Program Roll-Up

Apr 1, 2025 - Jun 30, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Child Development Centers	11,858	5,611	15,656	72.14%
CYS Careers	3,042	1,768	3,732	66.93%
Family Child Care	9,236	3,514	11,768	71.49%
Parent Outreach Services	6,647	2,352	8,856	70.92%
School Age Centers	3,534	1,005	4,772	75.13%
School Support Services	8,895	4,003	11,106	68.49%
Youth Centers	10,057	3,981	12,673	71.59%
Youth Sports	26,849	10,571	38,588	69.9%

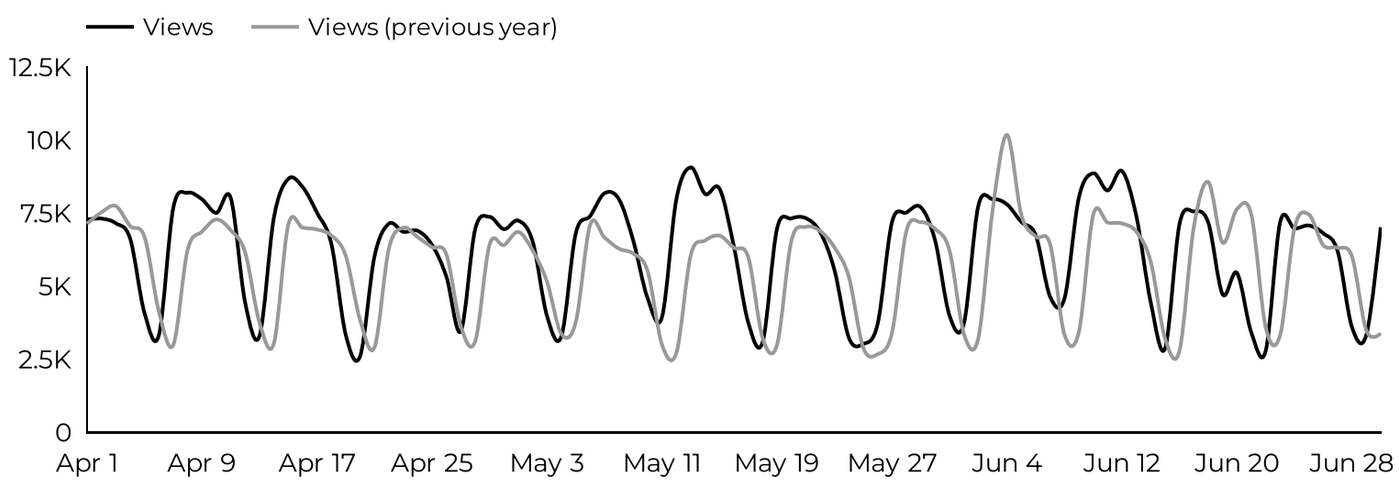
ARMY MWR

Child & Youth Services

Views
566,987
Visits (pageviews) to your page

Engagement rate
62%
Average time people are engaged on your website

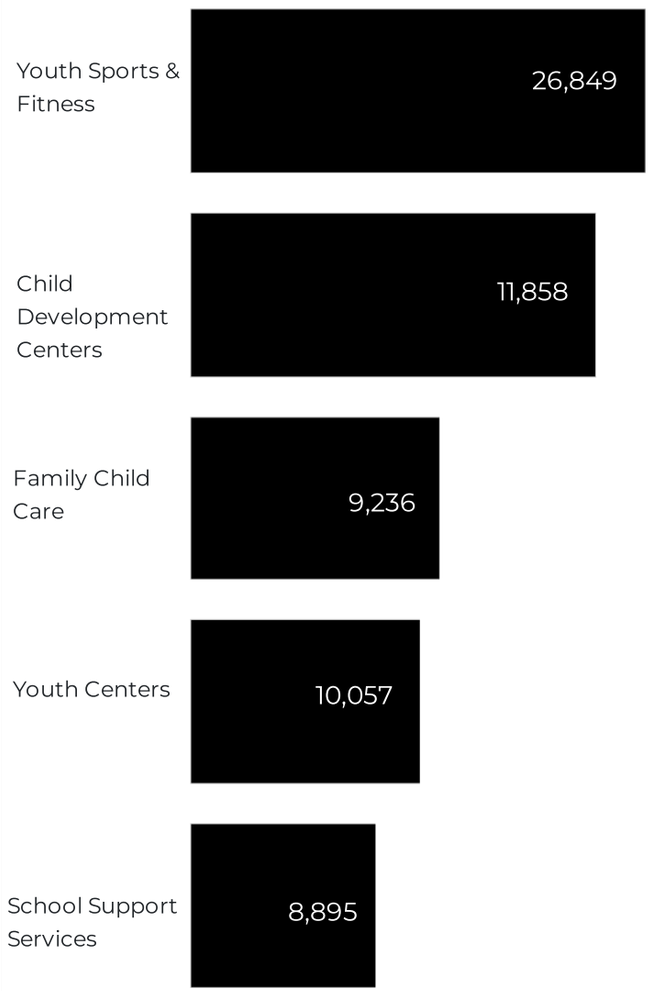
Total users
264,632
The total number of users who visited your website



Visits from social media.

Social Media	Total users
Facebook	16,143
Other	7,741
Instagram	163
X	34
LinkedIn	12

What programs are users visiting?



