



ARMY MWR

Business and Recreation

Views
1,893,385

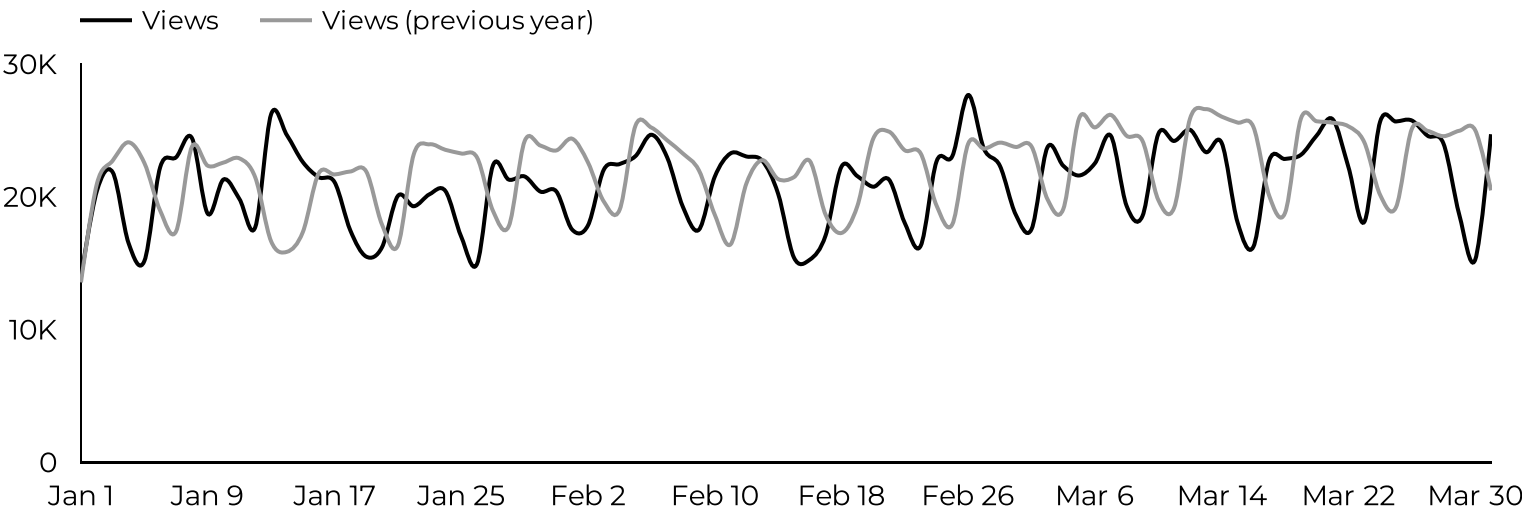
Visits (pageviews) to
your page

Engagement rate
62%

Average time people
are engaged on your
website

Total users
816,853

The total number of users
who visited your website



Visits from social media.

Social Media	Total users ▾
Facebook	52,696
X	1,464
Instagram	1,037
LinkedIn	60
Reddit	51
YouTube	42
Pinterest	3

What programs are
users visiting?

Recreational
Lodging

125,951

Leisure
Travel

154,426

Fitness
Centers

95,923

Libraries

38,577

American
Forces Travel

8,862



Program Roll-Up

Jan 1, 2025 - Mar 31, 2025



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	8,862	1,718	10,501	83.87%
Arts & Crafts	17,189	9,882	22,908	64.96%
Auto Skills	49,551	32,701	71,984	59.36%
BOSS	16,400	8,553	20,542	67.44%
Food and Beverage	360,091	253,437	503,915	66.84%
Healthy Army Communities	2,926	2,420	4,063	63.16%
Leisure Travel	154,426	92,492	219,962	74.52%
Libraries	38,577	24,456	56,756	61.61%
Warrior Zone	11,889	7,436	15,013	58.6%
Army Ten Miler (ATM)	33,966	32,501	48,470	43.34%
World Class Athlete Program	15,527	15,395	19,882	54.01%



Sports and Fitness Program Roll-Up

Jan 1, 2025 - Mar 31, 2025



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	9,530	6,077	11,803	67.06%
Aquatics	52,406	27,927	73,624	66.71%
Bowling	53,512	37,956	73,463	61.46%
Fitness Centers	95,923	63,478	139,678	64.74%
Golf	77,491	63,029	110,919	66.75%
Intramural Sports	4,330	1,352	5,342	78.81%
Strong BANDS	2,431	991	2,733	66.15%
Warrior Zone	11,889	7,436	15,013	58.6%
World Class Athlete Program	15,527	15,395	19,882	54.01%



Outdoor Rec Program Roll-Up

Jan 1, 2025 - Mar 31, 2025 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	7,484	4,689	9,372	52.45%
Equipment Rental	11,488	4,434	16,885	73.74%
Recreational Lodging	125,951	83,596	180,121	71.87%



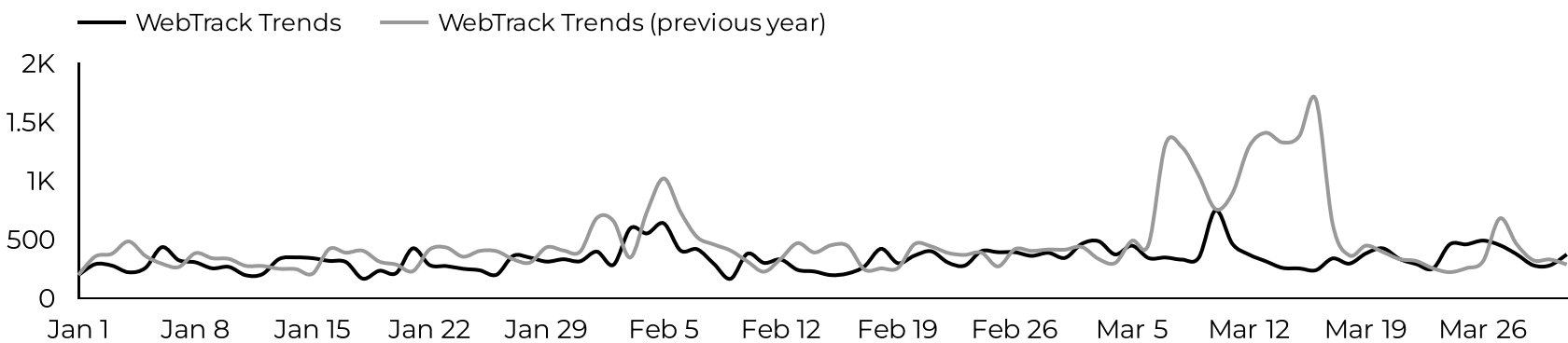
ARMY MWR

BRD WebTrac KPI Dashboard

Total WebTrac clicks on pages.

30,361

↓ -30.6%



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

Installation	Clicks on WebTrac Links. ▾	% Δ
campbell.armymwr.com	2,893	-54.1% ↓
stuttgart.armymwr.com	2,753	28.6% ↑
mccoy.armymwr.com	2,410	-5.6% ↓
belvoir.armymwr.com	2,254	-33.0% ↓
carson.armymwr.com	1,685	202.0% ↑
jblm.armymwr.com	1,604	-44.4% ↓
moore.armymwr.com	1,505	12.7% ↑
westpoint.armymwr.com	1,494	-47.4% ↓
kaiserslautern.armymwr.com	1,434	-37.4% ↓
stewarthunter.armymwr.com	1,315	-20.8% ↓
grafenwoehr.armymwr.com	1,314	124.6% ↑
jackson.armymwr.com	1,179	-45.2% ↓
cavazos.armymwr.com	1,033	-15.3% ↓
bragg.armymwr.com	781	-
liberty.armymwr.com	743	-70.7% ↓
knox.armymwr.com	687	-52.5% ↓
meade.armymwr.com	615	-22.3% ↓
humphreys.armymwr.com	470	-32.8% ↓
bliss.armymwr.com	417	-46.5% ↓
eisenhower.armymwr.com	417	3.2% ↑



Views

11,712

↓ -28.6%

Sessions

10,501

↓ -27.1%

Total users

8,862

↓ -25.9%

New users

1,718

↓ -37.3%

Avg. Session Time

01:56

↑ 3.0%

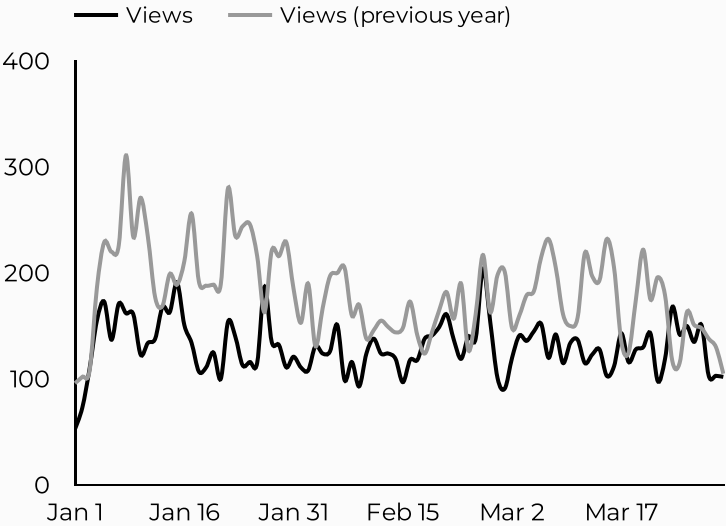
Engagement rate

84%

↑ 1.3%

Compared Y-o-Y

How is site traffic trending?

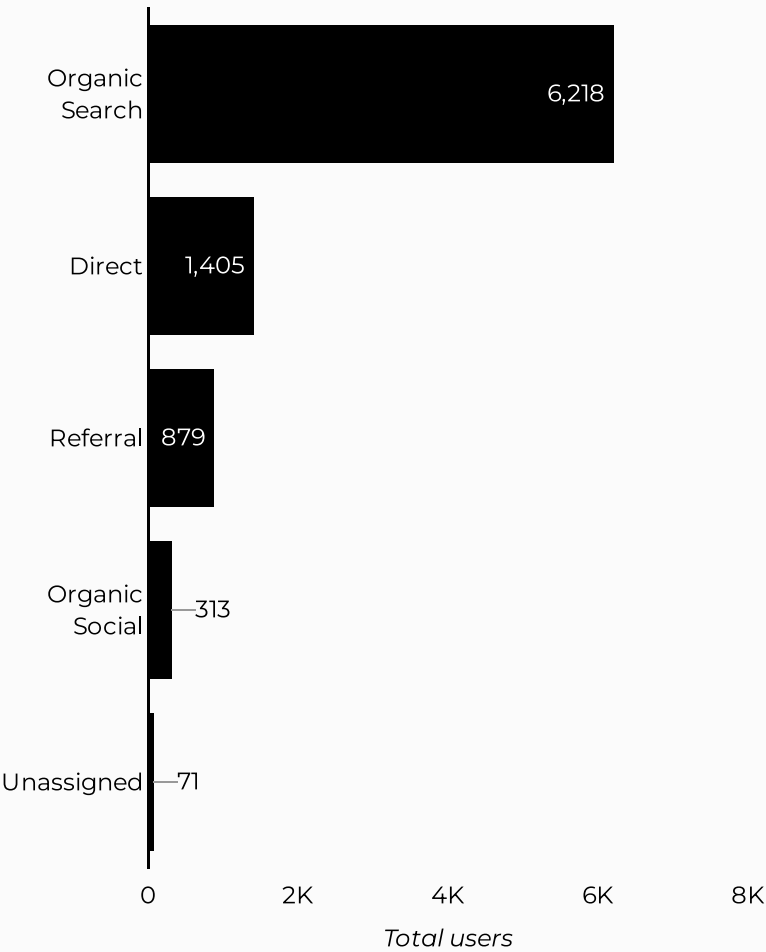


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	8,785
westpoint.armymwr.com	18
jbmhh.armymwr.com	15
meade.armymwr.com	15
drum.armymwr.com	13
detroit.armymwr.com	10
aberdeen.armymwr.com	6
training.armymwr.com	2
miami.armymwr.com	1
stuttgart.armymwr.com	1

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,447
(direct)	1,405
bing	571
home.army.mil	304
militaryonesource.mil	177
m.facebook.com	172
yahoo	122
afs.liulanqi.me	94
duckduckgo	91
l.facebook.com	68

Views

29,153

↑ 3.1%

Sessions

22,908

↓ -2.5%

Total users

17,189

↑ 1.5%

New users

9,882

↑ 0.5%

Avg. Session Time

02:24

↑ 16.4%

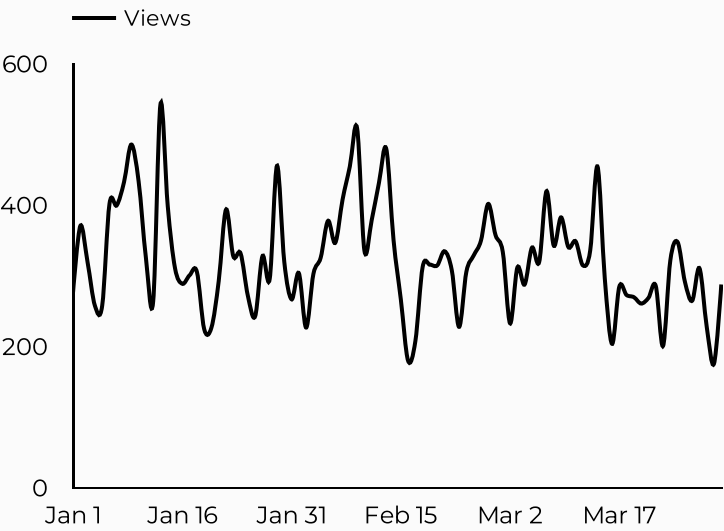
Engagement rate

65%

↑ 1.5%

Compared Y-o-Y

How is site traffic trending?

