



Overview

Views
49,920
↑ 184.9%

Total users
21,685
↑ 209.2%

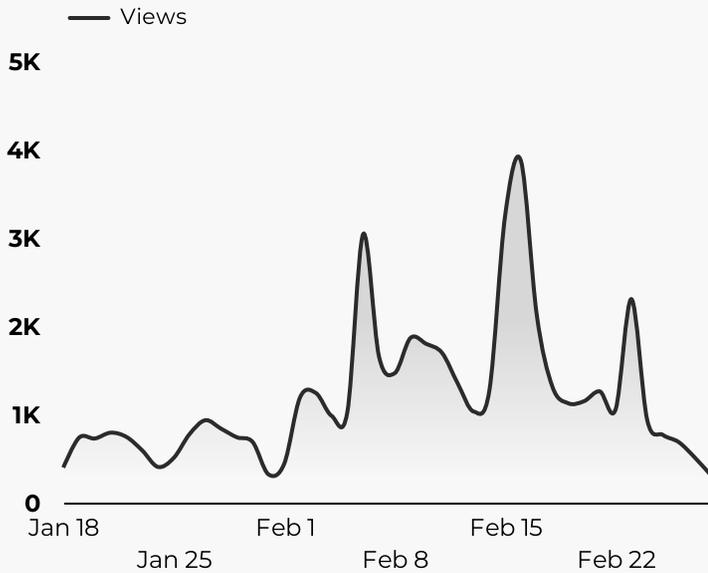
New users
21,473
↑ 213.1%

Sessions
25,826
↑ 193.4%

Avg. Time On Page
02:27
↓ -4.0%

Engagement rate
56.07%
↑ 0.6%

How is site traffic trending?