ARMY MWR

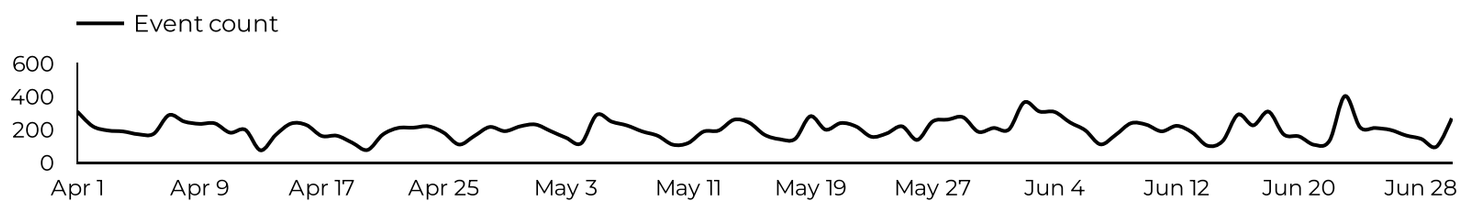
CYS WebTrac KPI Dashboard

Total WebTrac link clicks on CYS pages.

18,355

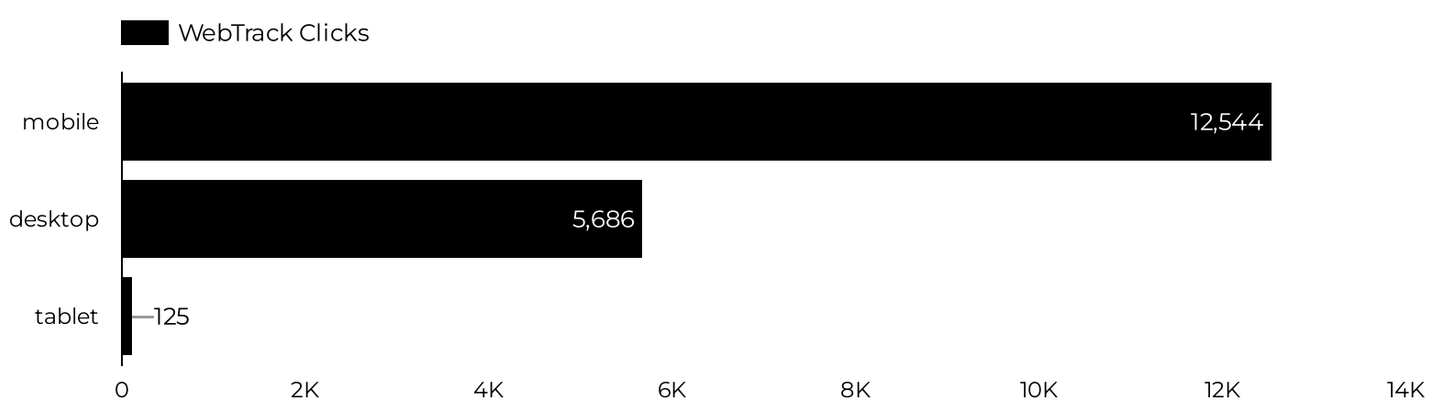
WebTrac trends

Total WebTrac clicks per day.

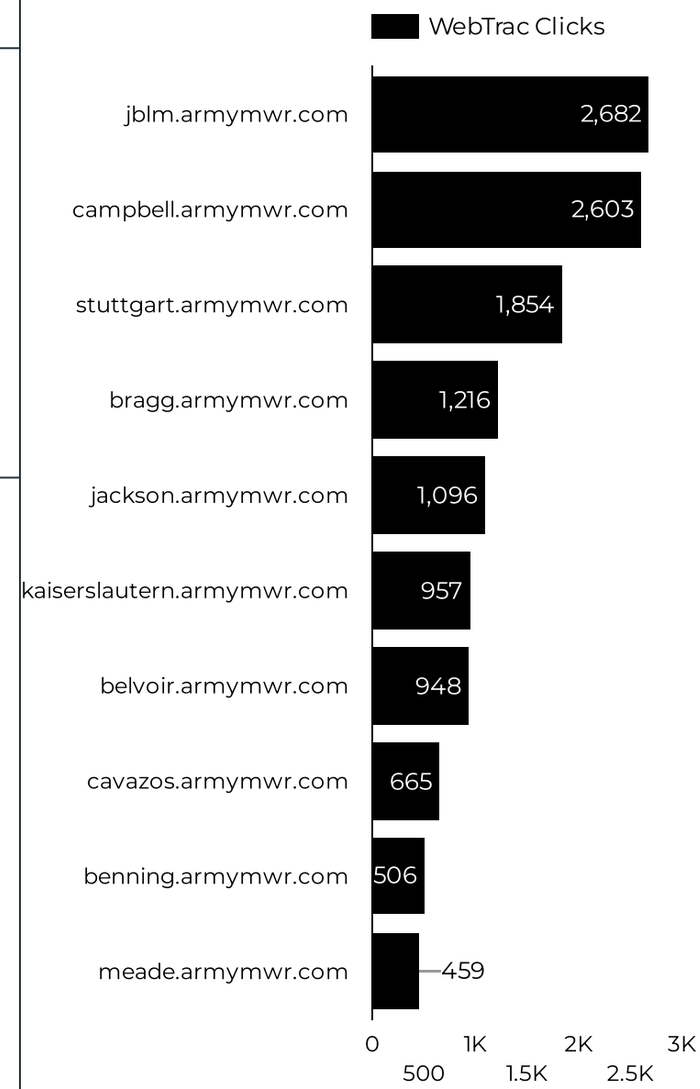


Which devices are driving engagement?