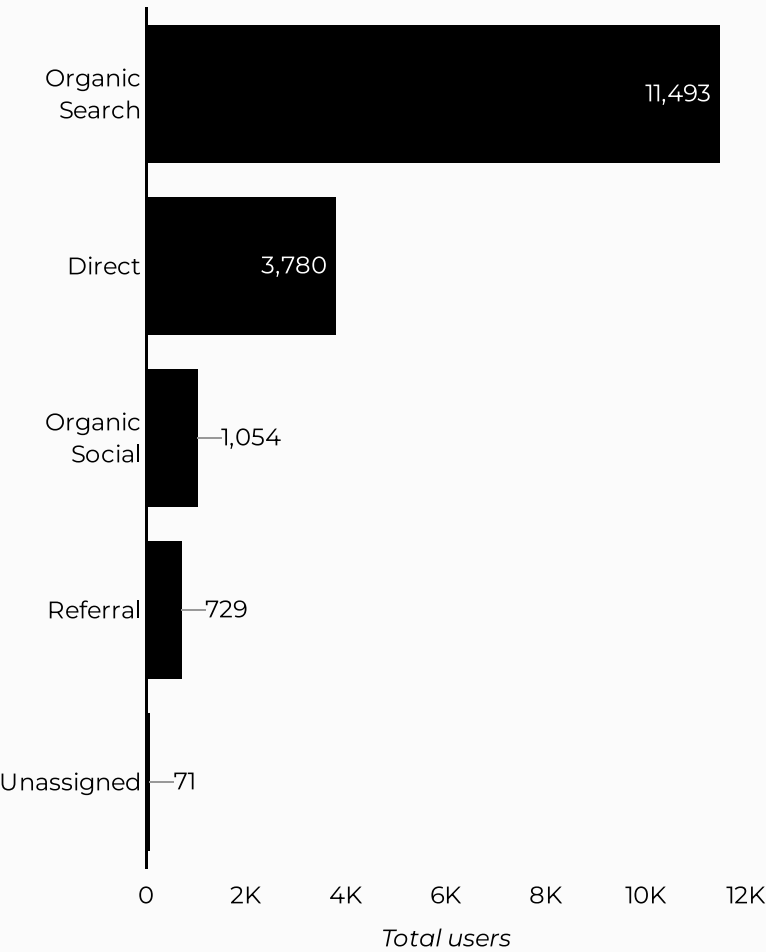


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	2,045
stuttgart.armymwr.com	1,569
hawaii.armymwr.com	1,229
humphreys.armymwr.com	1,144
jblm.armymwr.com	866
meade.armymwr.com	831
www.armymwr.com	830
bliss.armymwr.com	697
knox.armymwr.com	605
gregg-adams.armymwr.com	537

Which channels are driving traffic?



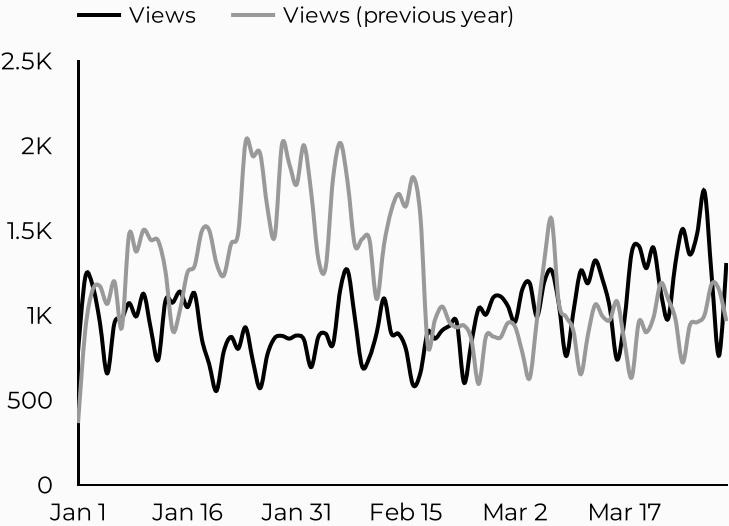
What are the top sources?

Session source	Total users
google	10,463
(direct)	3,780
bing	770
m.facebook.com	639
home.army.mil	333
lm.facebook.com	152
l.facebook.com	142
yahoo	127
duckduckgo	124
facebook.com	86



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
89,933	71,984	49,551	32,701	02:40	59%
↓ -18.9%	↓ -21.9%	↓ -24.3%	↓ -33.0%	↑ 25.8%	↑ 6.1%
Compared Y-o-Y					

How is site traffic trending?

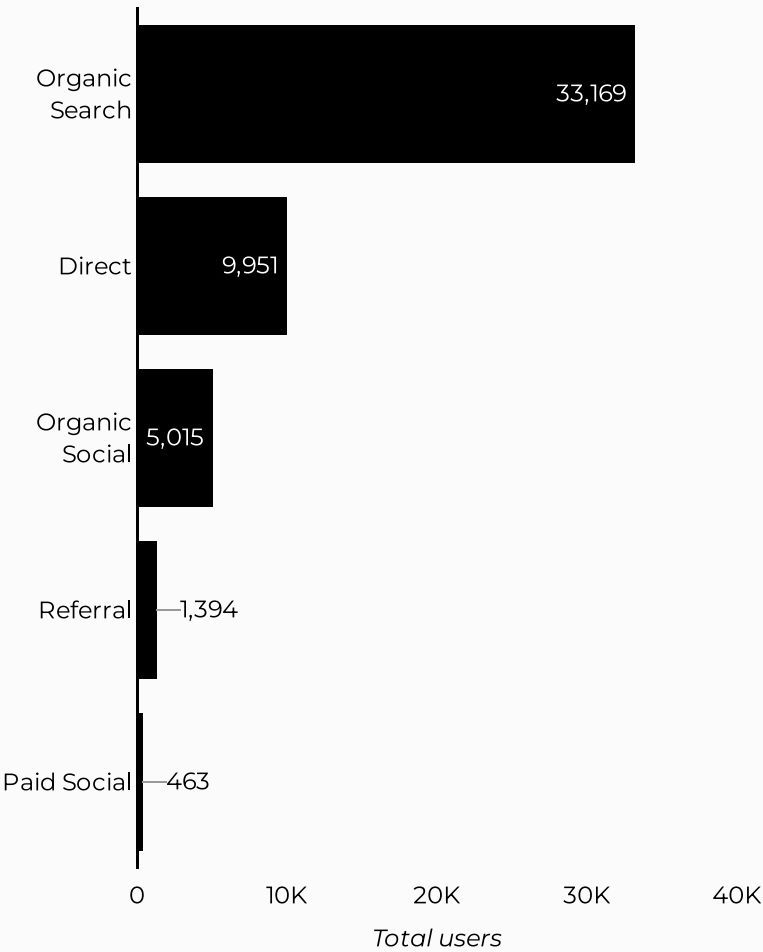


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	4,540
bragg.armymwr.com	4,323
campbell.armymwr.com	3,232
kaiserslautern.armymwr.com	2,587
wiesbaden.armymwr.com	2,206
stuttgart.armymwr.com	2,089
hawaii.armymwr.com	2,063
jblm.armymwr.com	2,008
drum.armymwr.com	1,833
carson.armymwr.com	1,572

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	30,863
(direct)	9,951
m.facebook.com	3,206
bing	1,856
lm.facebook.com	934
l.facebook.com	624
home.army.mil	593
fb	462
duckduckgo	341
yahoo	278



Views

28,820

↑ 0.3%

Sessions

20,542

↓ -2.0%

Total users

16,400

↓ -3.5%

New users

8,553

↑ 3.0%

Avg. Session Time

02:12

↑ 3.1%

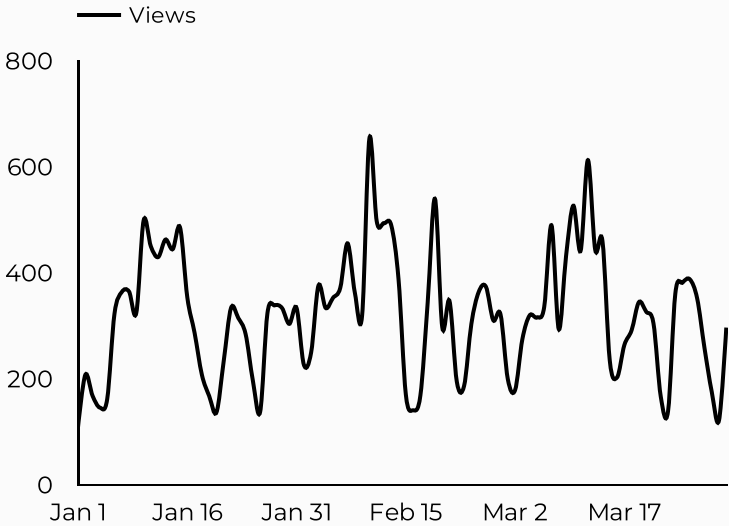
Engagement rate

67%

↓ -5.0%

Compared Y-o-Y

How is site traffic trending?

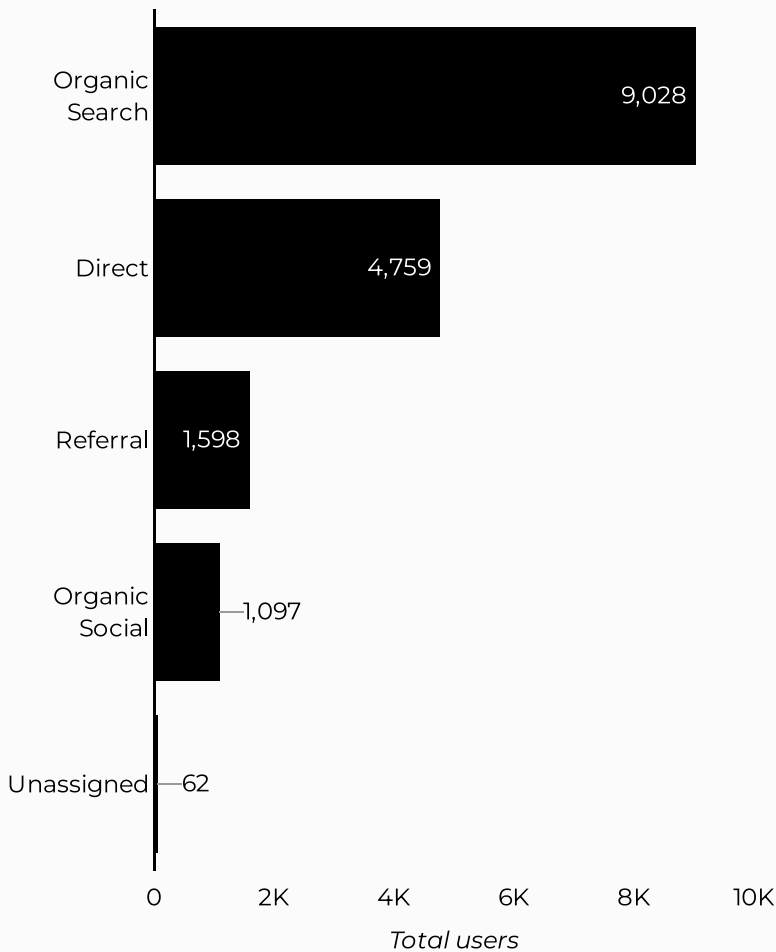


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,865
cavazos.armymwr.com	1,668
humphreys.armymwr.com	1,396
bliss.armymwr.com	1,012
carson.armymwr.com	681
jblm.armymwr.com	632
campbell.armymwr.com	557
drum.armymwr.com	537
italy.armymwr.com	460
stewarthunter.armymwr.com	445

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	7,877
(direct)	4,759
bing	1,019
home.army.mil	737
m.facebook.com	490
linktr.ee	302
facebook.com	215
l.facebook.com	182
l.instagram.com	107
lm.facebook.com	103



Views

680,871

↓ -5.8%

Sessions

503,915

↓ -5.9%

Total users

360,091

↓ -8.5%

New users

253,437

↓ -10.0%

Avg. Session Time

02:49

↑ 7.3%

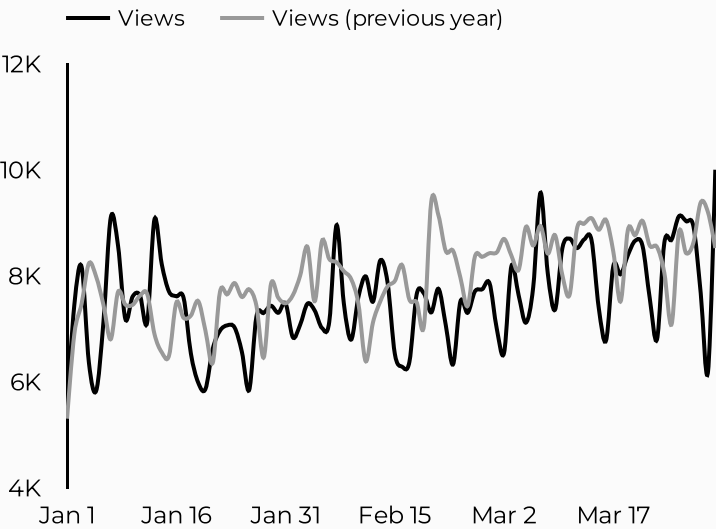
Engagement rate

67%

↓ -1.4%

Compared Y-o-Y

How is site traffic trending?

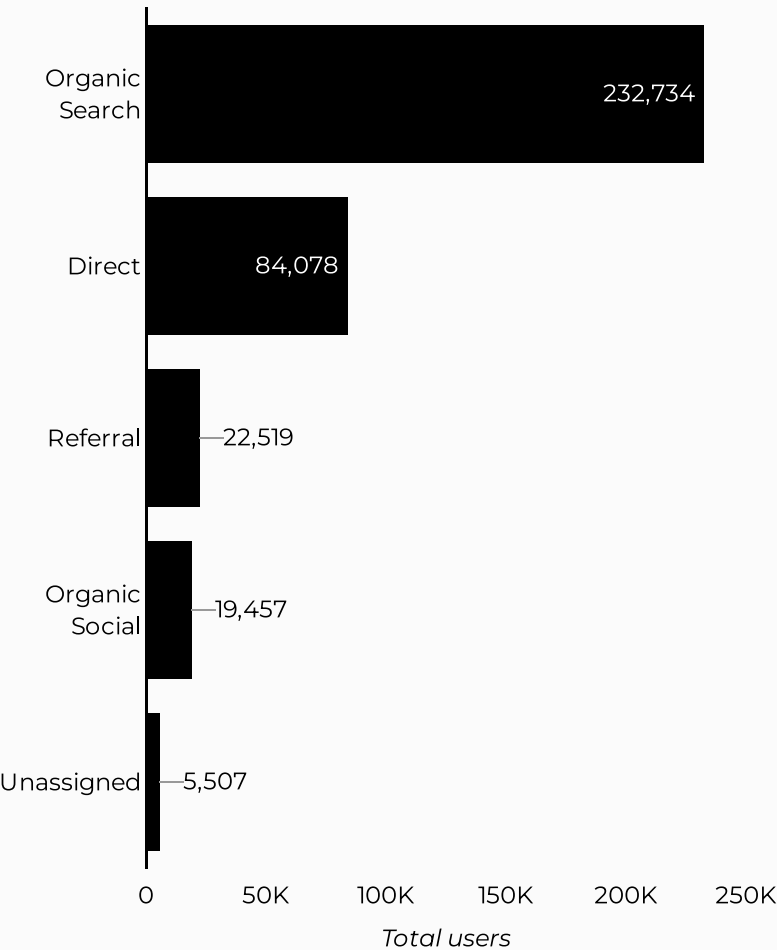


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	56,886
carlisle.armymwr.com	22,358
moore.armymwr.com	17,224
belvoir.armymwr.com	16,482
zama.armymwr.com	11,405
stewarthunter.armymwr.com	9,669
hawaii.armymwr.com	9,215
eisenhower.armymwr.com	9,099
grafenwoehr.armymwr.com	8,231
meade.armymwr.com	8,198

Which channels are driving traffic?