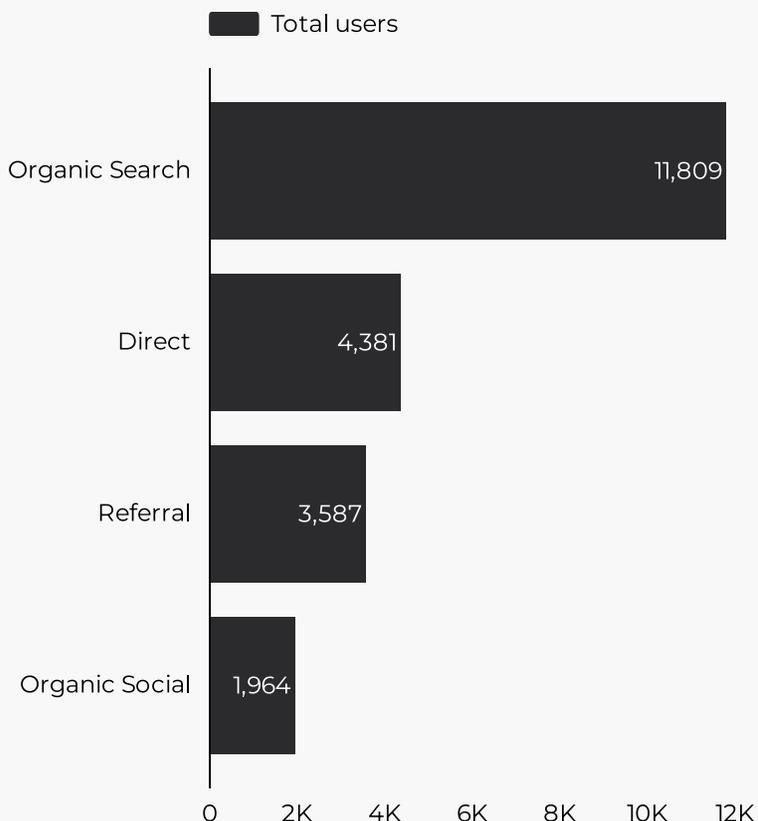


Top WCAP pages

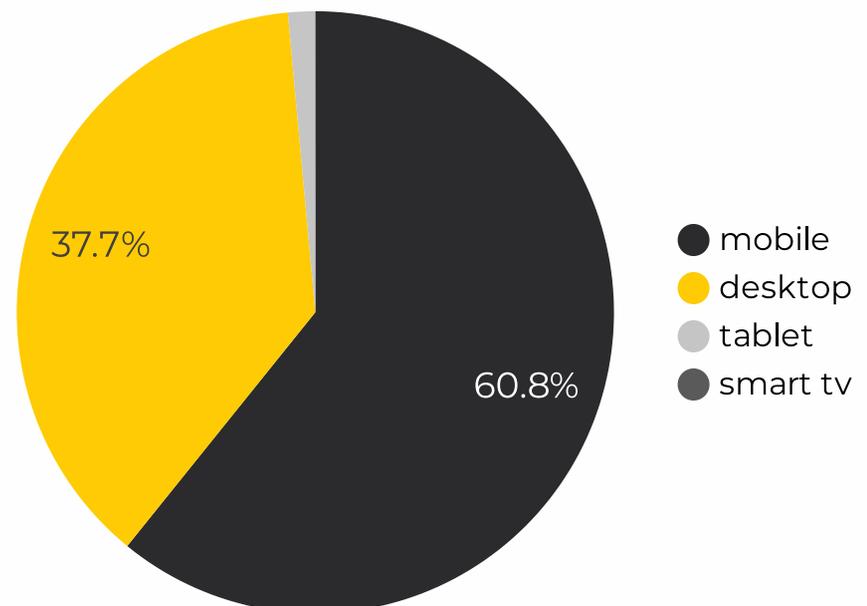
Sorted by Total Users

Page path	Total users
/winterolympians	6,278
/	5,873
/apply	2,075
/about	1,937
/soldier-athletes/olympic-sports/bobsled/pv2-spencer-howe	1,695
/soldier-athletes/olympic-sports/bobsled/spc-frank-del-duca	1,602
/sweepstakes	986
/soldier-athletes/olympic-sports/boxing	928
/soldier-athletes/olympic-sports/wrestling	760
/soldier-athletes/olympic-sports/bobsled	704
Grand total	21,685

What are the top sources?



Which channels are driving traffic?

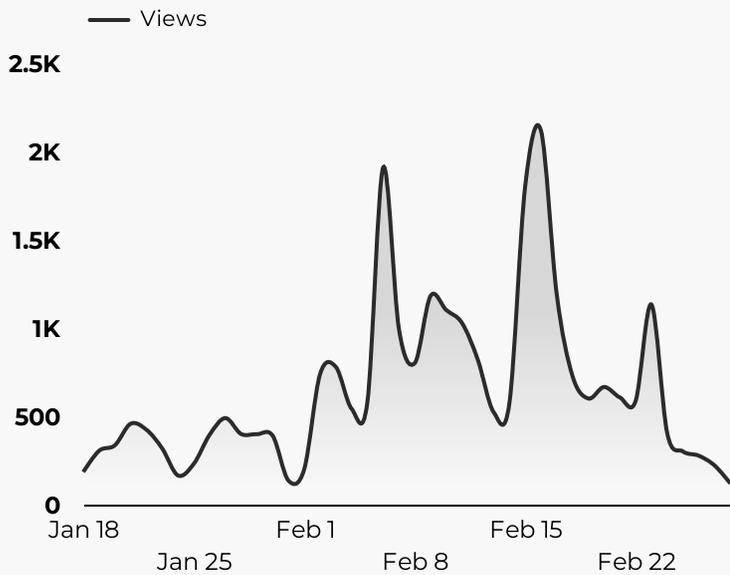




Soldier - Athletes

Views 27,166 ↑ 255.3%	Total users 13,517 ↑ 299.1%	New users 10,858 No data	Sessions 15,543 ↑ 280.0%	Avg. Time On Page 02:15 ↑ N/A	Engagement rate 61.37% ↓ -3.5%
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How is site traffic trending?