Do parents register on mobile or desktop?



What installations are generating registrations?

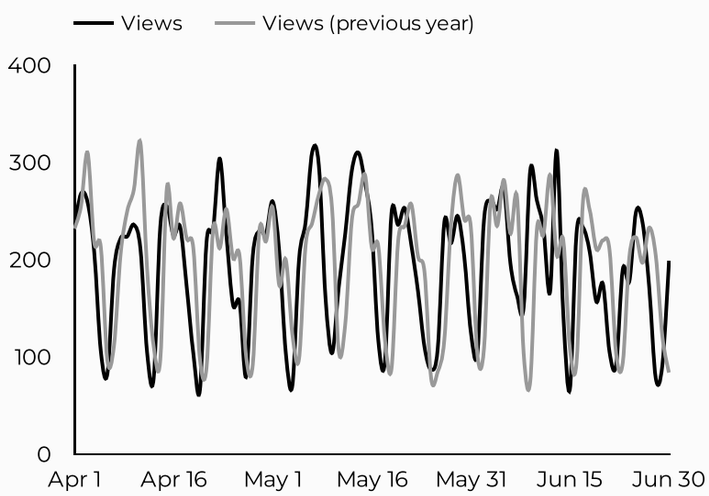


ARMY MWR Child Development Centers (CDC)

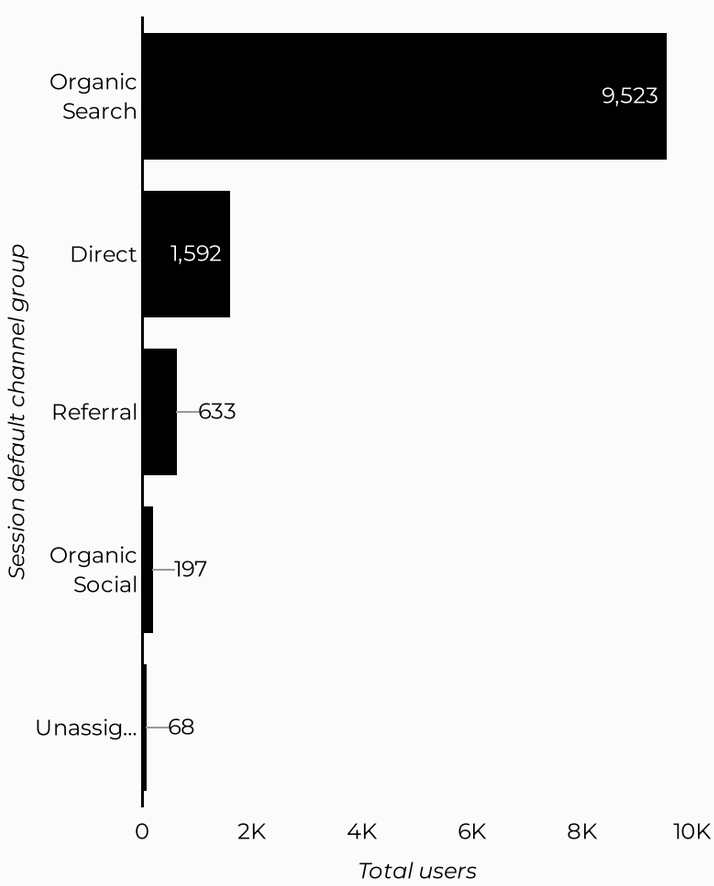
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
17,591	15,656	11,858	5,611	02:22	72%
-1.1%	-6.8%	-5.8%	-17.5%	13.9%	4.1%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
bragg.armymwr.com	1,840
hawaii.armymwr.com	1,645
bliss.armymwr.com	1,347
campbell.armymwr.com	1,299
www.armymwr.com	1,193
benning.armymwr.com	856
riley.armymwr.com	705
aberdeen.armymwr.com	550
stuttgart.armymwr.com	533
drum.armymwr.com	497

What are the top sources?

Source	Total users
google	973
bing	80
(direct)	42
home.army.mil	37
m.facebook.com	23
installations.militaryonesource....	19
yahoo	14
l.facebook.com	7
lm.facebook.com	5
zippy-reg.com	5

Google Analytics 4

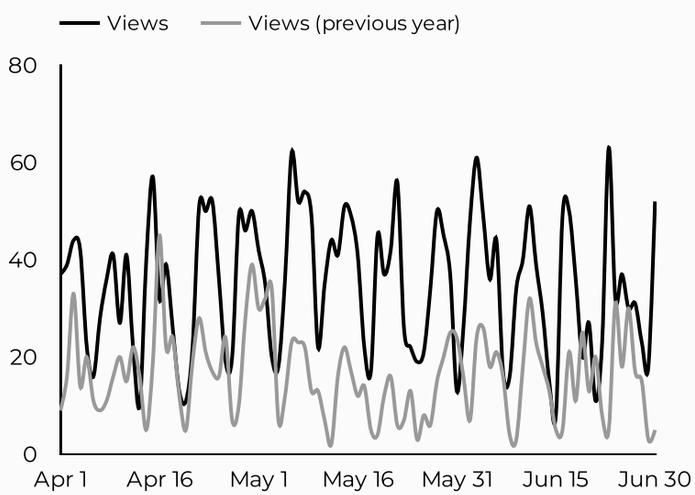
Apr 1, 2025 - Jun 30, 2025

ARMY MWR Child Care Fee Assistance

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,170	2,735	2,376	339	01:38	84%
113.2%	118.1%	129.1%	-26.1%	-18.6%	19.2%

Compared Y-o-Y

How is site traffic trending?

