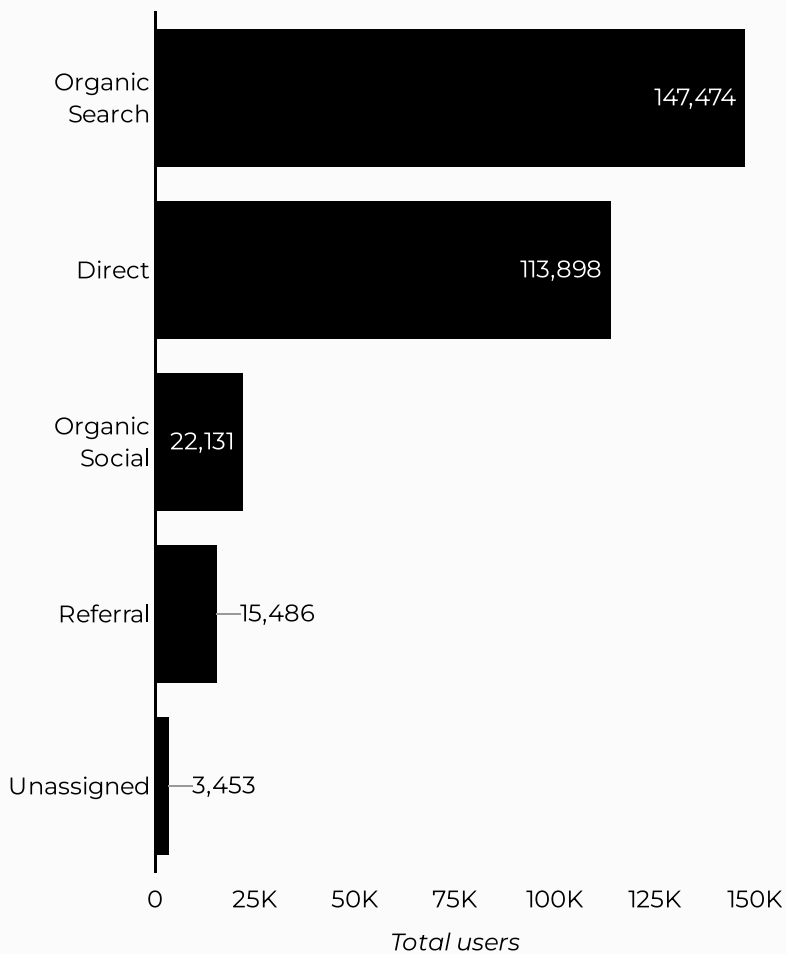


### Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	97,323
Individual Registration :: Army Ten-Miler	83,085
Army Ten Miler	67,689
In-Person Race :: Army Ten-Miler	49,092
The Course :: Army Ten-Miler	38,161
Results :: Army Ten-Miler	33,693
Race Day Schedule :: Army Ten-Miler	31,625
Arrive & Depart :: Army Ten-Miler	25,072
ATM Race FAQ's :: Army Ten-Miler	21,131
Wave Start & Scoring :: Army Ten-Miler	17,072

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	137,662
(direct)	113,898
m.facebook.com	16,809
bing	7,209
l.facebook.com	2,841
(not set)	2,720
yahoo	1,796
duckduckgo	1,663
runguides.com	1,631
armymwr.com	1,011