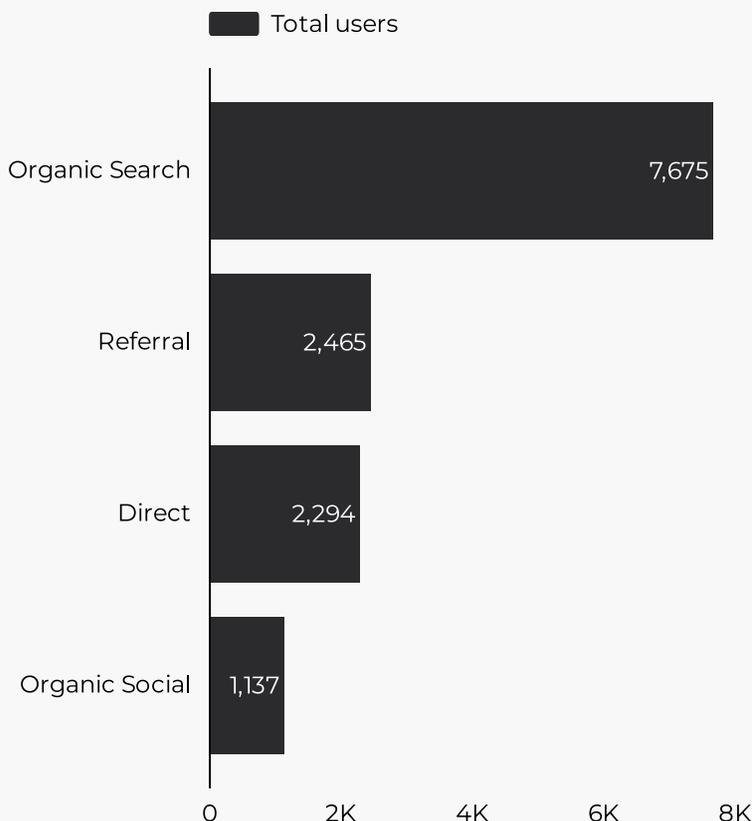


Top WCAP pages

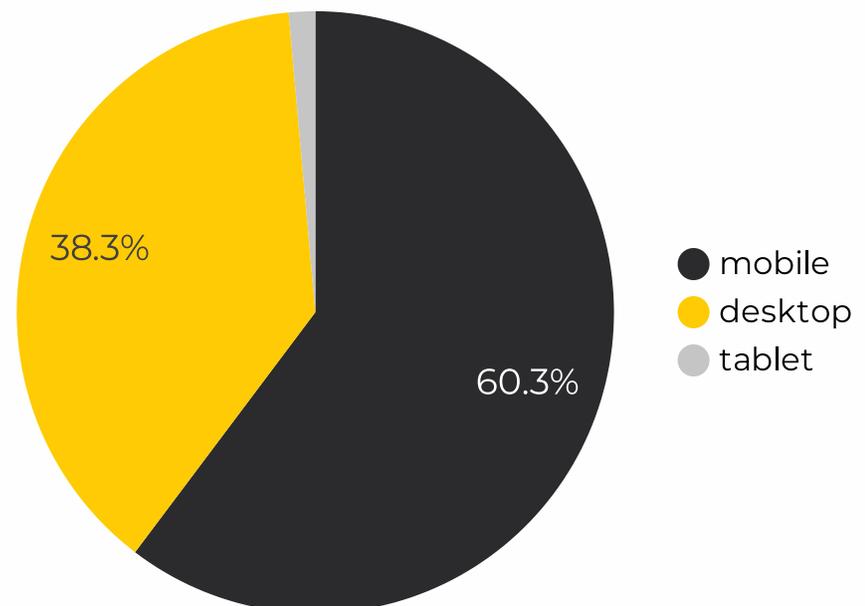
Sorted by Total Users

Page path	Total users
/winterolympians	6,341
/soldier-athletes/olympic-sports/bobsled/pv2-spencer-howe	1,695
/soldier-athletes/olympic-sports/bobsled/spc-frank-del-duca	1,602
/soldier-athletes/olympic-sports/boxing	928
/soldier-athletes/olympic-sports/wrestling	760
/soldier-athletes/olympic-sports/bobsled	704
/soldier-athletes/olympic-sports/bobsled/spc-azaria-hill	611
/soldier-athletes/olympic-sports/bobsled/ssg-deebra-irwin	591
/soldier-athletes	555
/soldier-athletes/olympic-sports/bobsled/spc-sean-doherty	552
Grand total	13,676

What are the top sources?