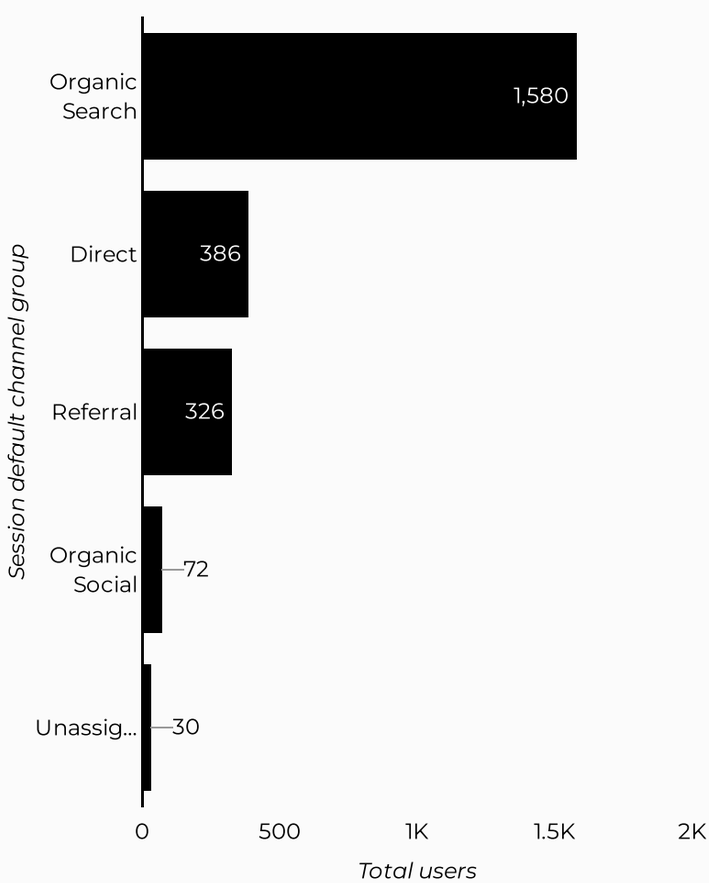


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,356
parks.armymwr.com	23

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,319
(direct)	386
bing	228
myarmybenefits.us.army...	78
home.army.mil	63
installations.militaryone...	46
m.facebook.com	37
yahoo	23
chatgpt.com	20
(not set)	19

Google Analytics 4

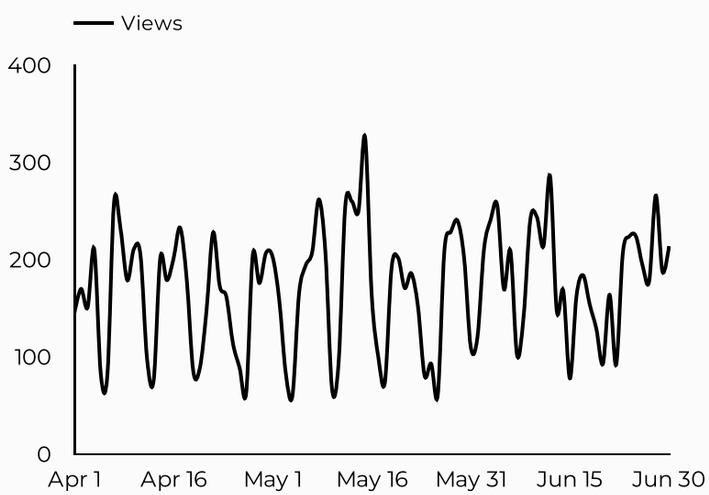
Apr 1, 2025 - Jun 30, 2025

ARMY MWR Family Child Care (FCC)

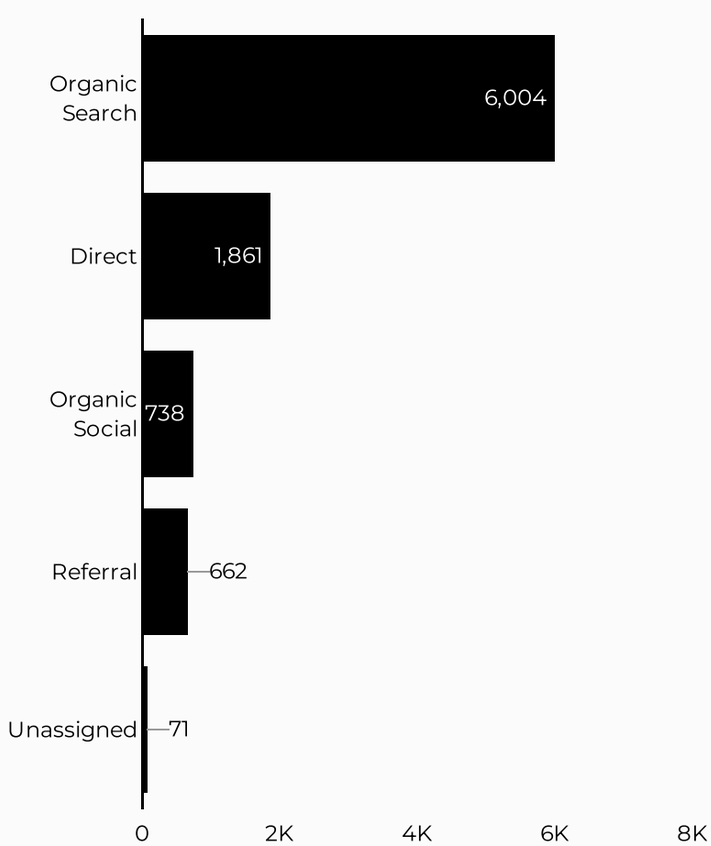
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
15,595	11,768	9,236	3,514	02:40	71%
4.9%	7.6%	8.6%	-19.7%	19.0%	4.7%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



FCC Provider Application (DA 5219)

Installation FCC Provider Application (DA 5219) form downloads.