# ARMY MWR World Class Athlete Program (WCAP)

Views  
**245,552**  
↑ 62.1%

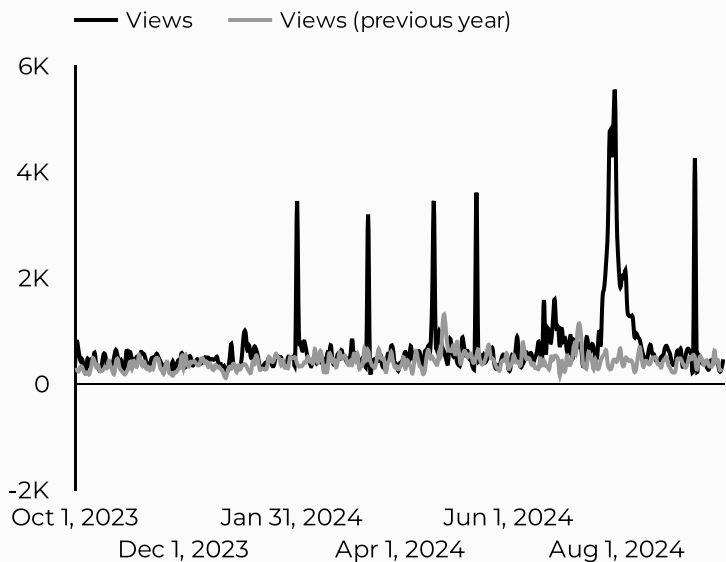
Sessions  
**119,306**  
↑ 80.0%

Total users  
**97,226**  
↑ 84.1%  
Compared Y-o-y

New users  
**96,944**  
↑ 83.7%

Engagement rate  
**60%**  
↓ -2.4%

## How is site traffic trending?

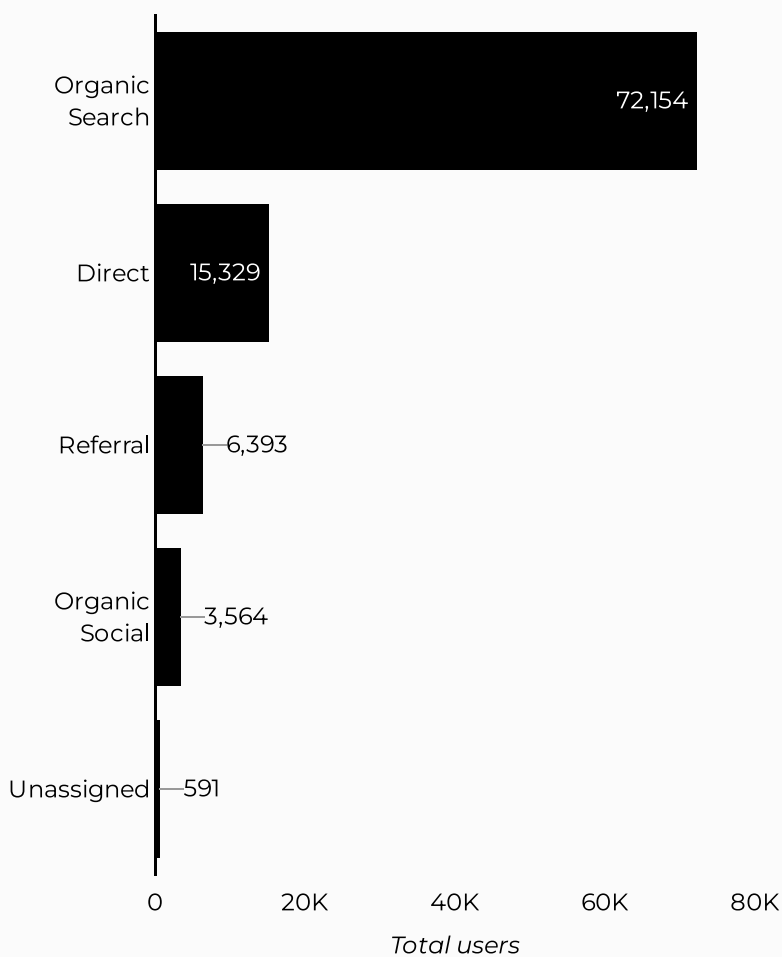


## Top WCAP Pages

Sorted by Total Users

Page title	Total users
Home :: WCAP	20,823
Boxing :: WCAP	11,710
CPT Samantha Sullivan :: WCAP	11,379
Entry Standards & Apply :: WCAP	10,790
Wrestling :: WCAP	9,577
About :: WCAP	8,522
Track & Field :: WCAP	7,865
PARIS 2024 :: WCAP	7,251
SSG Leonard Korir :: WCAP	4,030
SSG Morgan McIntosh :: WCAP	2,737

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	68,920
(direct)	15,329
goarmy.com	3,126
bing	2,128
m.facebook.com	1,898
armymwr.com	720
(not set)	591
home.army.mil	562
duckduckgo	458
yahoo	435