Which channels are driving traffic?





Sweepstakes

Views
1,134

Total users
988

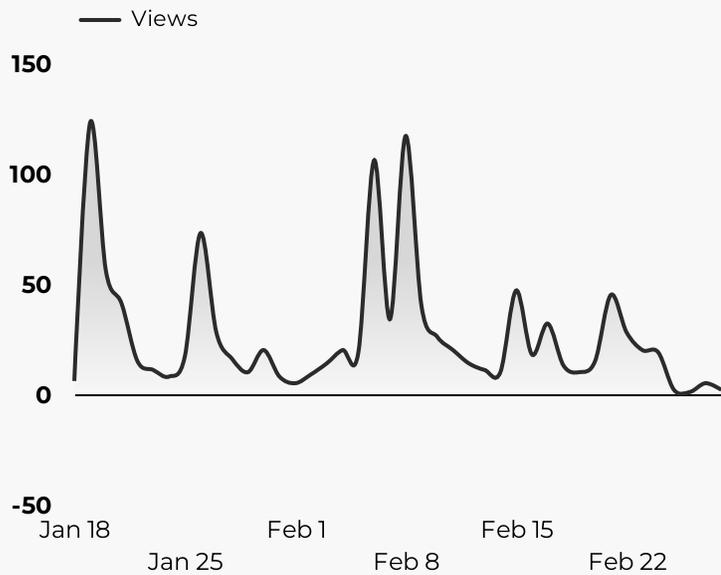
New users
935

Sessions
1,087

Avg. Time On Page
59

Engagement rate
46.55%

How is site traffic trending?