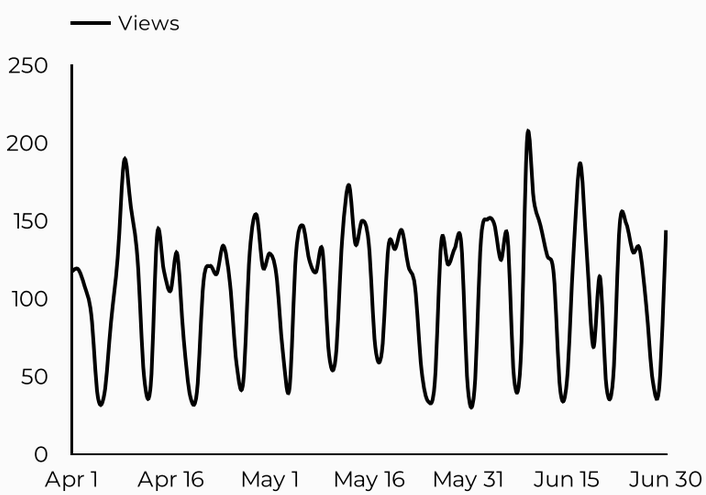
Installation	Downloa...	% Δ
www.armymwr.com	254	-19.1%
campbell.armymwr.com	90	-13.5%
bragg.armymwr.com	66	-
cavazos.armymwr.com	60	30.4%
bliss.armymwr.com	42	-41.7%
hawaii.armymwr.com	40	66.7%
riley.armymwr.com	40	33.3%
drum.armymwr.com	36	-21.7%
carson.armymwr.com	30	-48.3%...
belvoir.armymwr.com	20	100.0%...
jblm.armymwr.com	14	-
presidio.armymwr.com	14	600.0...
wainwright.armymwr.com	14	250.0%...
leonardwood.armymwr.c...	12	-33.3%
sill.armymwr.com	10	-37.5%
stewarthunter.armymwr....	10	-70.6%...
knox.armymwr.com	8	300.0%...
novosel.armymwr.com	8	-60.0%...
gregg-adams.armymwr.c...	6	-66.7%...
jackson.armymwr.com	6	-
johnson.armymwr.com	6	-40.0%...
meade.armymwr.com	6	50.0%
rucker.armymwr.com	6	-
ansbach.armymwr.com	4	-
polk.armymwr.com	4	-
eisenhower.armymwr.com	2	0.0%
huachuca.armymwr.com	2	0.0%
Grand total	**818**	**-10.7%**

ARMY MWR Parent Outreach Services (PO)

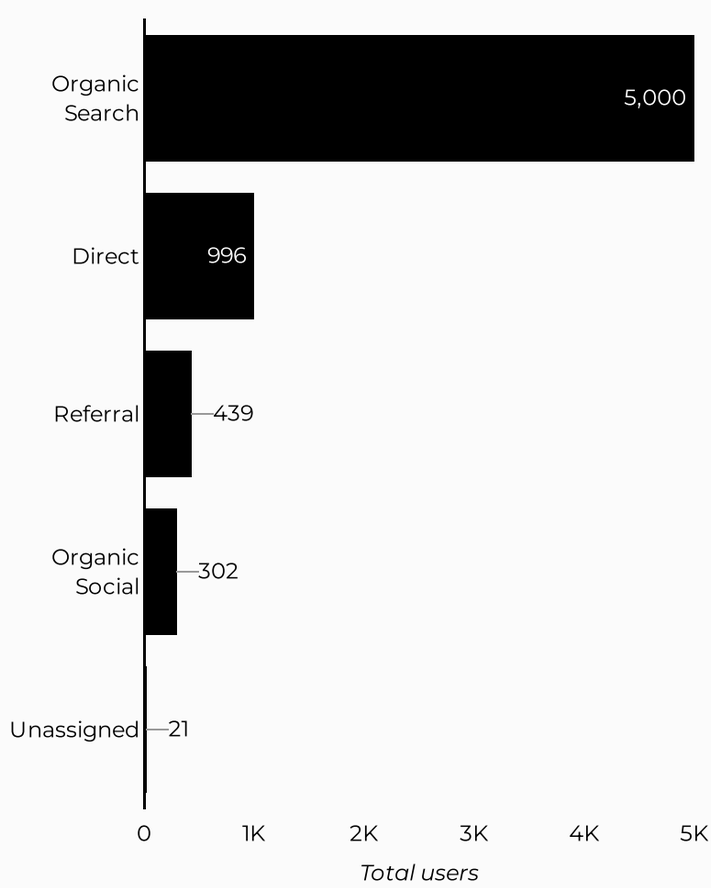
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
9,681	8,856	6,647	2,352	02:52	71%
1.8%	2.2%	0.9%	0.4%	-3.5%	-3.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
bliss.armymwr.com	846
bragg.armymwr.com	838
riley.armymwr.com	827
cavazos.armymwr.com	514
meade.armymwr.com	466
belvoir.armymwr.com	400
humphreys.armymwr.co...	389
eisenhower.armymwr.co...	350
gregg-adams.armymwr....	279
westpoint.armymwr.com	246

What are the top sources?

