



Program Roll-Up

Jul 1, 2026 - Sep 30, 2026

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	7,986	6,225	9,723	58.52%
CEAT	7,445	2,529	7,727	50.76%
Home Based Business	9,819	4,167	11,597	62.97%



Views

14,399

↓ -17.1%

Sessions

9,723

↓ -21.4%

Total users

7,986

↓ -23.6%

New users

6,225

↓ -19.8%

Avg. Session Time

03:15

↑ 20.3%

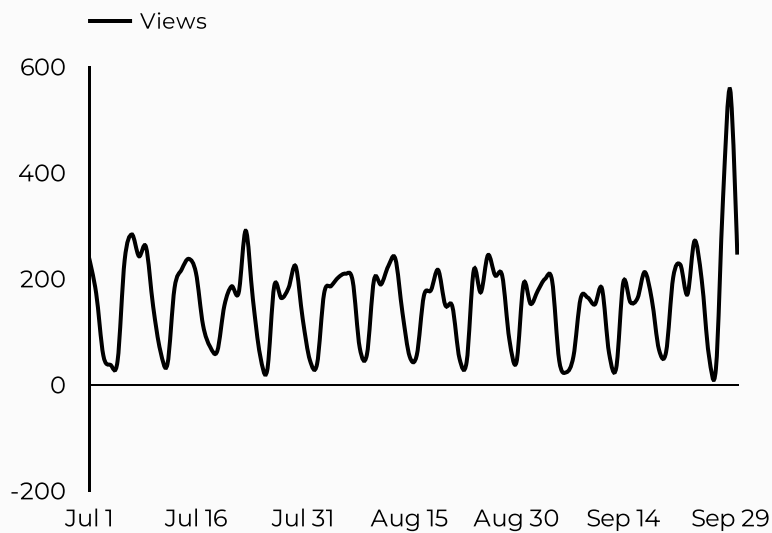
Engagement rate

59%

↓ -10.5%

Compared Y-o-Y

How is site traffic trending?

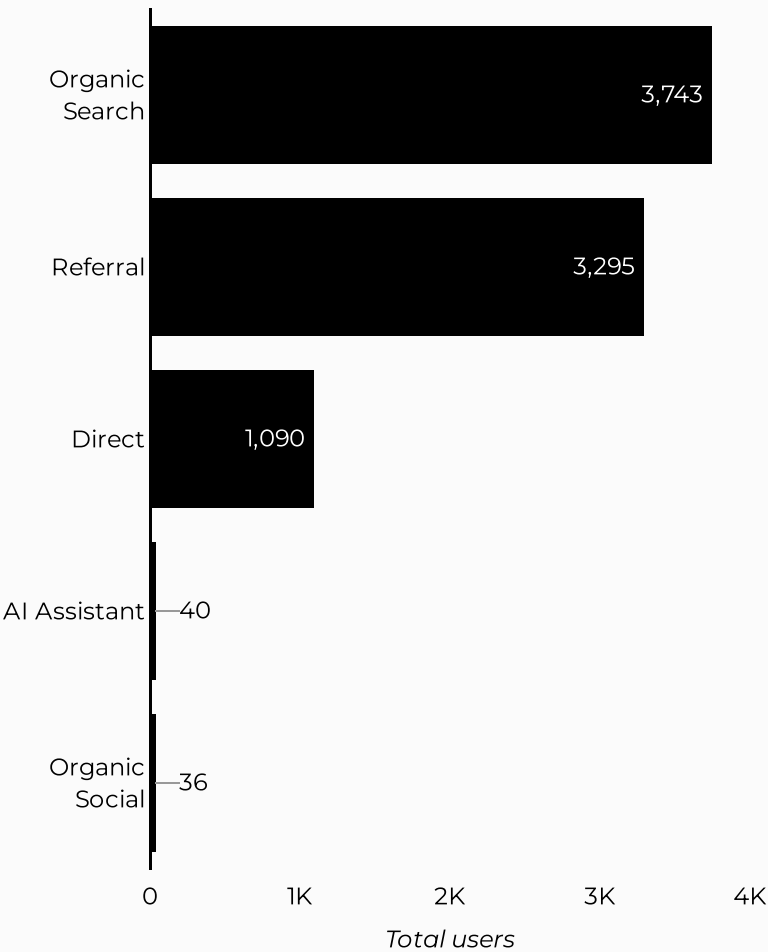


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	4,380
/employee-portal/naf-personnel-services/naf-retirement	2,119
/employee-portal/naf-personnel-services/office-locations	486
/employee-portal/naf-personnel-services/naf-retirement/401k	446
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	422
/programs/employee-portal	382
/employee-portal/naf-personnel-services/retirement/retiree-annuity-information-update	269