What are the top sources?

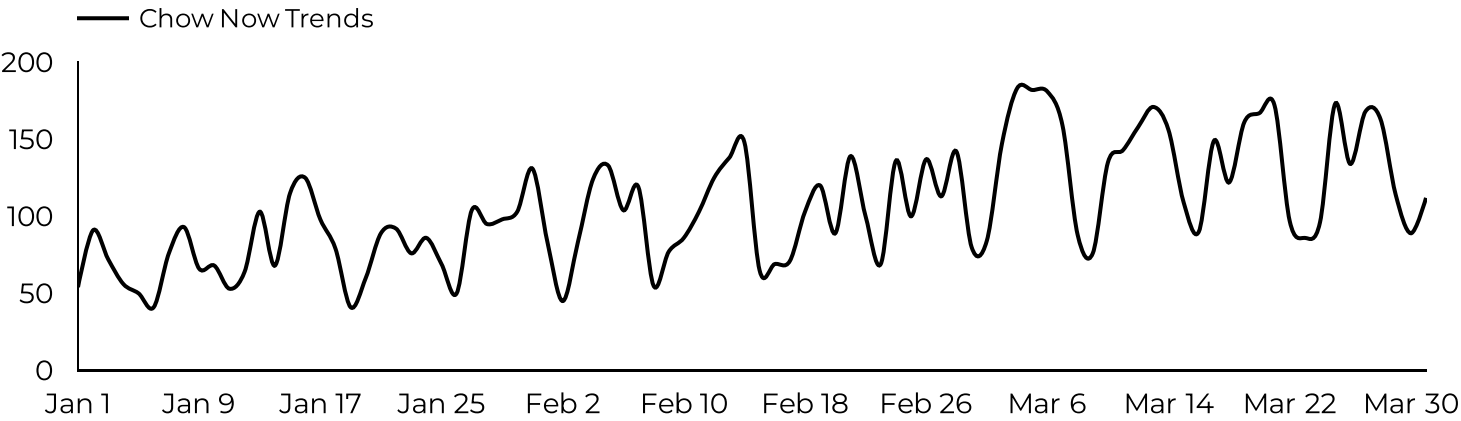
Session source	Total users
google	211,443
(direct)	84,078
bing	16,015
m.facebook.com	11,955
home.army.mil	5,017
referral	3,927
yahoo	3,263
militaryonesource.mil	3,008
l.facebook.com	2,732
duckduckgo	2,544



Chow Now Link Clicks

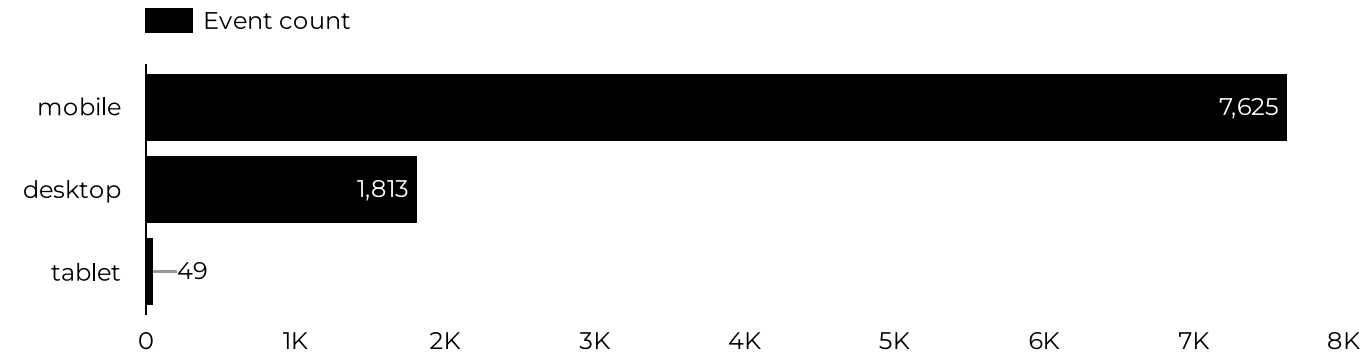
9,487

↑ 8.3%



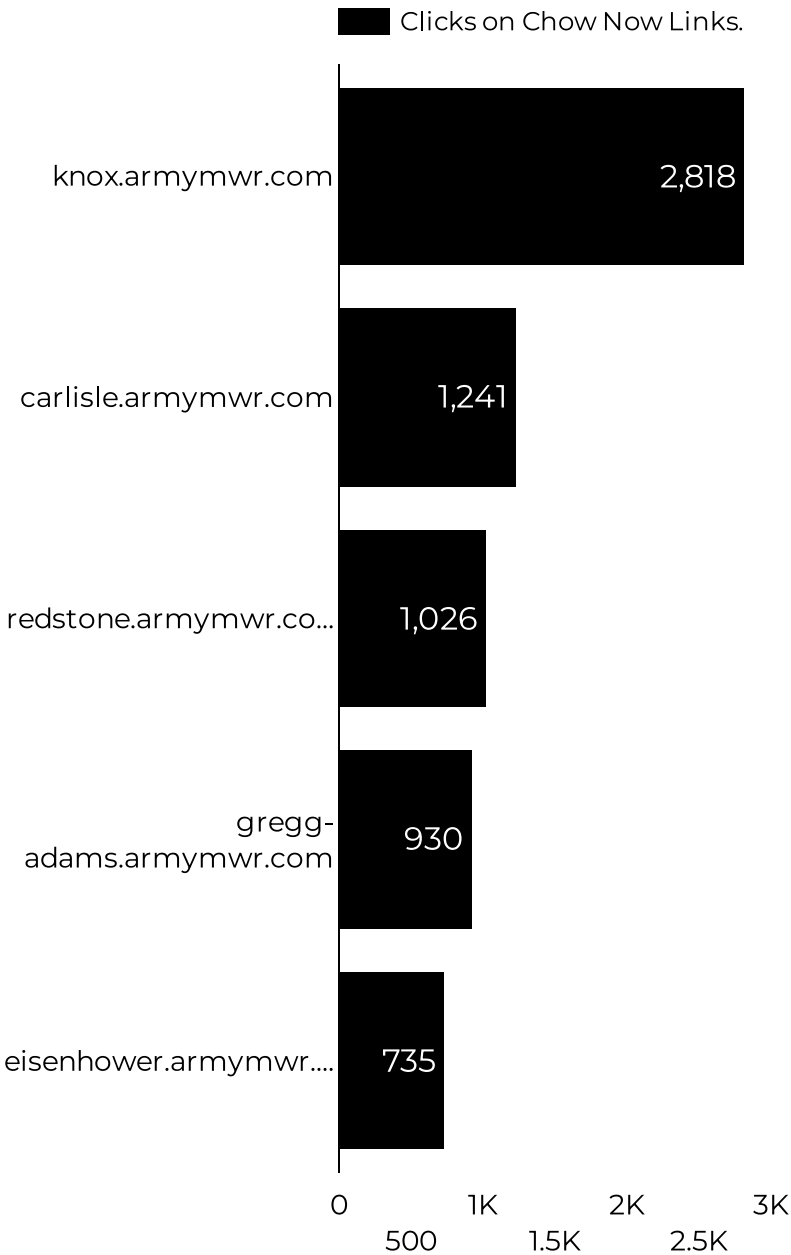
Which devices are driving engagement?

Do people order on mobile or desktop?



Top installations

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





Views

4,912

↑ 24.2%

Sessions

4,063

↑ 18.2%

Total users

2,926

↑ 13.9%

New users

2,420

↑ 13.6%

Avg. Session Time

02:55

↑ 6.3%

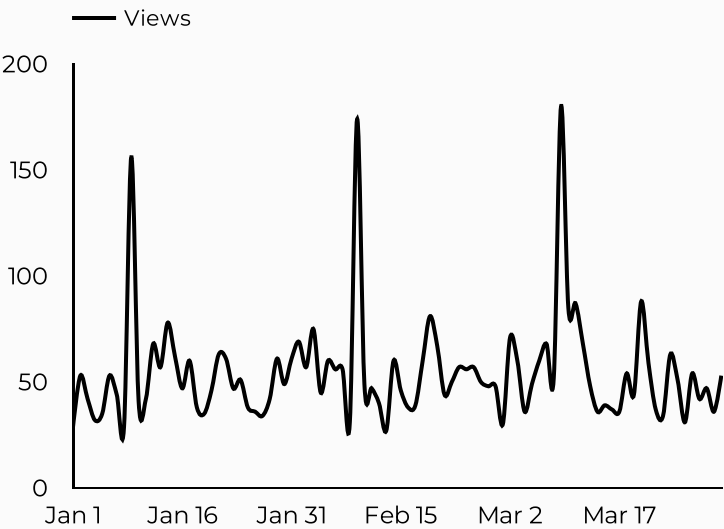
Engagement rate

63%

↓ -2.2%

Compared Y-o-Y

How is site traffic trending?

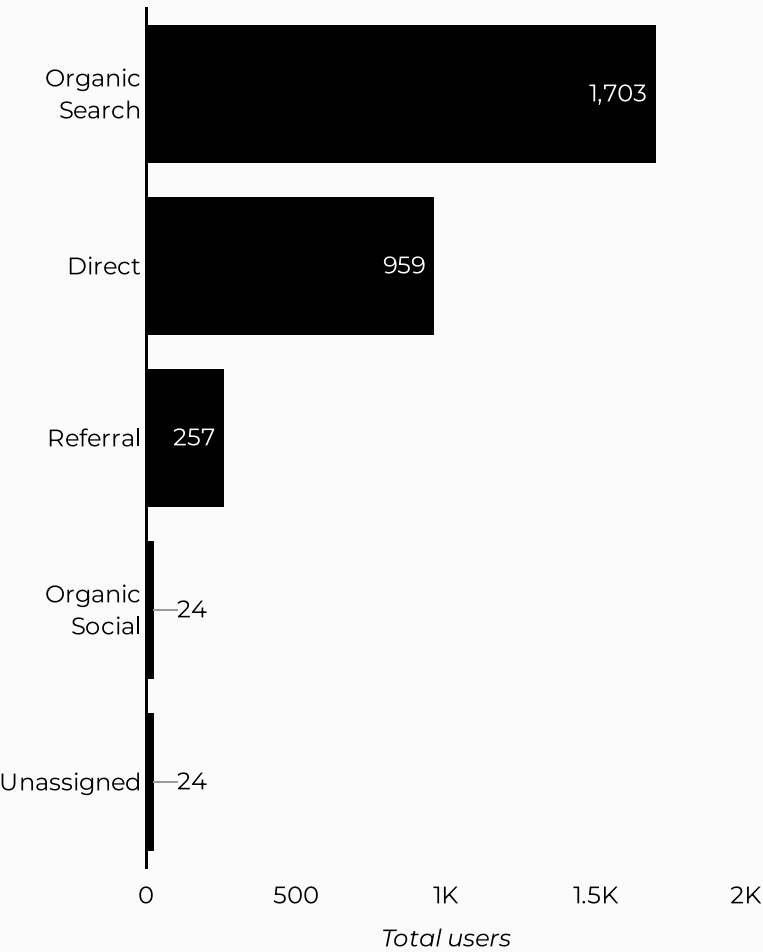


Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	2,505
www.armymwr.com	160
campbell.armymwr.com	117
aberdeen.armymwr.com	47
humphreys.armymwr.com	40
sill.armymwr.com	24
garmisch.armymwr.com	10
carson.armymwr.com	8
belvoir.armymwr.com	6
academy.armymwr.com	4

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,531
(direct)	959
home.army.mil	176
bing	116
duckduckgo	34
militaryonesource.mil	26
yahoo	23
referral	16
m.facebook.com	12
en.m.wikipedia.org	11



Views

289,694

↓ -3.8%

Sessions

219,962

↓ -3.2%

Total users

154,426

↓ -5.2%

New users

92,492

↓ -7.0%

Avg. Session Time

02:52

↑ 5.4%

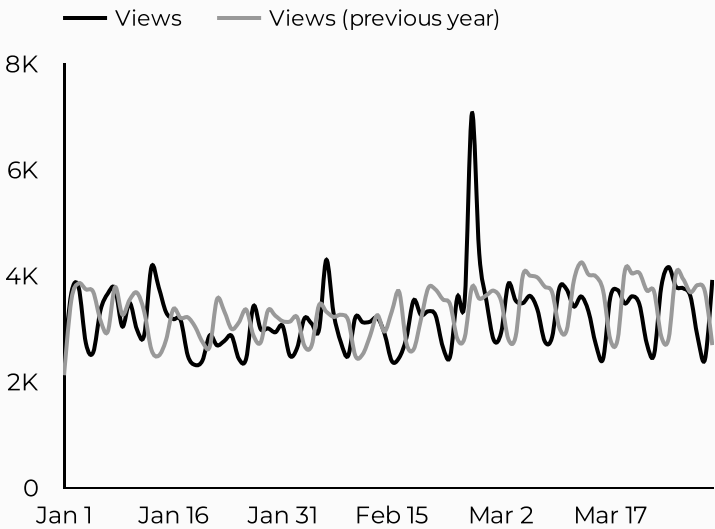
Engagement rate

75%

↓ -0.8%

Compared Y-o-Y

How is site traffic trending?