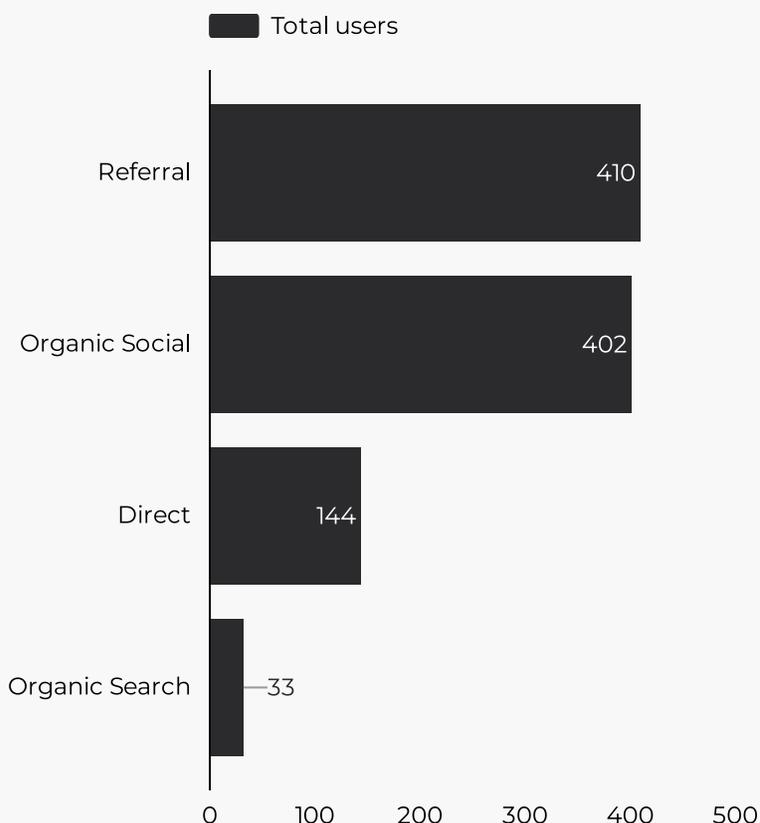


Top Sources of Engagement

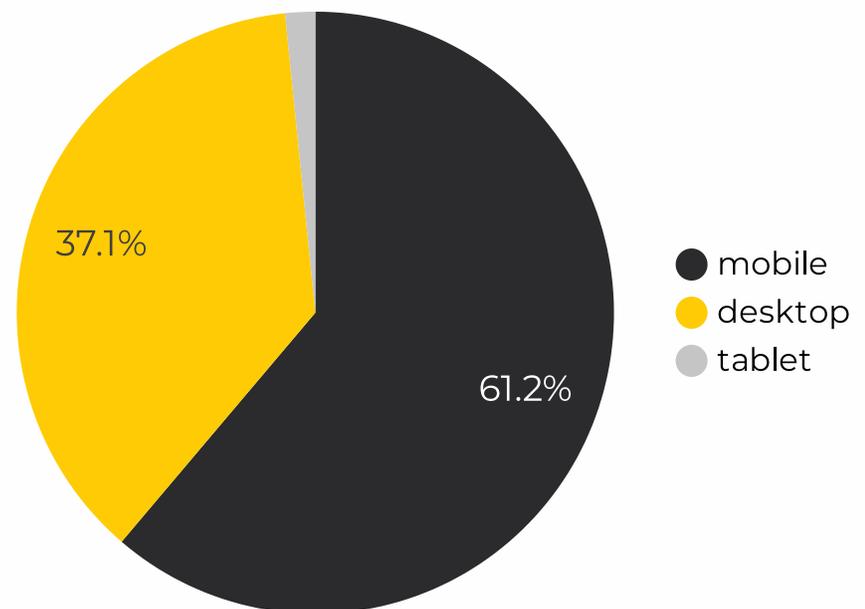
Sorted by Total Clicks

Source	Clicks
Facebook	1,314
Army MWR	990
Sweepstakes Sites	768
Direct	555
Search Engines	134
Other / Not Set	4
LinkedIn	4
Grand total	3,769

What are the top sources?



Which channels are driving traffic?





ARMY MWR WCAP Winter Olympics Sweepstakes Stripes

Installation	Total ▾
jblm.armymwr.com	24,980
hood.armymwr.com	7,705
rockisland.armymwr.com	6,037
kaiserslautern.armymwr.com	4,217
wainwright.armymwr.com	3,732
bluegrass.armymwr.com	3,145
mcalester.armymwr.com	2,705
rucker.armymwr.com	2,456
bragg.armymwr.com	2,454
belvoir.armymwr.com	2,087
www.armymwr.com	2,061
hawaii.armymwr.com	1,620
leonardwood.armymwr.com	1,548
baumholder.armymwr.com	1,424
redriver.armymwr.com	1,406
westpoint.armymwr.com	1,243
bliss.armymwr.com	1,178
sill.armymwr.com	1,144
kwajalein.armymwr.com	1,131
benning.armymwr.com	1,040
meade.armymwr.com	916
torii.armymwr.com	904
redstone.armymwr.com	895
irwin.armymwr.com	877
aberdeen.armymwr.com	867
drum.armymwr.com	845
jackson.armymwr.com	812
anniston.armymwr.com	802
knox.armymwr.com	786
stewarhunter.armymwr.com	776
buchanan.armymwr.com	766
carlisle.armymwr.com	745
devens.armymwr.com	703
humphreys.armymwr.com	698
Grand total	98,497