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	3,033
google	2,668
(direct)	1,090
bing	973
yahoo	65
safe.menlosecurity.com	47
duckduckgo	38
armyeitaas.sharepoint-mil.us	35
chatgpt.com	33
lms.mwr.army.mil	30



Views

5,191

↓ -26.1%

Sessions

7,727

↑ 45.5%

Total users

7,445

↑ 55.2%

New users

2,529

↑ 93.6%

Avg. Session Time

28

↓ -63.7%

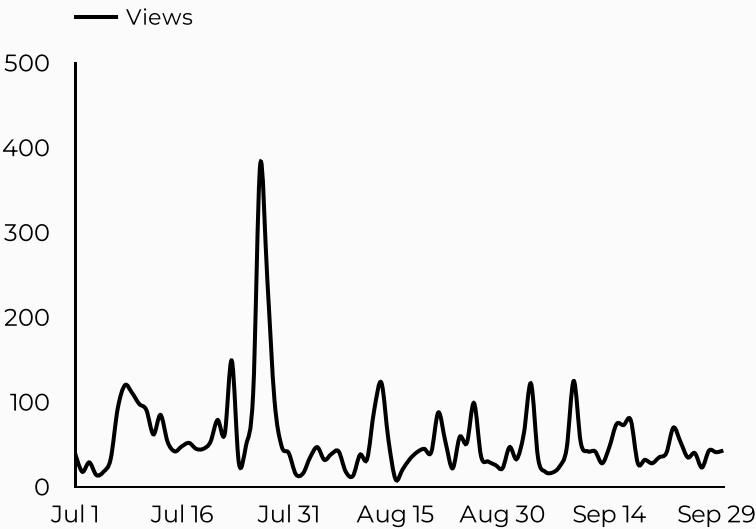
Engagement rate

51%

↓ -30.5%

Compared Y-o-Y

How is site traffic trending?

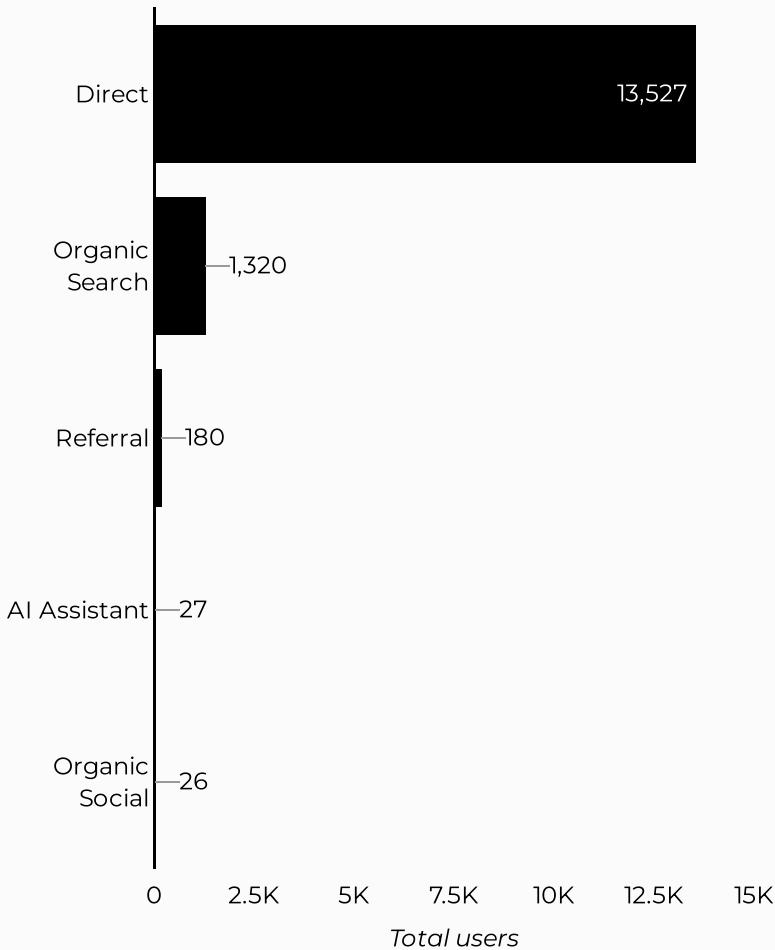


Top US Army Installations

Sorted by Total Users

Installation	Total us...	% Δ
baumholder.armymwr.com	3,516	4,085...
www.armymwr.com	1,101	-28.4...
stewarthunter.armymwr.co...	226	100.0...
hood.armymwr.com	121	18.6% ↑
bragg.armymwr.com	118	-36.2...
westpoint.armymwr.com	102	36.0%...
bliss.armymwr.com	101	-26.3...
riley.armymwr.com	89	53.4%...
campbell.armymwr.com	79	-28.2...
rucker.armymwr.com	78	9.9% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	13,527
google	948
bing	352
home.army.mil	41
chatgpt.com	24
nafbenefits.com	14
safe.menlosecurity.com	12
facebook.com	11
mwrresourcecenter.com	11
yahoo	11