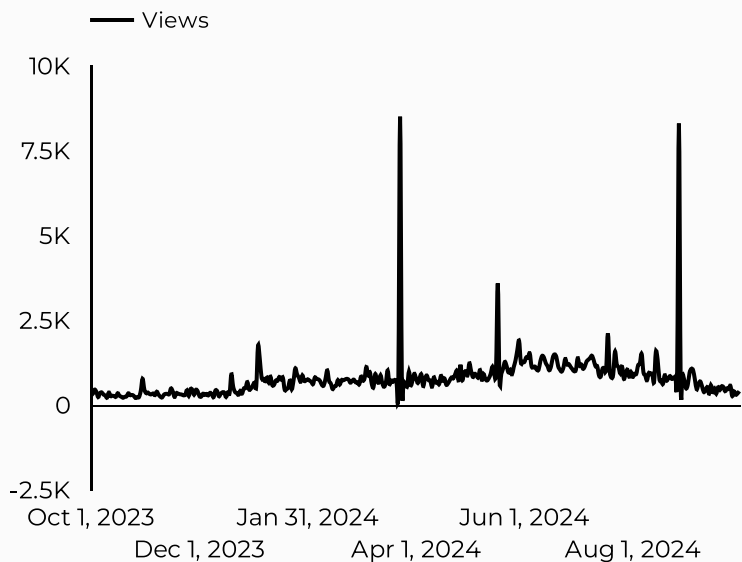


	Search	Total Searches ▾	Total users	Search count per user	Bounce rate
1.	disney	1,553	1,398	1.11	1.05%
2.	tickets	1,208	1,034	1.17	1.13%
3.	golf	1,120	780	1.44	2.55%
4.	rental	965	703	1.37	0.84%
5.	rentals	919	662	1.39	1.6%
6.	pool	775	629	1.23	4.49%
7.	auction	763	583	1.31	2.9%
8.	bowling	683	498	1.37	3.77%
9.	youth sports	641	512	1.25	0.72%
10.	camping	634	513	1.24	1.14%
11.	lodging	601	492	1.22	0.4%
12.	jobs	593	489	1.21	3.35%
13.	cys	572	473	1.21	2.2%
14.	fishing	511	444	1.15	1.1%
15.	mwr	508	392	1.3	4.35%
16.	disneyland	487	443	1.1	0.67%
17.	sports	476	385	1.24	1.5%
18.	auto	460	268	1.72	3.51%
19.	travel	425	301	1.41	3.96%
20.	cruise	422	376	1.12	2.08%
21.	rv	422	368	1.15	0.8%
22.	soccer	417	330	1.26	2.82%
23.	rv rental	412	278	1.48	2.09%
24.	boss	411	263	1.56	3.31%
25.	gym	408	326	1.25	2.91%
26.	disney tickets	395	351	1.13	0%
27.	food	386	280	1.38	2.41%
28.	library	352	272	1.29	1.58%
29.	bingo	339	270	1.26	1.38%
30.	universal	334	303	1.1	1.6%
	<b>Grand total</b>	<b>118,822</b>	<b>77,651</b>	<b>1.53</b>	<b>2.92%</b>



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
289,808	75,645	49,375	48,427	04:08	63%

**How is site traffic trending?**

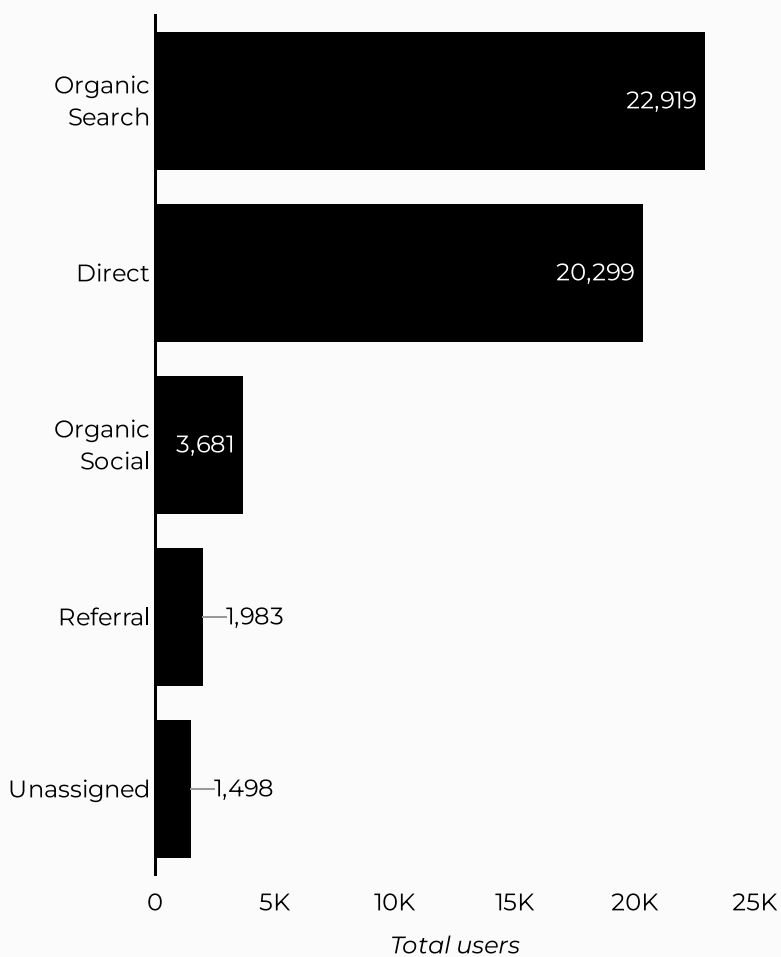


**Top Pages**

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	40,998
Booking Rates :: Seward Military Resort	23,269
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	22,688
Tickets & Tours :: Seward Military Resort	10,161
Contact Us :: Seward Military Resort	9,879
Eligibility :: Seward Military Resort	9,338
Amenities :: Seward Military Resort	5,357
Charter Fishing :: Seward Military Resort	4,217
How to get to Seward Military Resort	3,874

**Which channels are driving traffic?**



**What are the top sources?**

Session source	Total users
(direct)	20,299
google	20,232
m.facebook.com	2,534
bing	1,610
(not set)	1,498
militaryonesource.mil	1,380
lm.facebook.com	536
yahoo	519
l.facebook.com	480
duckduckgo	472