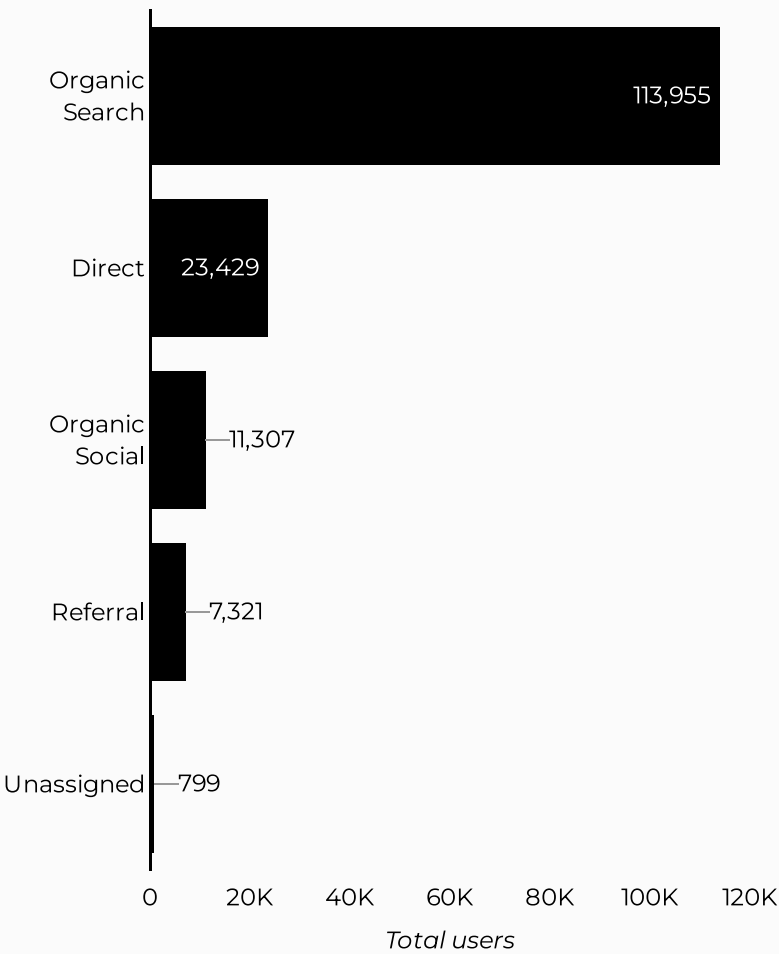


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	15,099
belvoir.armymwr.com	8,997
redstone.armymwr.com	7,739
hawaii.armymwr.com	7,667
jblm.armymwr.com	7,224
carlisle.armymwr.com	6,622
cavazos.armymwr.com	6,372
stewarthunter.armymwr.com	5,718
jackson.armymwr.com	5,486
moore.armymwr.com	4,997

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	103,424
(direct)	23,429
bing	7,835
m.facebook.com	7,688
lm.facebook.com	2,001
home.army.mil	1,986
militaryonesource.mil	1,717
yahoo	1,594
l.facebook.com	1,111
duckduckgo	1,072



Views

77,198

↓ -7.4%

Sessions

56,756

↓ -11.7%

Total users

38,577

↓ -8.7%

New users

24,456

↓ -11.2%

Avg. Session Time

02:31

↑ 8.2%

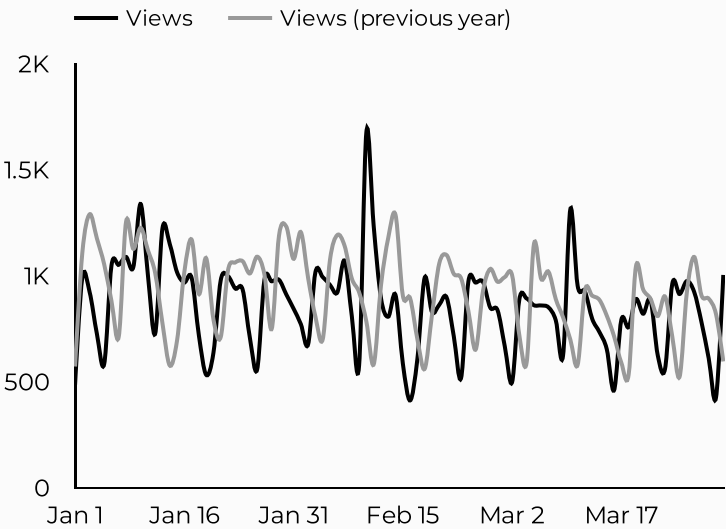
Engagement rate

62%

↓ -0.1%

Compared Y-o-Y

How is site traffic trending?

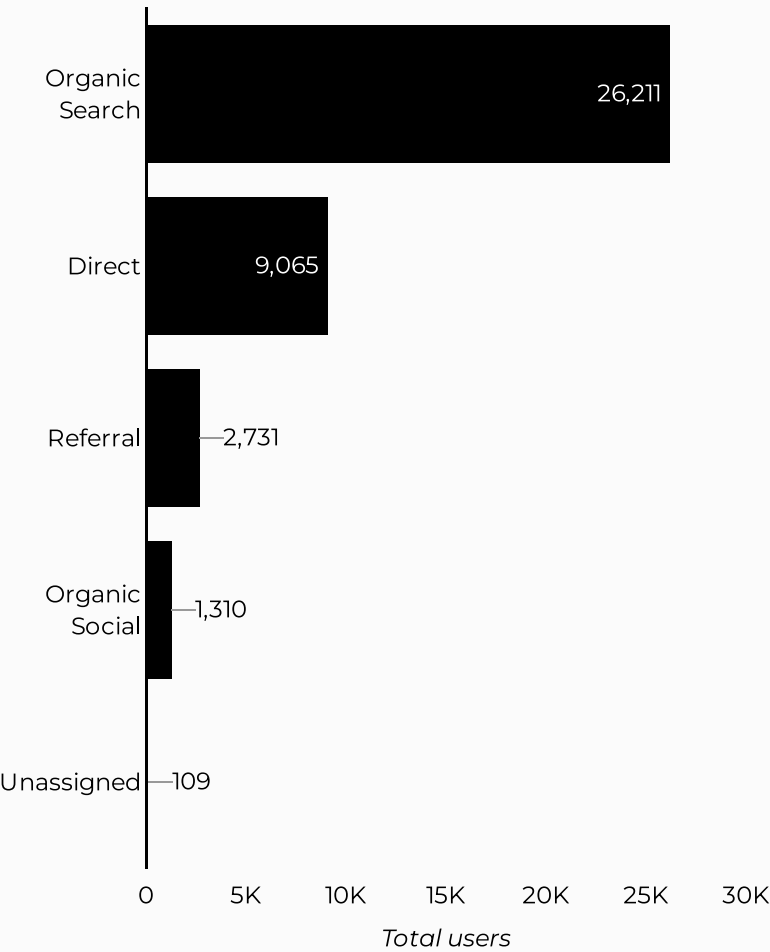


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	3,730
jblm.armymwr.com	3,343
campbell.armymwr.com	1,631
hawaii.armymwr.com	1,524
liberty.armymwr.com	1,469
knox.armymwr.com	1,463
bragg.armymwr.com	1,452
belvoir.armymwr.com	1,385
redstone.armymwr.com	1,338
humphreys.armymwr.com	1,327

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	23,780
(direct)	9,065
bing	1,846
army.dodmwrlibraries.org	850
m.facebook.com	775
home.army.mil	736
duckduckgo	293
yahoo	290
l.facebook.com	254
dodmwrlibraries.org	220



Views

5,632

⬆ 6.5%

Sessions

9,372

⬆ 104.4%

Total users

7,484

⬆ 110.3%

New users

4,689

⬆ 193.2%

Avg. Session Time

02:46

⬆ 32.9%

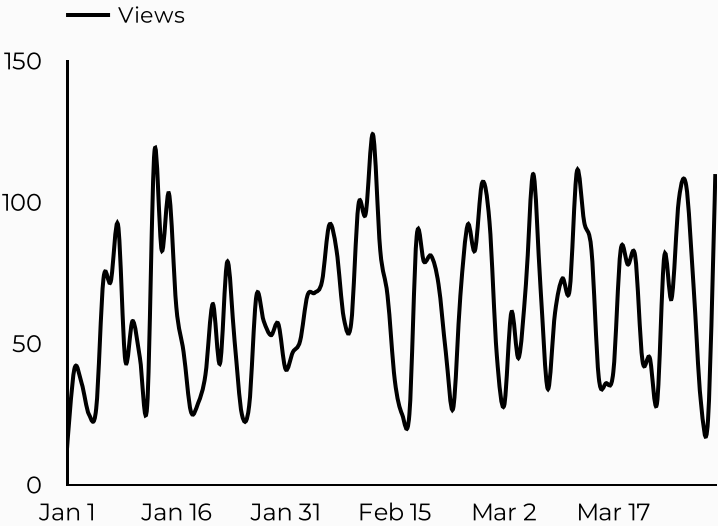
Engagement rate

52%

⬆ -23.8%

Compared Y-o-Y

How is site traffic trending?

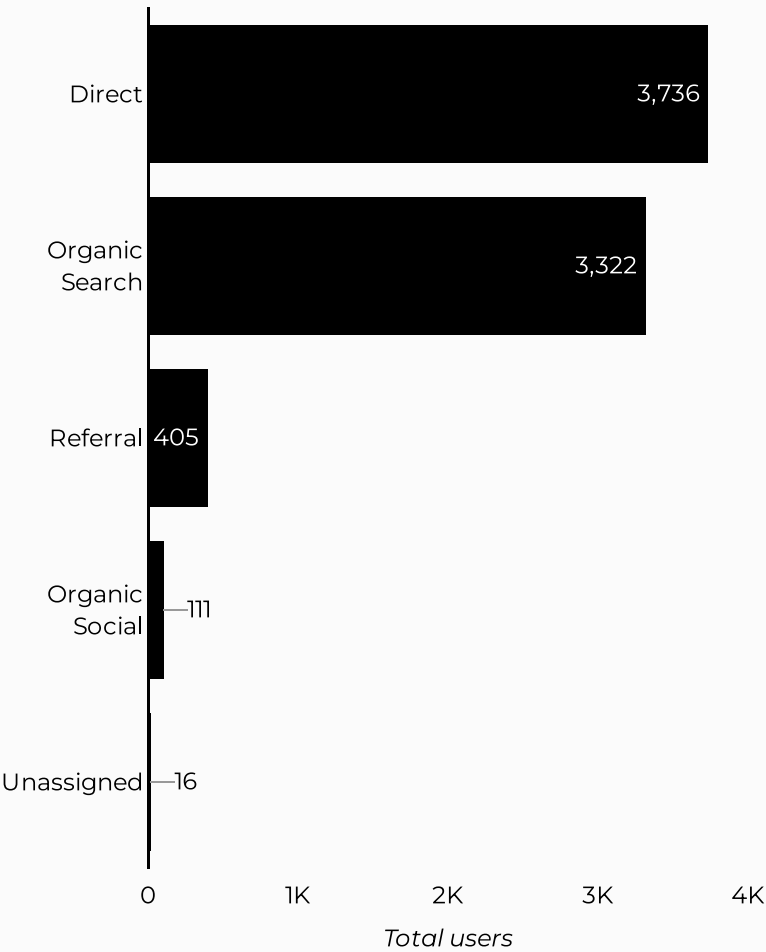


Top US Army Installations

Sorted by Total Users

Installation	Total users
academy.armymwr.com	3,955
www.armymwr.com	1,366
cavazos.armymwr.com	484
jblm.armymwr.com	439
bragg.armymwr.com	315
liberty.armymwr.com	214
eisenhower.armymwr.com	158
stewarthunter.armymwr.com	149
bliss.armymwr.com	136
moore.armymwr.com	101

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	3,736
google	2,820
bing	448
home.army.mil	81
statics.dod.teams.microsoft.us	69
m.facebook.com	65
safe.menlosecurity.com	63
imcomacademy.com	48
yahoo	31
duckduckgo	22



Views

19,489

↓ -24.6%

Sessions

16,885

↓ -26.0%

Total users

11,488

↓ -28.4%

New users

4,434

↓ -31.8%

Avg. Session Time

02:45

↑ 8.5%

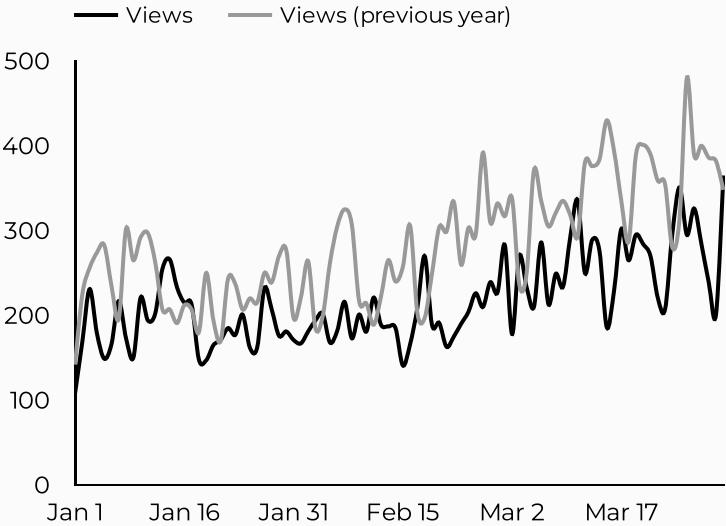
Engagement rate

74%

↑ 0.4%

Compared Y-o-Y

How is site traffic trending?