Views

12,409

↑ 8.0%

Sessions

11,597

↑ 22.6%

Total users

9,819

↑ 19.7%

New users

4,167

↑ 63.8%

Avg. Session Time

01:55

↓ -0.6%

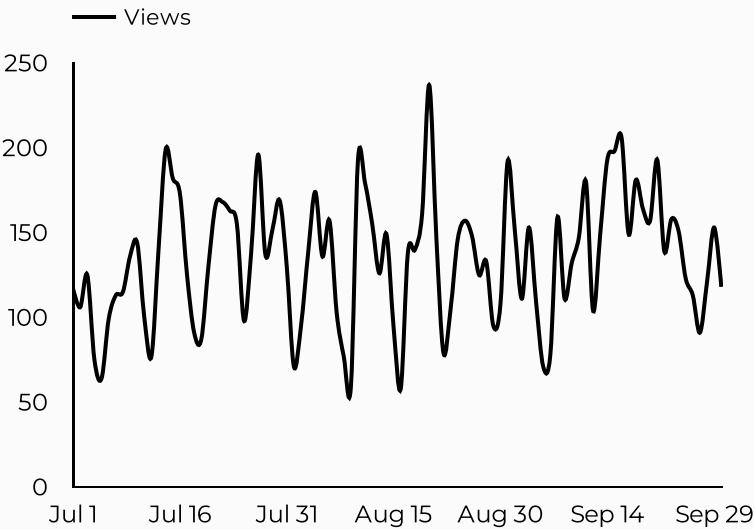
Engagement rate

63%

↓ -10.5%

Compared Y-o-Y

How is site traffic trending?

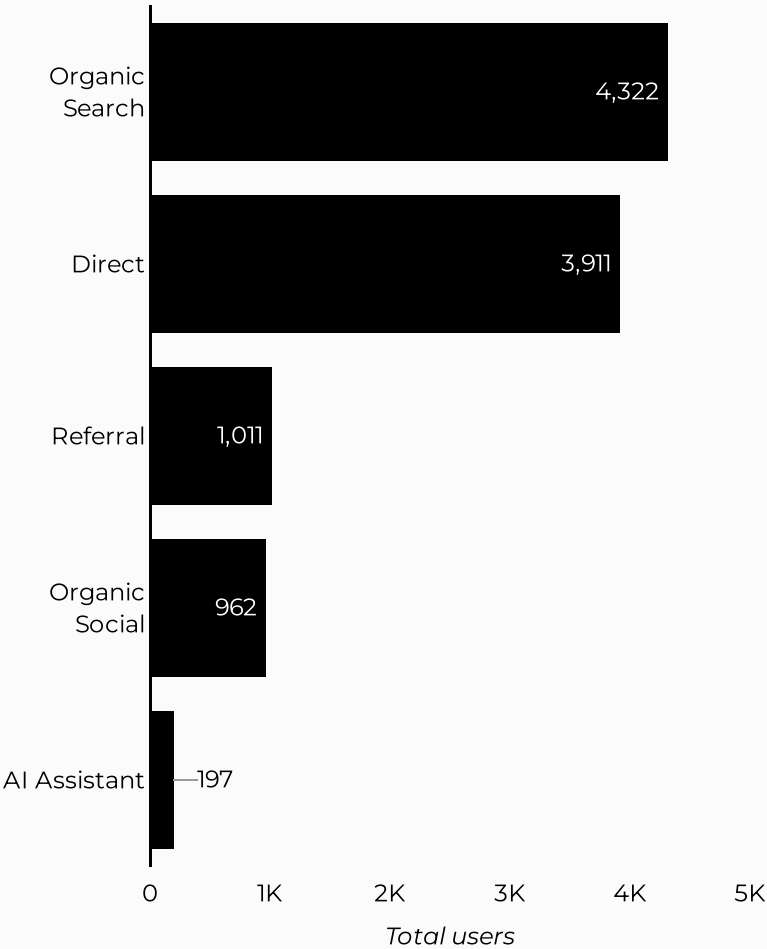


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,530
grafenwoehr.armymwr.c...	523
jblm.armymwr.com	476
stuttgart.armymwr.com	386
hawaii.armymwr.com	375
campbell.armymwr.com	367
humphreys.armymwr.co...	344
hood.armymwr.com	313
polk.armymwr.com	303
stewarthunter.armymwr...	262

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	3,911
google	3,845
home.army.mil	713
facebook.com	635
bing	409
chatgpt.com	184
lm.facebook.com	133
m.facebook.com	115
l.facebook.com	66
yahoo	42