ARMY MWR 2026 U.S. Army WCAP Winter Olympics Sweepstakes

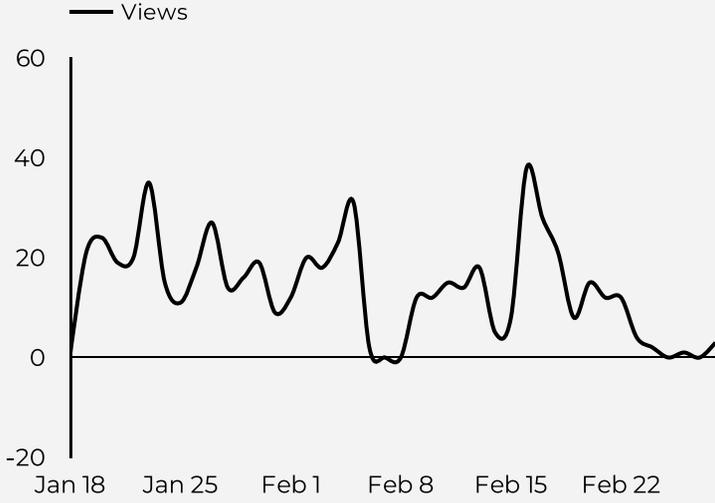
Views
583

Stripes
98,497

Clicks to Sweepstakes
2,302

Engagement rate
87%

Visitor trends.



How does the site acquire traffic?

Top five channels sorted by users.

Channel	Views
Organic Search	278
Direct	225
Referral	59
Organic Social	31
Unassigned	4

Where do people click for more information?

Top outbound link clicks.

Total Sweepstakes Clicks

2,302

Stripes

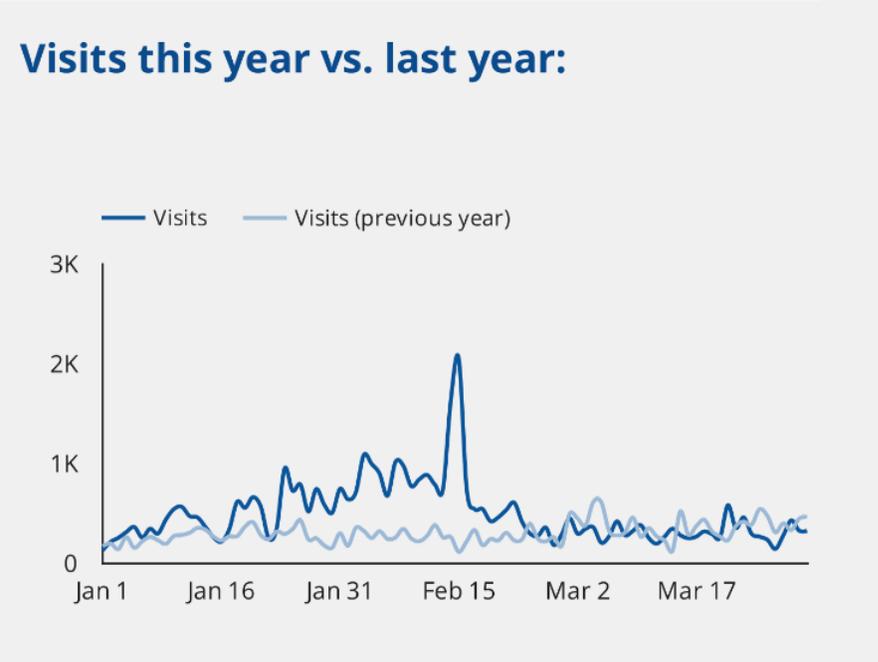
Installation	Total
jblm.armymwr.com	24,980
hood.armymwr.com	7,705
rockisland.armymwr.com	6,037
kaiserslautern.armymwr.com	4,217
wainwright.armymwr.com	3,732
bluegrass.armymwr.com	3,145
mcalester.armymwr.com	2,705
rucker.armymwr.com	2,456
bragg.armymwr.com	2,454
belvoir.armymwr.com	2,087
www.armymwr.com	2,061
hawaii.armymwr.com	1,620
leonardwood.armymwr.com	1,548
baumholder.armymwr.com	1,424
redriver.armymwr.com	1,406
westpoint.armymwr.com	1,243
bliss.armymwr.com	1,178
sill.armymwr.com	1,144
kwajalein.armymwr.com	1,131
benning.armymwr.com	1,040
meade.armymwr.com	916
torii.armymwr.com	904
redstone.armymwr.com	895
irwin.armymwr.com	877
aberdeen.armymwr.com	867
drum.armymwr.com	845
jackson.armymwr.com	812



World Class Athlete Program (WCAP)