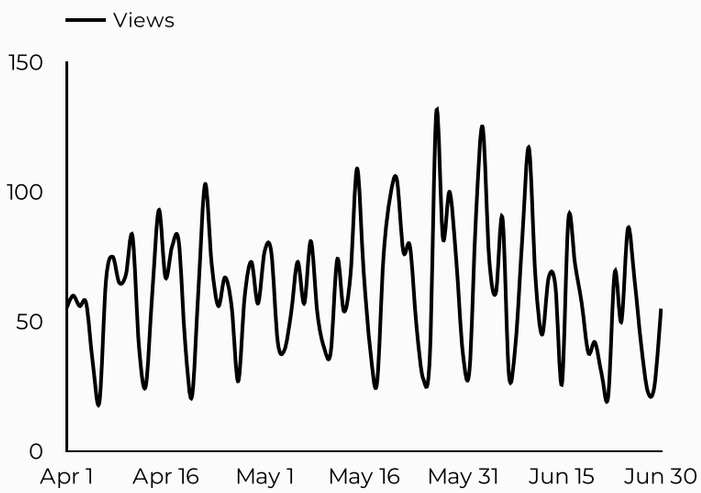
Source	Total users
google	582
bing	76
installations.militaryonesource....	44
(direct)	27
m.facebook.com	26
l.facebook.com	15
home.army.mil	12
safe.menlosecurity.com	9
yahoo	5
armyfamilywebportal.com	3

ARMY MWR School Age Centers

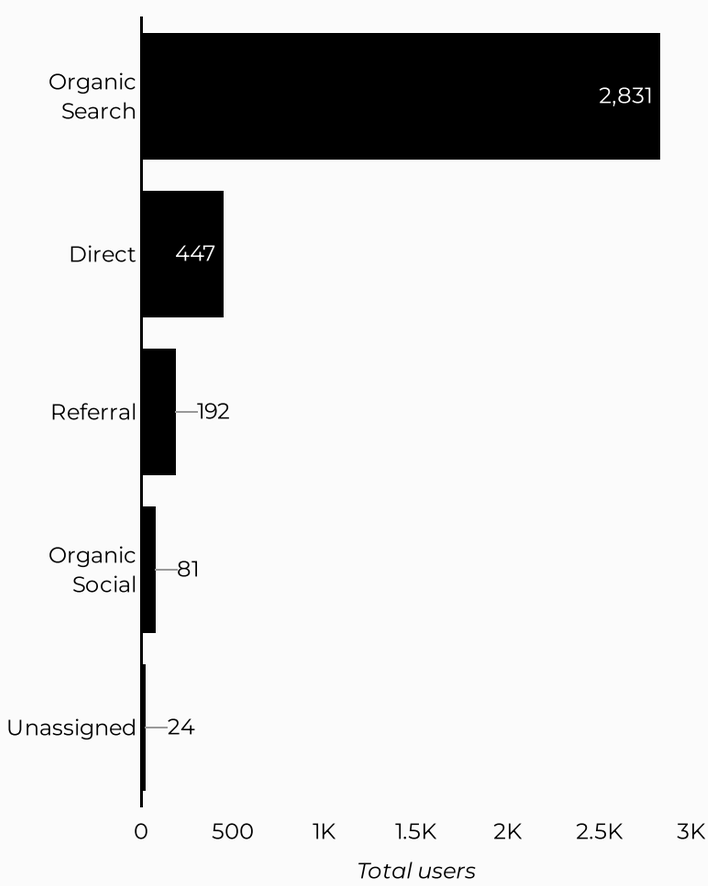
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,596	4,772	3,534	1,005	04:12	75%
21.5%	21.3%	13.8%	-14.8%	92.4%	-3.5%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
bragg.armymwr.com	842
campbell.armymwr.com	645
hawaii.armymwr.com	633
www.armymwr.com	557
stewarthunter.armymwr...	348
bliss.armymwr.com	322
riley.armymwr.com	229
hohenfels.armymwr.com	8
training.armymwr.com	4
benelux-region.armymw...	1

What are the top sources?

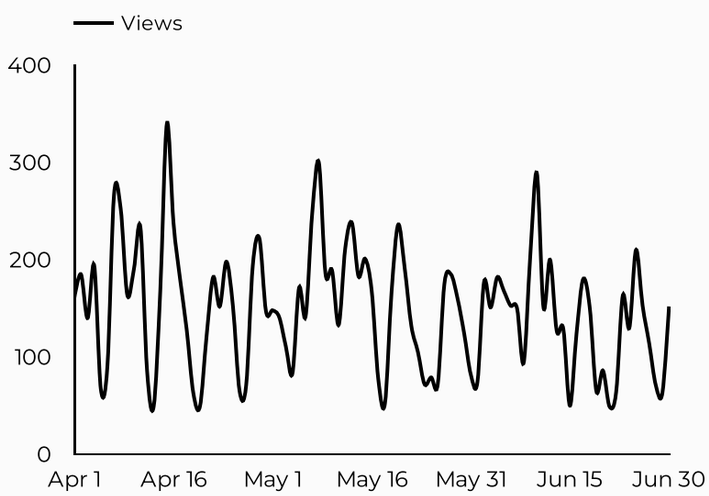
Source	Total users
google	454
bing	39
(direct)	13
m.facebook.com	12
home.army.mil	10
l.facebook.com	9
installations.militaryonesource....	5
distinctlyfayettevillenc.com	2
public.militarychildcare.csd.disa...	2
yahoo	2