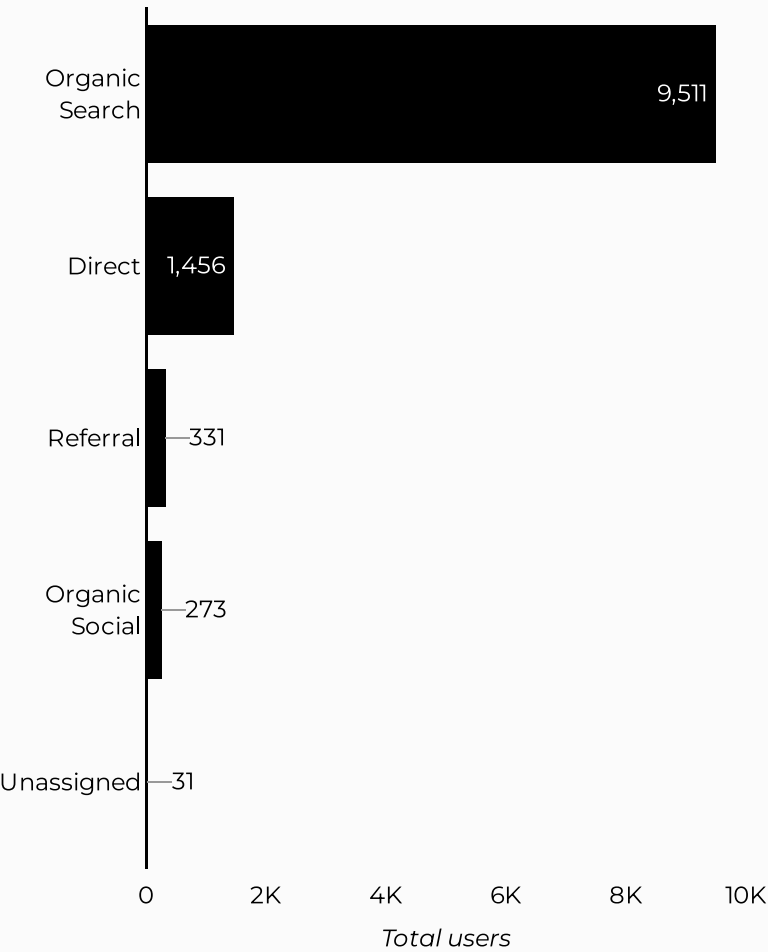


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	3,234
bragg.armymwr.com	1,471
redstone.armymwr.com	999
knox.armymwr.com	964
eisenhower.armymwr.com	881
liberty.armymwr.com	880
riley.armymwr.com	747
sill.armymwr.com	642
mccoy.armymwr.com	426
humphreys.armymwr.com	410

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	8,671
(direct)	1,456
bing	630
m.facebook.com	171
home.army.mil	140
yahoo	99
duckduckgo	88
l.facebook.com	53
safe.menlosecurity.com	44
(not set)	29



Views

230,402

↓ -6.5%

Sessions

180,121

↓ -6.4%

Total users

125,951

↓ -8.3%

New users

83,596

↓ -8.5%

Avg. Session Time

03:11

↑ 10.8%

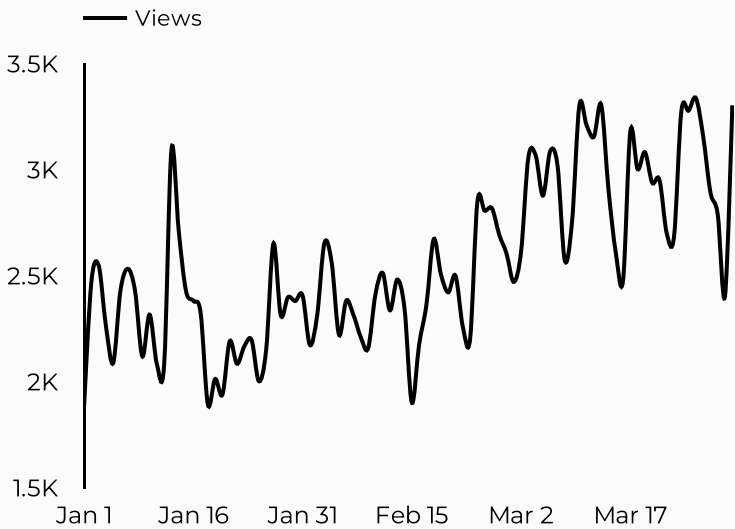
Engagement rate

72%

↓ -0.4%

Compared Y-o-Y

How is site traffic trending?

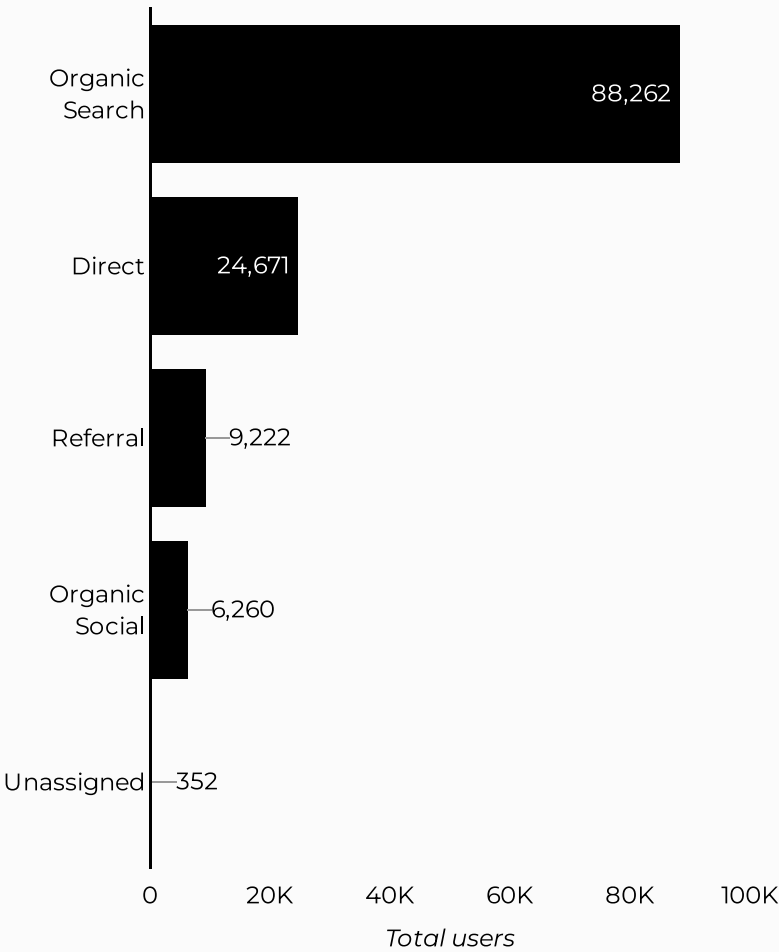


Top US Army Installations

Sorted by Total Users

Installation	Total users
jackson.armymwr.com	9,757
belvoir.armymwr.com	8,636
eisenhower.armymwr.com	6,362
cavazos.armymwr.com	6,307
moore.armymwr.com	5,729
mccoy.armymwr.com	5,039
jblm.armymwr.com	4,855
bragg.armymwr.com	4,616
meade.armymwr.com	4,561
leonardwood.armymwr.com	4,008

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	80,395
(direct)	24,671
bing	5,682
m.facebook.com	3,983
home.army.mil	1,909
militarycampgrounds.us	1,234
campgrounds.rvlife.com	1,102
yahoo	1,085
duckduckgo	974
tripwizard.rvlife.com	966



Views

93,920

↑ 8.5%

Sessions

73,624

↑ 6.4%

Total users

52,406

↑ 3.2%

New users

27,927

↑ 0.9%

Avg. Session Time

02:23

↑ 13.7%

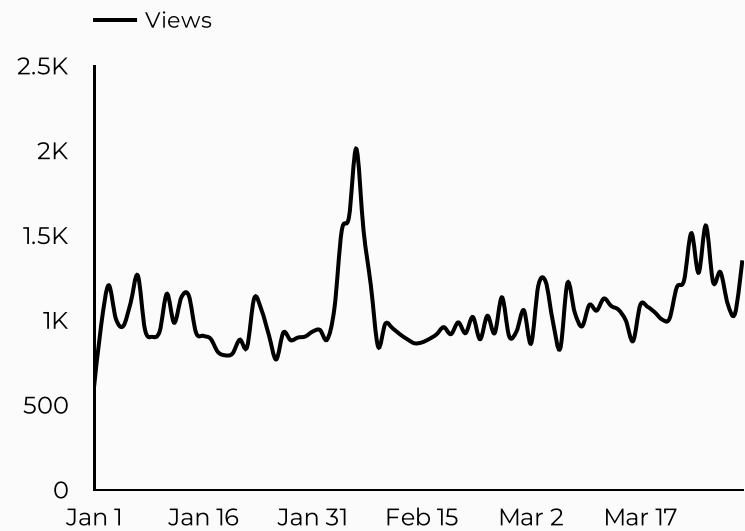
Engagement rate

67%

↑ 2.5%

Compared Y-o-Y

How is site traffic trending?

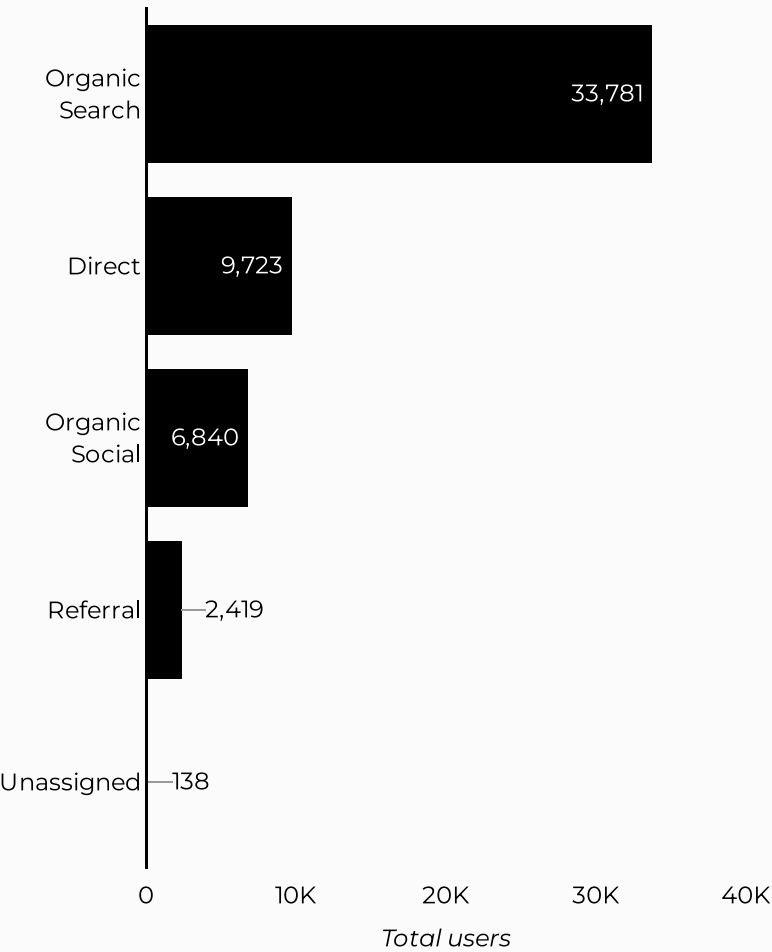


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	5,550
bliss.armymwr.com	4,033
drum.armymwr.com	3,948
humphreys.armymwr.com	3,378
wainwright.armymwr.com	3,002
campbell.armymwr.com	2,763
hawaii.armymwr.com	2,484
belvoir.armymwr.com	2,180
eisenhower.armymwr.com	1,590
huachuca.armymwr.com	1,473

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	31,165
(direct)	9,723
m.facebook.com	4,857
bing	1,839
lm.facebook.com	1,020
home.army.mil	834
l.facebook.com	693
duckduckgo	326
linktr.ee	308
yahoo	280



Views

24,849

↓ -7.7%

Sessions

11,803

↓ -8.5%

Total users

9,530

↓ -5.7%

New users

6,077

↓ -1.1%

Avg. Session Time

02:12

↓ -1.3%

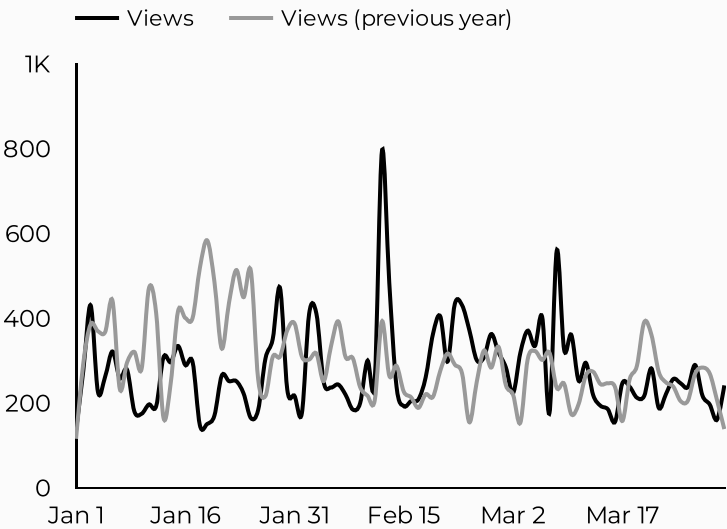
Engagement rate

67%

↓ -2.8%

Compared Y-o-Y

How is site traffic trending?

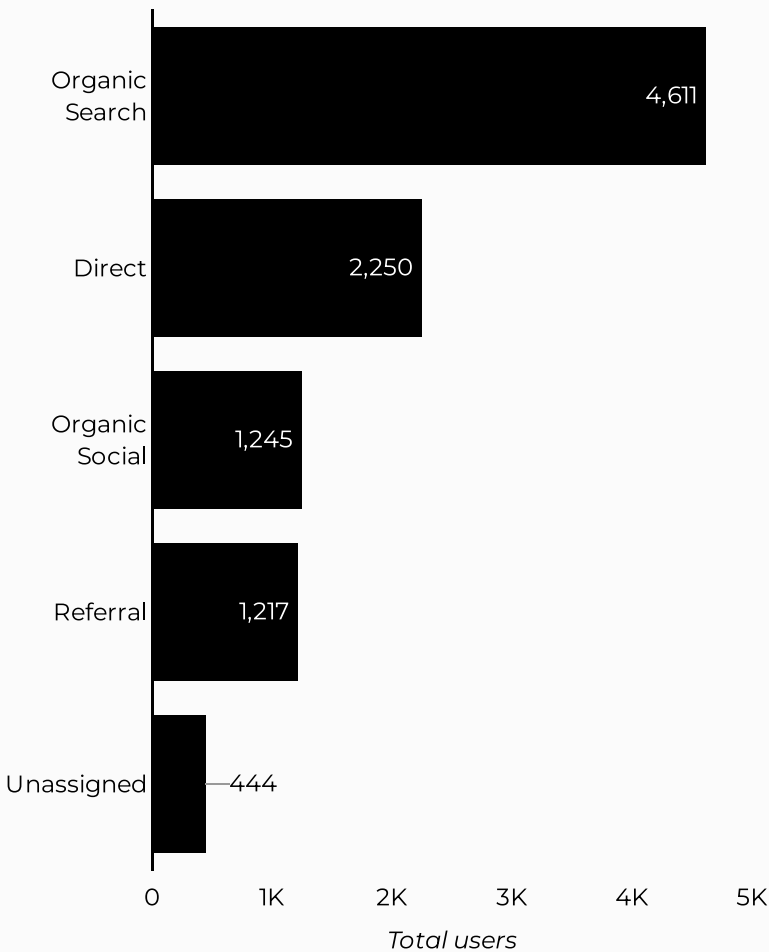


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	389
Apply now!	196
www.armedforcessports.com	140
All Army Application website	115
Instagram	37
renew	18
Facebook	12
Grand total	949

Which channels are driving traffic?



What are the top sources?

