



Program Roll-Up

Oct 1, 2025 - Dec 31, 2025 ▾

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	7,054	5,057	9,123	61.7%
CEAT	4,920	1,870	5,447	55.46%
Home Based Business	7,263	2,820	8,457	61.49%



Views

13,068

↓ -42.6%

Sessions

9,123

↓ -39.0%

Total users

7,054

↓ -46.1%

New users

5,057

↓ -48.5%

Avg. Session Time

03:15

↑ 43.0%

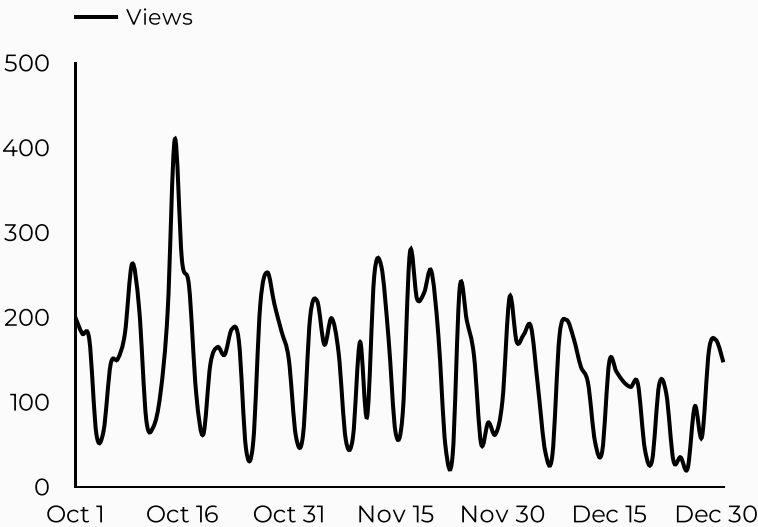
Engagement rate

62%

↓ -5.0%

Compared Y-o-Y

How is site traffic trending?

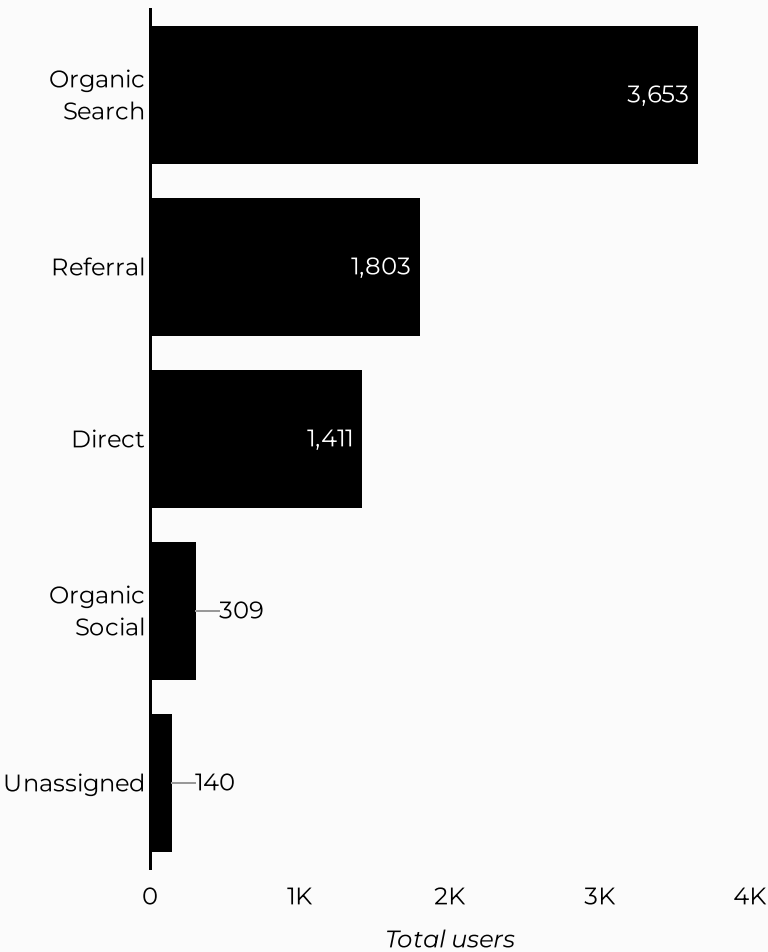


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	2,931
/employee-portal/naf-personnel-services/naf-retirement	2,255
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	705
/employee-portal/naf-personnel-services/office-locations	648
/employee-portal/naf-personnel-services/naf-retirement/401k	564
/programs/employee-portal	495
/employee-portal/naf-personnel-services/health-insurance	413

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,659
nafbenefits.com	1,545
(direct)	1,411
bing	907
m.facebook.com	192
(not set)	124
lm.facebook.com	66
yahoo	62
safe.menlosecurity.com	59
l.facebook.com	36