ARMY MWR School Support Services

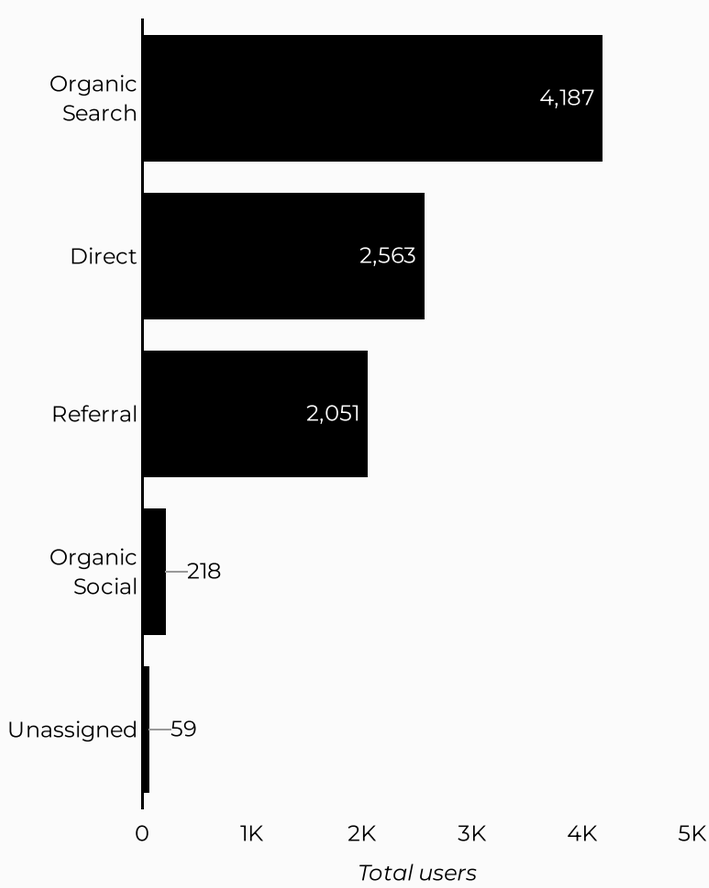
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
13,586	11,106	8,895	4,003	02:31	68%
23.3%	19.7%	17.8%	-4.2%	-3.4%	1.4%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
bliss.armymwr.com	775
www.armymwr.com	629
benning.armymwr.com	575
bragg.armymwr.com	563
jblm.armymwr.com	551
hawaii.armymwr.com	534
carson.armymwr.com	435
leonardwood.armymwr....	420
belvoir.armymwr.com	350
drum.armymwr.com	313

What are the top sources?

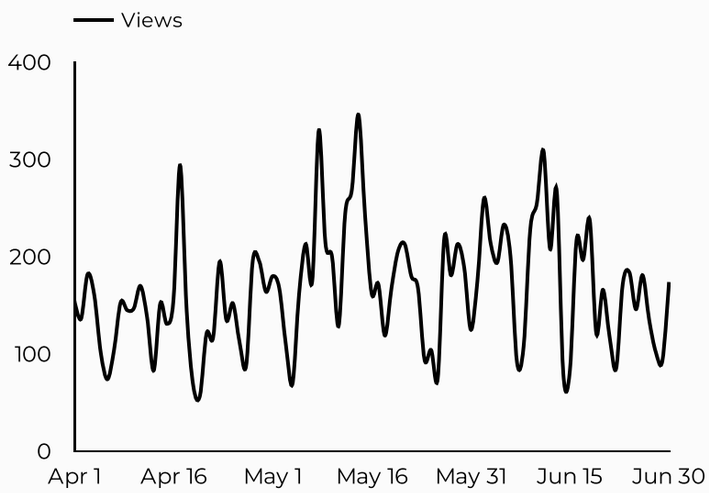
Source	Total users
google	576
installations.militaryonesource....	160
(direct)	118
home.army.mil	90
bing	52
fcps.edu	28
safe.menlosecurity.com	11
l.facebook.com	10
m.facebook.com	10
yahoo	10