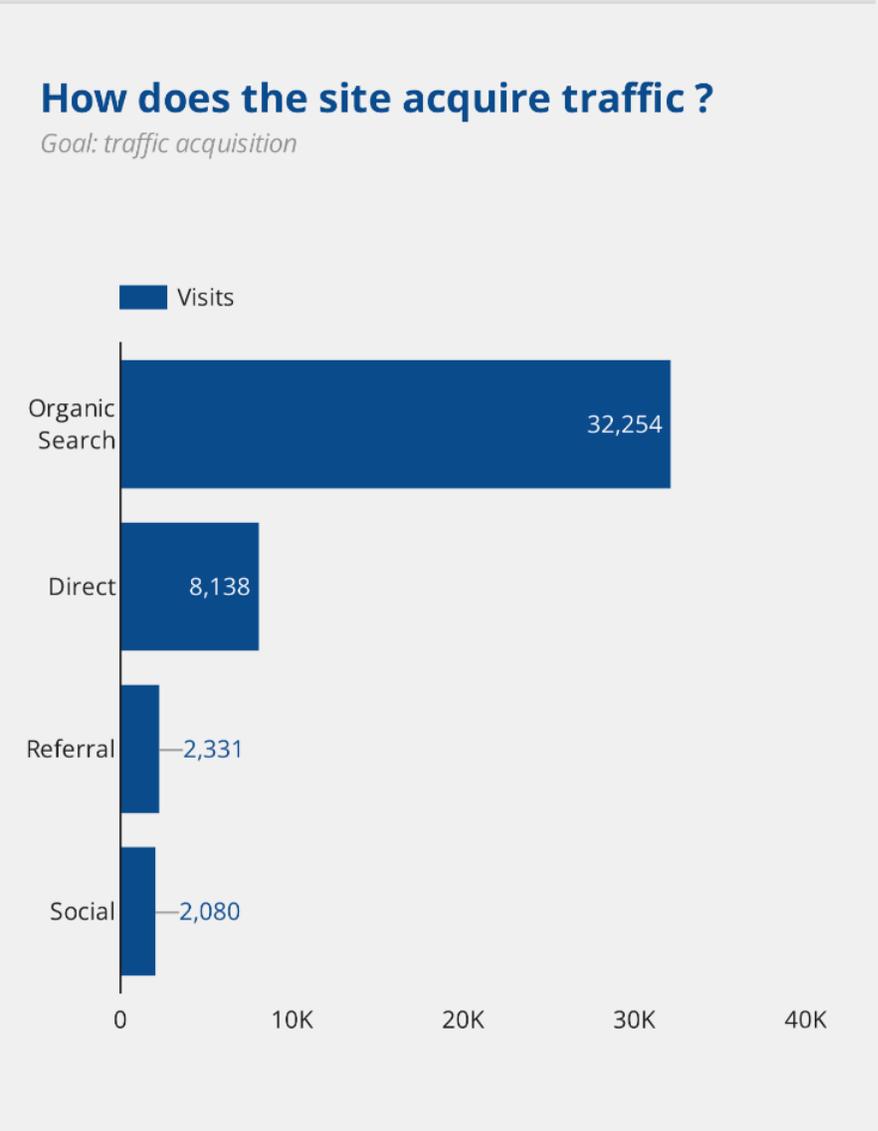
Data from Google Analytics Jan 1, 2022 - Mar 31, 2022

Pageviews	Sessions	Users	New Users	Bounce Rate	Avg. Time on Page
44,803	17,746	14,074	14,064	61.22%	01:16



What are the top referrals?

	Source	Pageviews
1.	google	29,962
2.	(direct)	8,138
3.	bing	1,553
4.	m.facebook.com	799
5.	mwremployeeportal.com	692
6.	l.facebook.com	624
7.	duckduckgo	372
8.	linktr.ee	317
9.	en.wikipedia.org	275
10.	lm.facebook.com	248



Which devices are driving engagement?

Compared to last year

Device Category	Pageviews	% Δ
mobile	24,288	51.5% \uparrow
desktop	19,738	81.7% \uparrow
tablet	777	39.5% \uparrow