Session source	Total us...	% Δ
google	3,776	-17.6% ↓
(direct)	2,250	-4.1% ↓
bing	738	50.9% ↑
armywcap.com	698	4.5% ↑
m.facebook.com	667	25.1% ↑
(not set)	440	10.8% ↑
l.instagram.com	319	-16.9% ↓
lm.facebook.com	124	-4.6% ↓
safe.menlosecurity.com	113	11,200.0...
apptrac.mwr.army.mil	102	155.0% ↑



Views

91,789

↓ -9.2%

Sessions

73,463

↓ -11.6%

Total users

53,512

↓ -12.0%

New users

37,956

↓ -16.3%

Avg. Session Time

02:30

↑ 8.9%

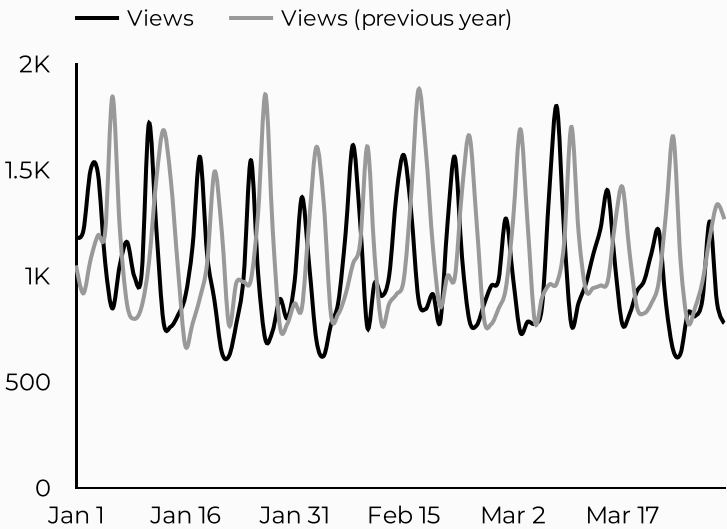
Engagement rate

61%

↓ -0.5%

Compared Y-o-Y

How is site traffic trending?

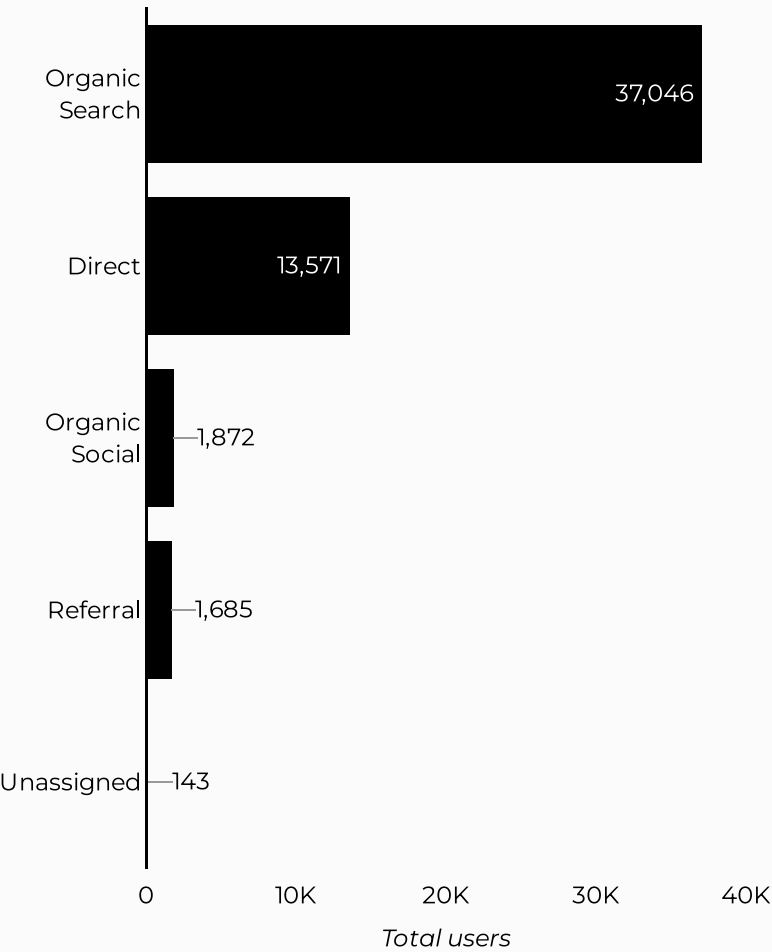


Top US Army Installations

Sorted by Total Users

Installation	Total u...	% Δ
hawaii.armymwr.com	3,832	-5.8% ↓
campbell.armymwr.com	3,034	-19.8% ↓
stewarhunter.armymwr....	2,798	-6.6% ↓
jbmhh.armymwr.com	2,562	-24.0% ↓
redstone.armymwr.com	2,454	-2.3% ↓
bliss.armymwr.com	2,303	-8.8% ↓
stuttgart.armymwr.com	2,024	-20.1% ↓
belvoir.armymwr.com	1,993	-19.6% ↓
cavazos.armymwr.com	1,910	-14.7% ↓
gregg-adams.armymwr.c...	1,832	-7.1% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	35,158
(direct)	13,571
bing	1,346
m.facebook.com	1,172
home.army.mil	924
yahoo	326
l.facebook.com	284
duckduckgo	245
lm.facebook.com	210
facebook.com	144



Views

182,134

↓ -4.4%

Sessions

139,678

↓ -5.1%

Total users

95,923

↓ -10.0%

New users

63,478

↓ -13.8%

Avg. Session Time

02:43

↑ 17.9%

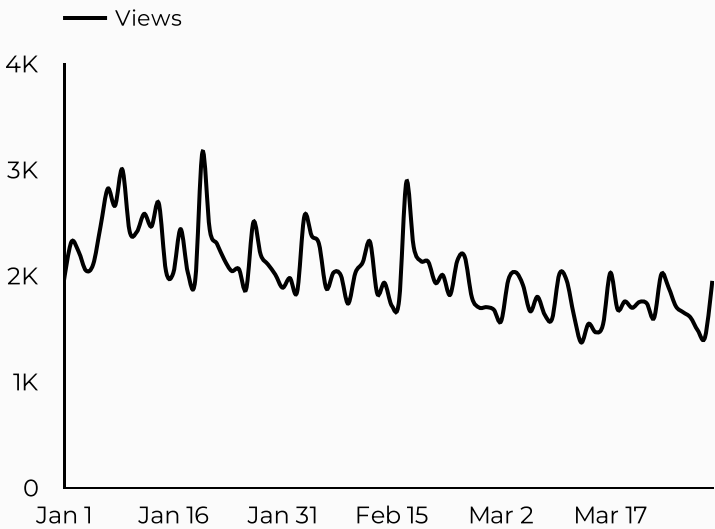
Engagement rate

65%

↑ 2.3%

Compared Y-o-Y

How is site traffic trending?

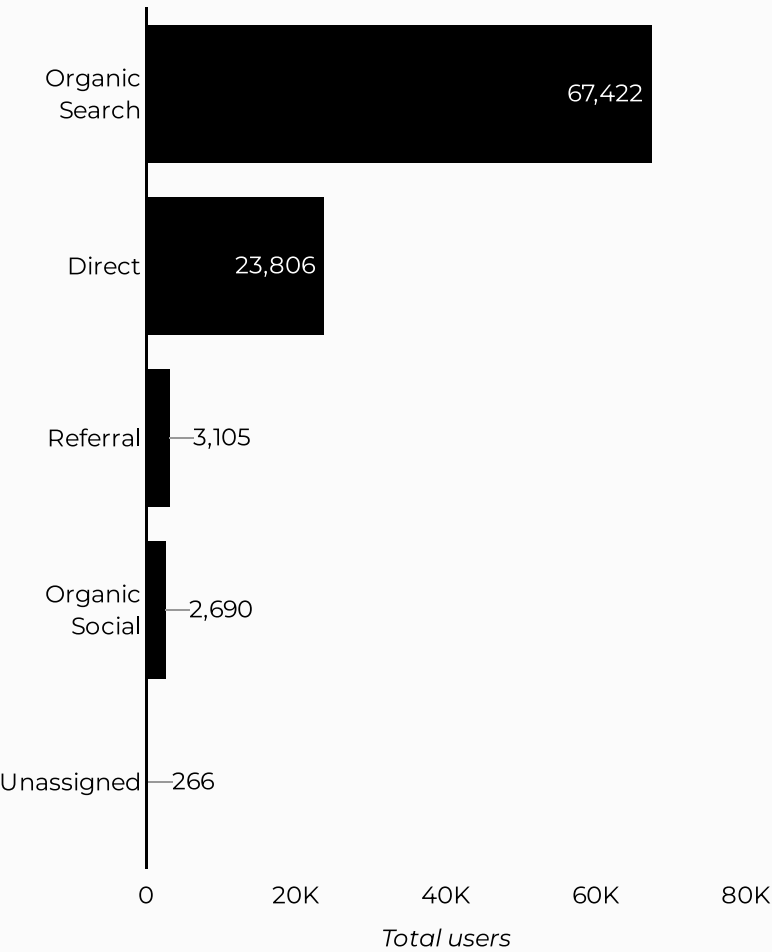


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	5,943
humphreys.armymwr.com	5,824
carson.armymwr.com	5,256
jblm.armymwr.com	5,058
hawaii.armymwr.com	4,862
meade.armymwr.com	4,665
bliss.armymwr.com	4,160
campbell.armymwr.com	4,124
liberty.armymwr.com	3,780
moore.armymwr.com	3,300

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	63,183
(direct)	23,806
bing	3,259
m.facebook.com	1,729
home.army.mil	1,296
duckduckgo	594
yahoo	459
tripler.tricare.mil	404
l.facebook.com	380
lm.facebook.com	312



Views

148,497

↓ -1.6%

Sessions

110,919

↓ -1.5%

Total users

77,491

↓ -6.3%

New users

63,029

↓ -4.9%

Avg. Session Time

02:40

↑ 3.3%

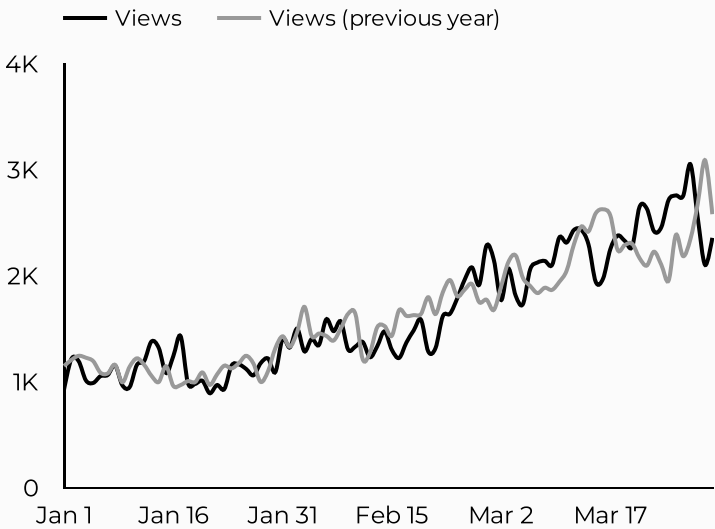
Engagement rate

67%

↓ -2.0%

Compared Y-o-Y

How is site traffic trending?

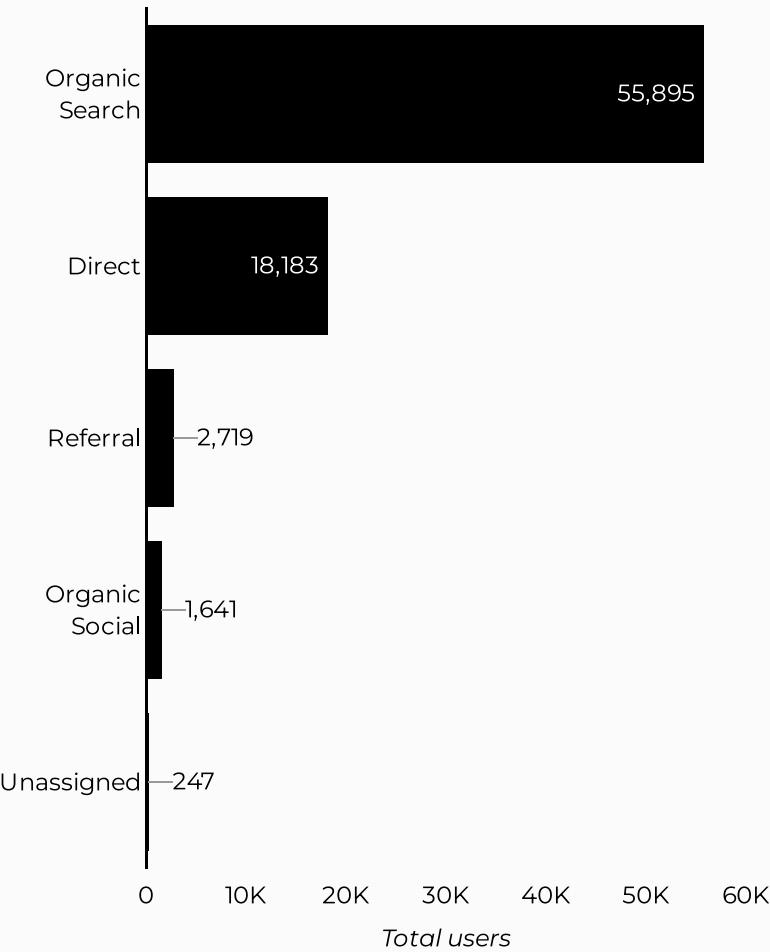


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	8,943
jblm.armymwr.com	4,933
jackson.armymwr.com	4,222
belvoir.armymwr.com	3,814
aberdeen.armymwr.com	3,773
stewarthunter.armymwr.com	3,624
carson.armymwr.com	3,621
westpoint.armymwr.com	3,498
redstone.armymwr.com	3,160
bragg.armymwr.com	2,907

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	51,193
(direct)	18,183
bing	3,249
m.facebook.com	914
yahoo	867
duckduckgo	508
home.army.mil	421
l.facebook.com	246
facebook.com	189
(not set)	186



Views

6,368

↓ -14.1%

Sessions

5,342

↓ -13.3%

Total users

4,330

↓ -13.8%

New users

1,352

↓ -19.2%

Avg. Session Time

02:02

↑ 20.2%

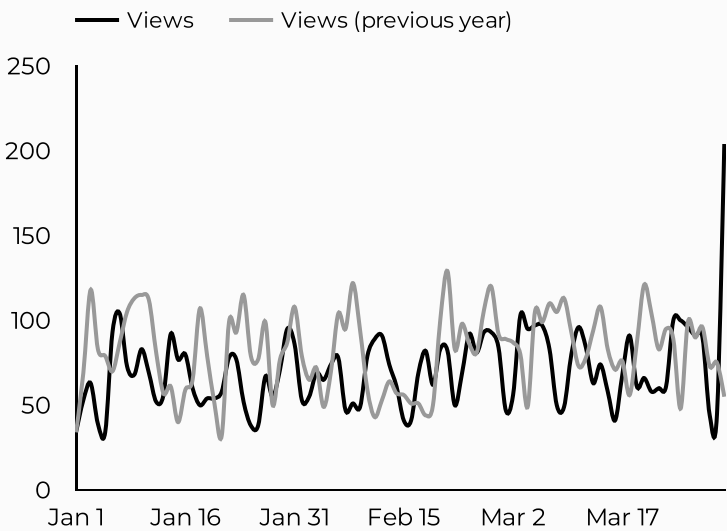
Engagement rate

79%

↓ -1.2%

Compared Y-o-Y

How is site traffic trending?