Views

6,346

↑ 10.3%

Sessions

5,447

↑ 32.9%

Total users

4,920

↑ 35.2%

New users

1,870

↑ 116.9%

Avg. Session Time

01:22

↓ -15.8%

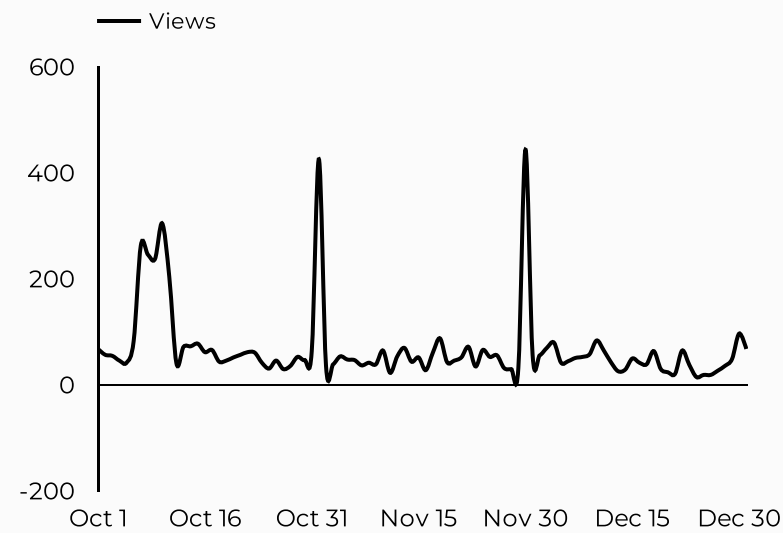
Engagement rate

55%

↓ -32.3%

Compared Y-o-Y

How is site traffic trending?

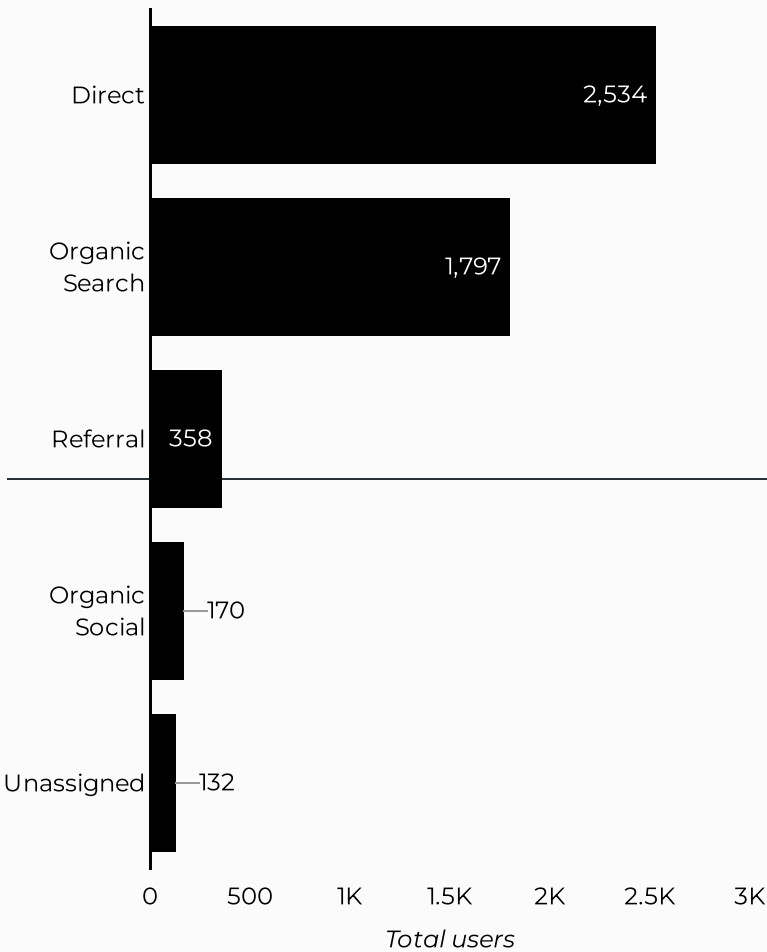


Top US Army Installations

Sorted by Total Users

Installation	Total us...	% Δ
www.armymwr.com	1,515	9.4% ↑
baumholder.armymwr.com	238	621.2% ↑
bragg.armymwr.com	173	-
bliss.armymwr.com	127	95.4% ↑
hood.armymwr.com	125	-
stewarthunter.armymwr.co...	123	18.3% ↑
hawaii.armymwr.com	103	4.0% ↑
kaiserslautern.armymwr.co...	98	46.3% ↑
humphreys.armymwr.com	86	41.0% ↑
benning.armymwr.com	85	-