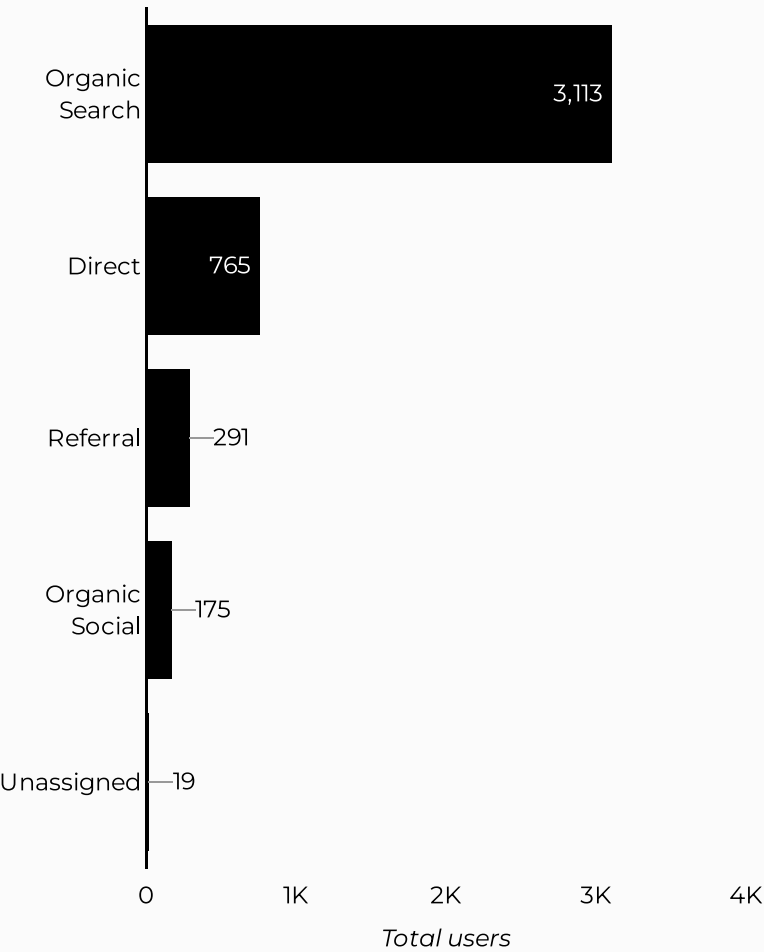


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	667
www.armymwr.com	449
hawaii.armymwr.com	419
carson.armymwr.com	370
bragg.armymwr.com	356
liberty.armymwr.com	305
cavazos.armymwr.com	293
campbell.armymwr.com	244
wiesbaden.armymwr.com	180
sill.armymwr.com	162

Which channels are driving traffic?



What are the top sources?

Session source	Total users	% Δ
google	2,781	-13.8% ↓
(direct)	765	-20.8% ↓
bing	284	22.4% ↑
home.army.mil	138	-6.8% ↓
m.facebook.com	106	-41.8% ↓
armywcap.com	44	2.3% ↑
l.facebook.com	38	-22.4% ↓
yahoo	27	-28.9% ↓
safe.menlosecurity....	19	-
duckduckgo	18	-30.8% ↓



Views

3,885

↑ 20.2%

Sessions

2,733

↑ 18.9%

Total users

2,431

↑ 17.4%

New users

991

↑ 160.1%

Avg. Session Time

01:03

↓ -34.6%

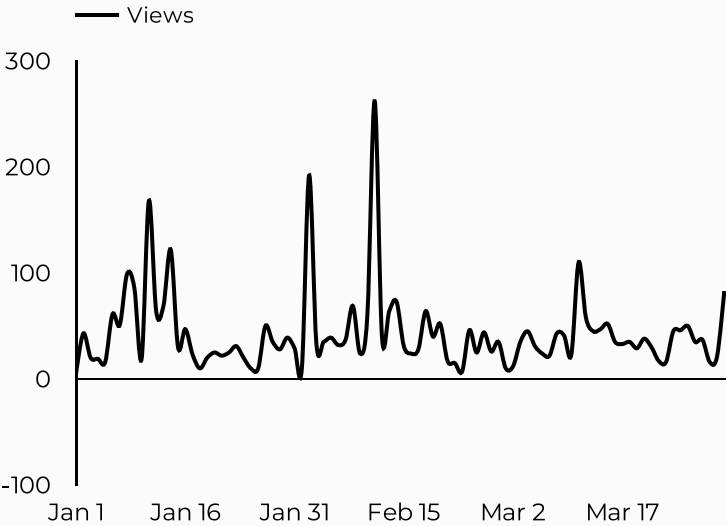
Engagement rate

66%

↓ -24.9%

Compared Y-o-Y

How is site traffic trending?

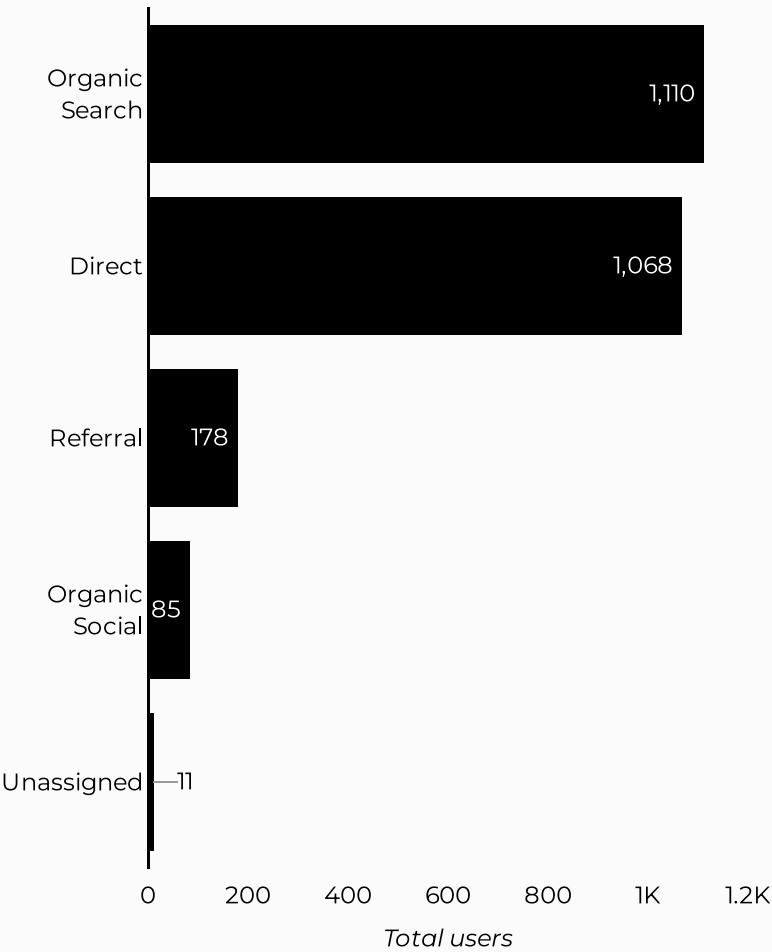


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	403
wiesbaden.armymwr.com	100
hawaii.armymwr.com	98
humphreys.armymwr.com	88
leonardwood.armymwr.com	86
carson.armymwr.com	76
jblm.armymwr.com	69
drum.armymwr.com	63
gregg-adams.armymwr.com	61
detrick.armymwr.com	59
bliss.armymwr.com	58
blacksea.armymwr.com	53
zama.armymwr.com	52
stuttgart.armymwr.com	51
belvoir.armymwr.com	48
knox.armymwr.com	48
aberdeen.armymwr.com	46
stewarhunter.armymwr.com	45
eisenhower.armymwr.com	43
presidio.armymwr.com	41
moore.armymwr.com	40
devens.armymwr.com	39
johnson.armymwr.com	39
riley.armymwr.com	39
kaiserslautern.armymwr.com	38
leavenworth.armymwr.com	36
mcalester.armymwr.com	36
newseal.armymwr.com	36

Which channels are driving traffic?





Views

12,641

↑ 0.2%

Sessions

15,013

↑ 41.9%

Total users

11,889

↑ 47.3%

New users

7,436

↑ 63.2%

Avg. Session Time

02:30

↑ 20.2%

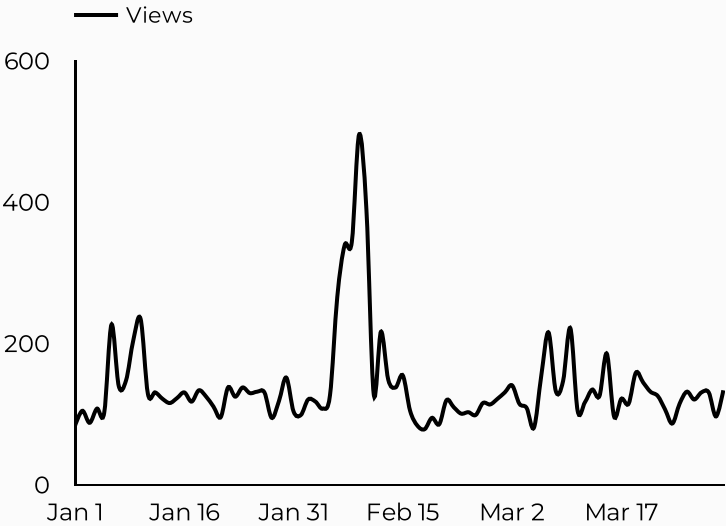
Engagement rate

59%

↓ -14.9%

Compared Y-o-Y

How is site traffic trending?

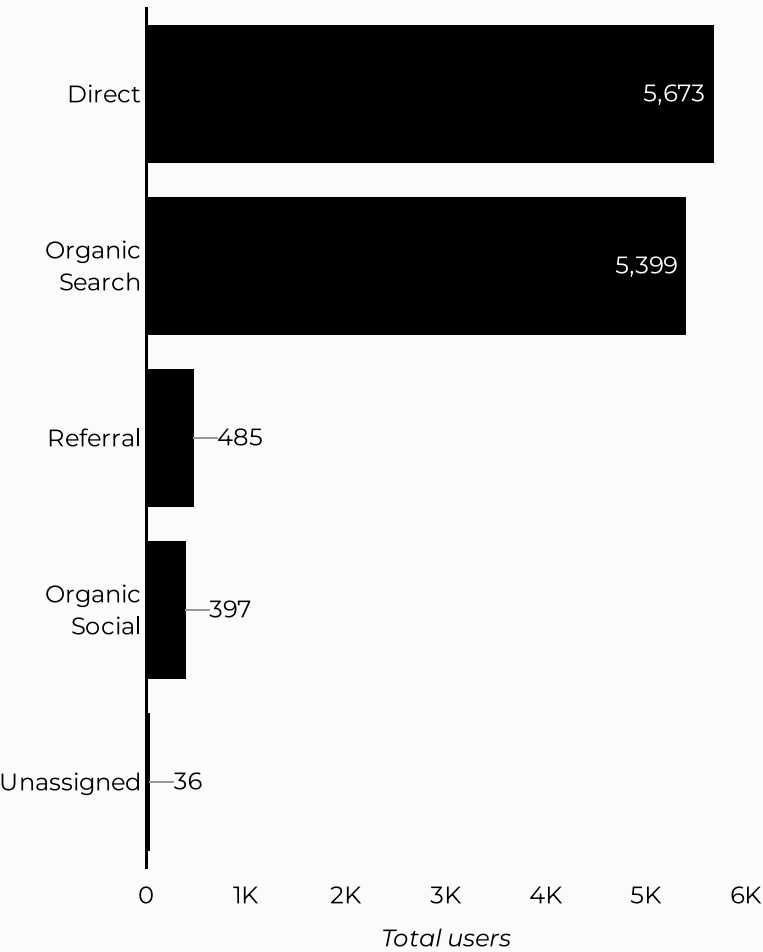


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾	% Δ
academy.armymwr.com	3,982	-
jblm.armymwr.com	1,952	-18.4% ↓
campbell.armymwr.com	1,699	21.2% ↑
wainwright.armymwr.com	884	-13.3% ↓
riley.armymwr.com	780	3.0% ↑
humphreys.armymwr.com	681	20.5% ↑
bliss.armymwr.com	516	23.7% ↑
italy.armymwr.com	462	-9.1% ↓
irwin.armymwr.com	291	-5.5% ↓
grafenwoehr.armymwr.com	207	-18.8% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total ... ▾
(direct)	5,673
google	4,927
bing	407
m.facebook.com	228
home.army.mil	153
statics.dod.teams.microsoft.us	78
safe.menlosecurity.com	65
imcomacademy.com	52
l.facebook.com	51
lm.facebook.com	47



Views

82,936

-39.6%

Sessions

48,470

-39.0%

Total users

33,966

-39.0%
Compared Y-o-Y

New users

32,501

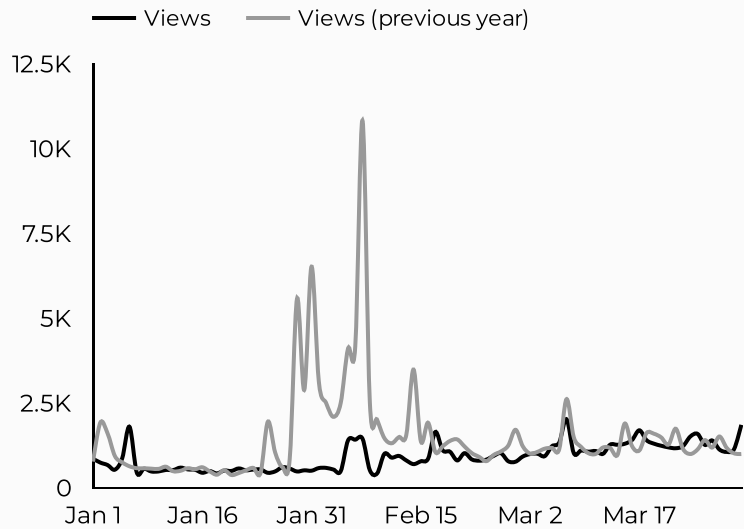
-39.6%

Engagement rate

43%

-7.6%

How is site traffic trending?