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	2,534
google	1,443
bing	318
(not set)	116
m.facebook.com	110
home.army.mil	61
l.facebook.com	25
nafbenefits.com	25
lm.facebook.com	23
chatgpt.com	21



ARMY MWR

Home Based Business (HBB)

Views

8,853

↑ 22.9%

Sessions

8,457

↑ 49.7%

Total users

7,263

↑ 53.3%

New users

2,820

↑ 27.0%

Avg. Session Time

01:53

↓ -19.2%

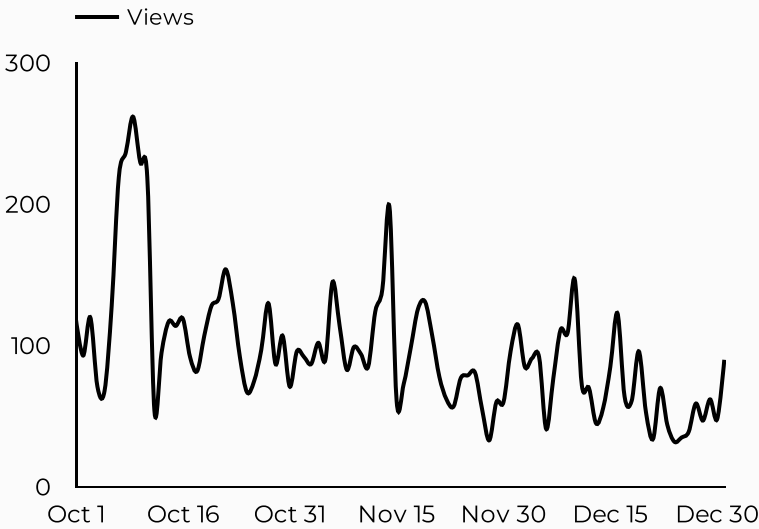
Engagement rate

61%

↓ -13.7%

Compared Y-o-Y

How is site traffic trending?

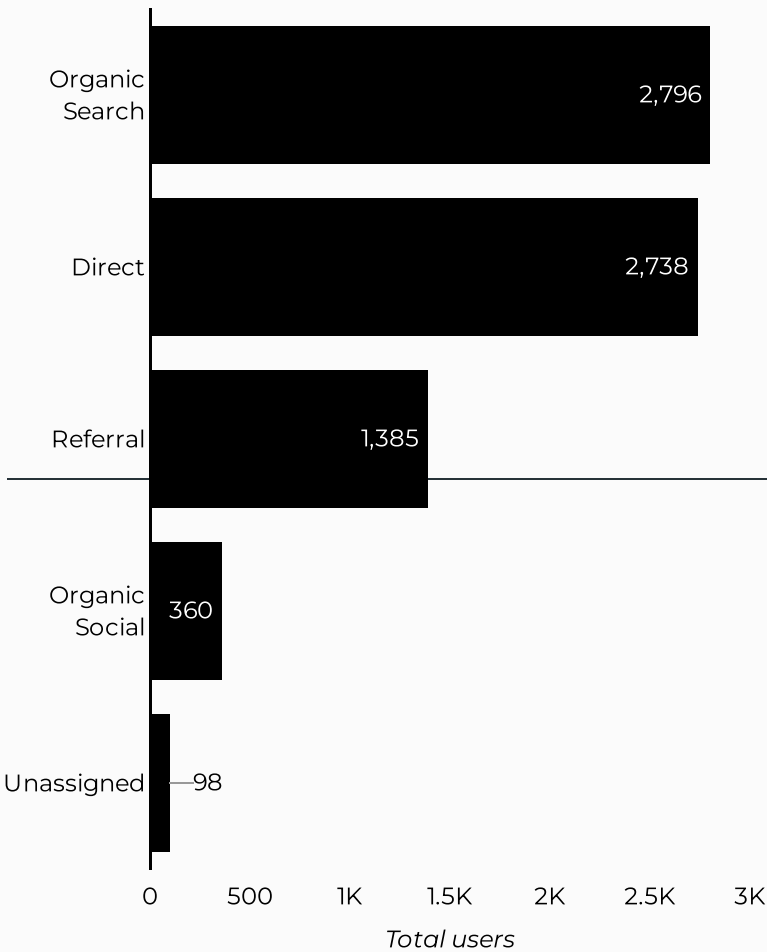


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,331
grafenwoehr.armymwr.c...	516
jblm.armymwr.com	338
stuttgart.armymwr.com	326
hawaii.armymwr.com	255
belvoir.armymwr.com	196
humphreys.armymwr.co...	196
irwin.armymwr.com	194
bliss.armymwr.com	191
polk.armymwr.com	187

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	2,738
google	2,431
home.army.mil	630
bing	301
m.facebook.com	222
chatgpt.com	59
(not set)	57
lm.facebook.com	54
l.facebook.com	51
myarmybenefits.us.army.mil	36