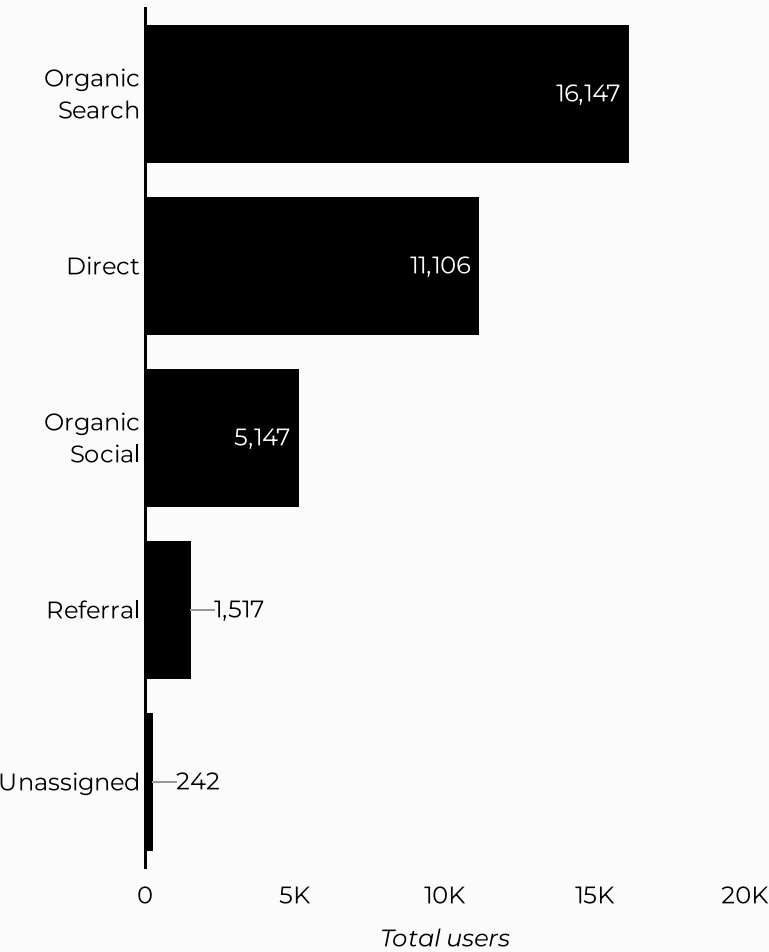


Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	17,782
Individual Registration :: Army Ten-Miler	10,269
2025 ATM Registration :: Army Ten-Miler	3,404
In-Person Race :: Army Ten-Miler	2,685
The Course :: Army Ten-Miler	2,395
Race Day Schedule :: Army Ten-Miler	1,477
ATM Race FAQ's :: Army Ten-Miler	1,476
Results :: Army Ten-Miler	1,395
Arrive & Depart :: Army Ten-Miler	1,216
Official Gear :: Army Ten-Miler	1,106

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	14,853
(direct)	11,106
m.facebook.com	4,358
bing	937
move.active.com	409
runguides.com	339
l.facebook.com	308
(not set)	233
yahoo	177
l.instagram.com	161



ARMY MWR World Class Athlete Program (WCAP)

Views

38,729

↓ -24.4%

Sessions

19,882

↓ -15.6%

Total users

15,527

↓ -20.0%

Compared Y-o-Y

New users

15,395

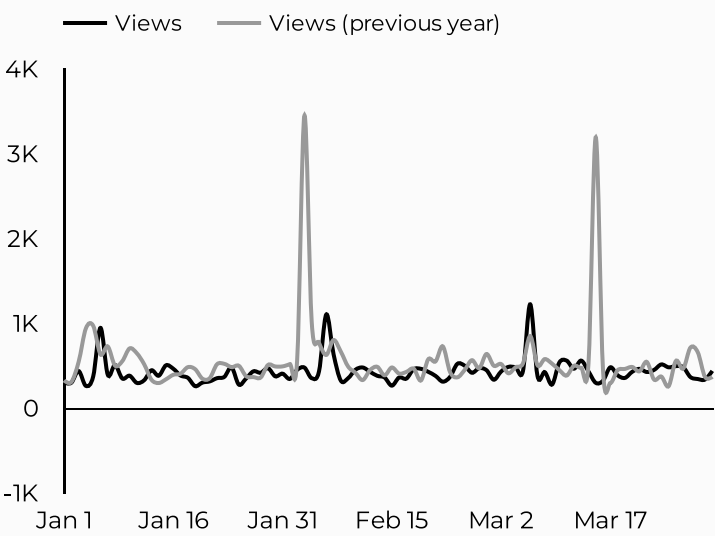
↓ -19.5%

Engagement rate

54%

↓ -12.2%

How is site traffic trending?

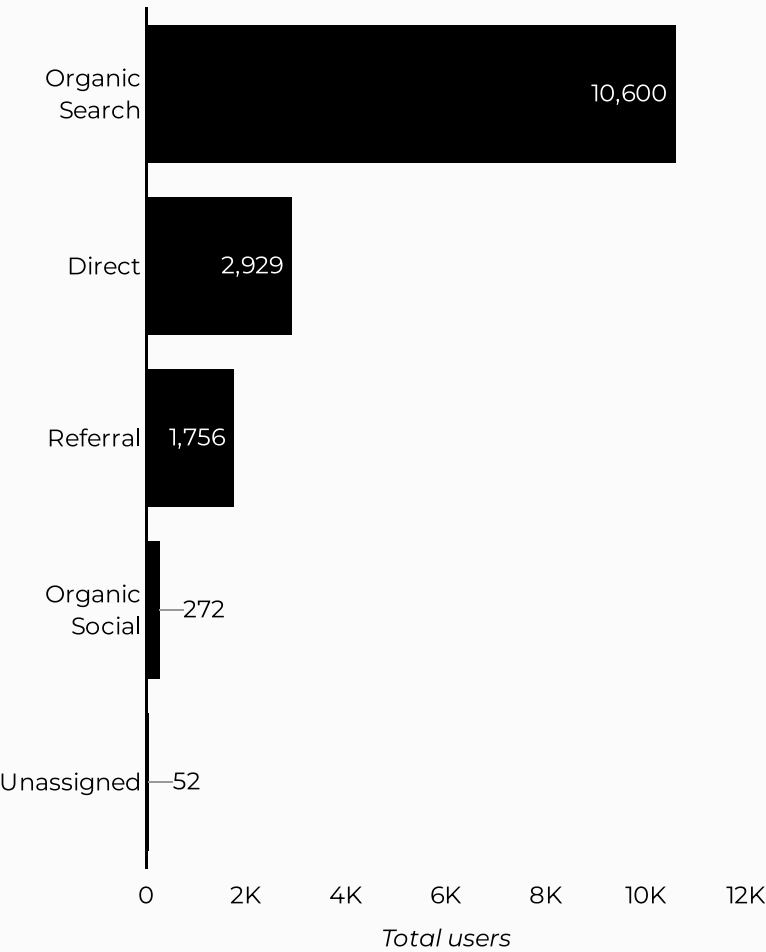


Top WCAP Pages

Sorted by Total Users

Page title	Total users ▾	% Δ
Home :: WCAP	3,877	-15.4% ↓
Entry Standards & Apply :: WCAP	2,374	6.6% ↑
Boxing :: WCAP	2,311	-13.4% ↓
Wrestling :: WCAP	2,021	-20.7% ↓
Track & Field :: WCAP	1,504	-19.1% ↓
About :: WCAP	1,494	-10.7% ↓
PARIS 2024 :: WCAP	583	60.2% ↑
Soldiers :: WCAP	498	-10.3% ↓
Apply Now :: WCAP	494	30.3% ↑
High Performance	486	-10.7% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	9,932
(direct)	2,929
goarmy.com	1,291
bing	475
l.instagram.com	91
duckduckgo	84
yahoo	67
armymwr.com	66
home.army.mil	58
m.facebook.com	47



	Search	Total Searches ▾	Total users	Search count per user	Engagement rate
1.	discovery	541	61	8.87	100%
2.	disney	323	286	1.13	98.31%
3.	tickets	261	227	1.15	99.13%
4.	auction	227	189	1.2	98.5%
5.	rentals	211	133	1.59	97.86%
6.	rental	201	149	1.35	99.33%
7.	golf	190	151	1.26	99.35%
8.	youth sports	181	144	1.26	100%
9.	mwr	169	125	1.35	97.66%
10.	bowling	129	97	1.33	98%
11.	camping	125	87	1.44	97.83%
12.	rv rental	122	64	1.91	75.76%
13.	travel	122	88	1.39	100%
14.	sports	122	105	1.16	97.32%
15.	cruise	121	90	1.34	100%
16.	jobs	120	88	1.36	94.79%
17.	bingo	113	84	1.35	97.73%
18.	lodging	110	87	1.26	100%
19.	disney tickets	109	95	1.15	98.99%
20.	cys	107	86	1.24	96.67%
21.	soccer	103	85	1.21	97.67%
22.	boss	102	72	1.42	100%
23.	disneyland	98	77	1.27	100%
24.	pickleball	91	51	1.78	96.36%
25.	pool	86	65	1.32	98.59%
26.	auto	86	58	1.48	87.69%
27.	rv	85	70	1.21	95.89%
28.	job	85	36	2.36	100%
29.	storage	84	65	1.29	97.01%
30.	summer camp	80	60	1.33	98.36%
	Grand total	25,665	16,026	1.6	96.99%



Views

67,029

↓ -10.9%

Sessions

17,892

↑ 2.3%

Total users

11,895

↓ -2.8%

New users

11,256

↓ -4.4%

Avg. Session Time

04:17

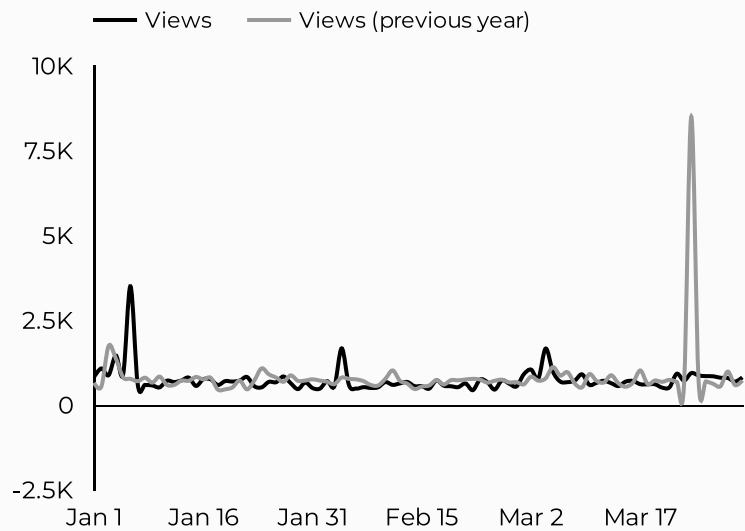
↑ 1.5%

Engagement rate

63%

↓ -3.9%

How is site traffic trending?

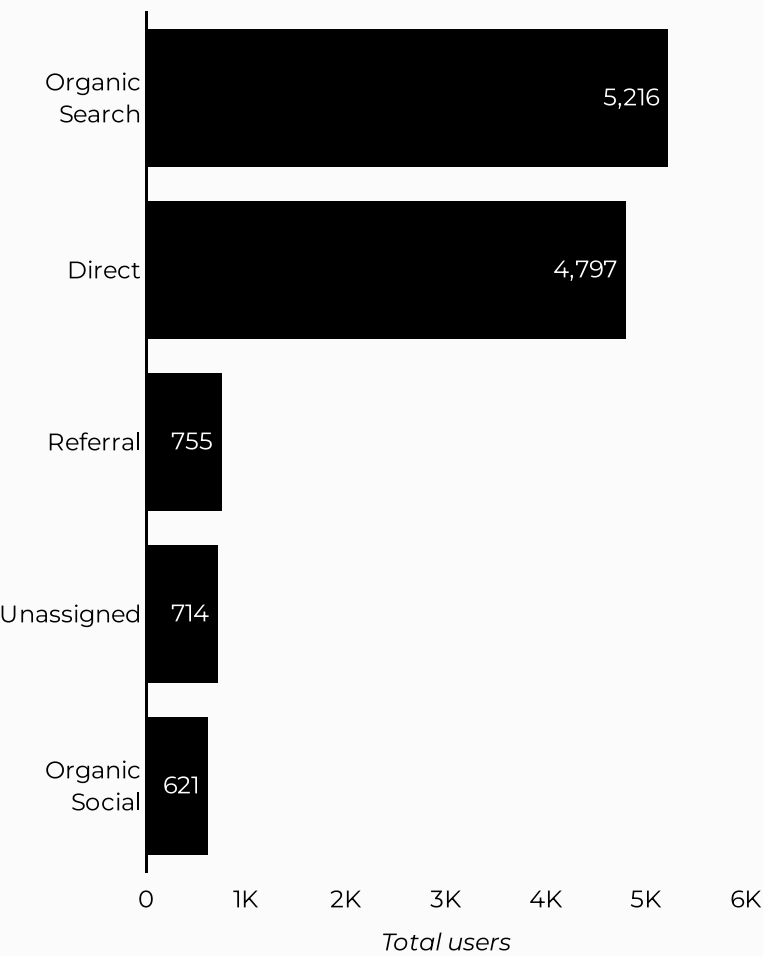


Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	9,461
Booking Rates :: Seward Military Resort	5,218
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	5,159
Tickets & Tours :: Seward Military Resort	2,550
Eligibility :: Seward Military Resort	2,139
Contact Us :: Seward Military Resort	2,055
Amenities :: Seward Military Resort	1,167
Glacier & Wildlife Cruises :: Seward Military Resort	1,016
Townhouses :: Seward Military Resort	922

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	4,797
google	4,539
(not set)	711
militaryonesource.mil	515
bing	438
m.facebook.com	415
yahoo	118
duckduckgo	102
lm.facebook.com	85
l.facebook.com	84