ARMY MWR Youth Centers

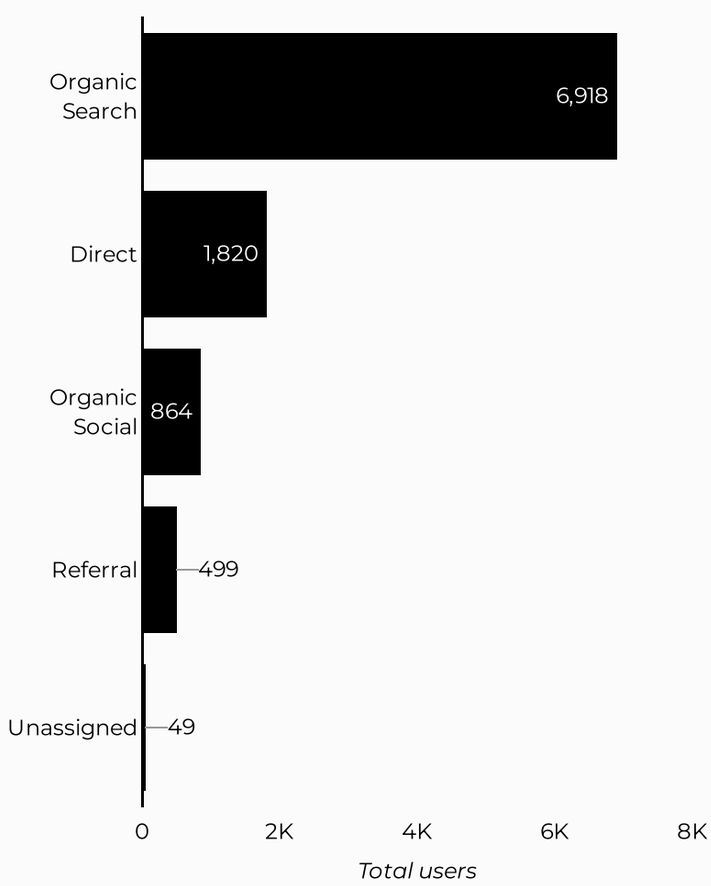
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
15,101	12,673	10,057	3,981	02:40	72%
10.7%	4.2%	3.1%	-5.0%	31.5%	-3.3%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
belvoir.armymwr.com	964
bragg.armymwr.com	716
www.armymwr.com	692
stuttgart.armymwr.com	550
carson.armymwr.com	496
stewarthunter.armymwr.com	479
bliss.armymwr.com	473
presidio.armymwr.com	426
kaiserslautern.armymwr.com	406
hawaii.armymwr.com	388

What are the top sources?

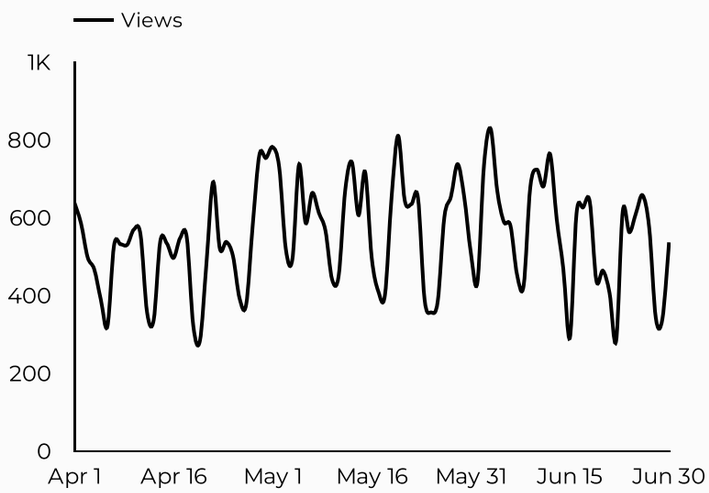
Source	Total users
google	798
bing	57
(direct)	41
m.facebook.com	36
l.facebook.com	28
home.army.mil	27
installations.militaryonesource....	17
lm.facebook.com	7
safe.menlosecurity.com	7
yahoo	6

ARMY MWR

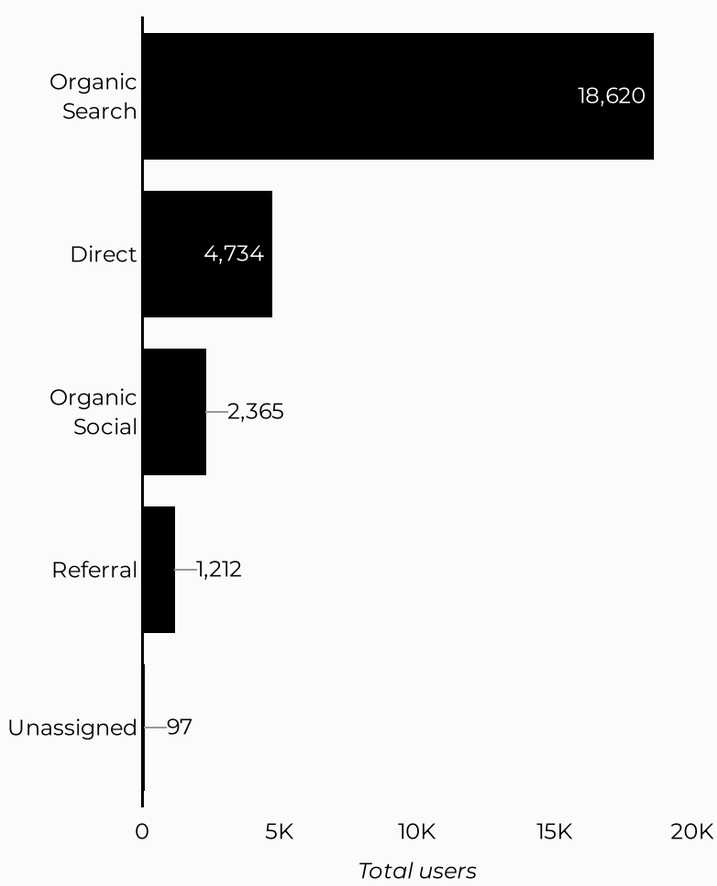
Youth Sports

Views	Sessions	Total users	New users	Engagement rate
50,170	38,588	26,849	10,571	70%
13.4%	11.8%	9.0%	-6.3% from previous year	-1.0%

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	2,842
hawaii.armymwr.com	2,137
bliss.armymwr.com	1,852
belvoir.armymwr.com	1,777
benning.armymwr.com	1,728
campbell.armymwr.com	1,474
humphreys.armymwr.com	1,061
stewarthunter.armymwr.com	1,053
www.armymwr.com	966
meade.armymwr.com	933

What are the top sources?

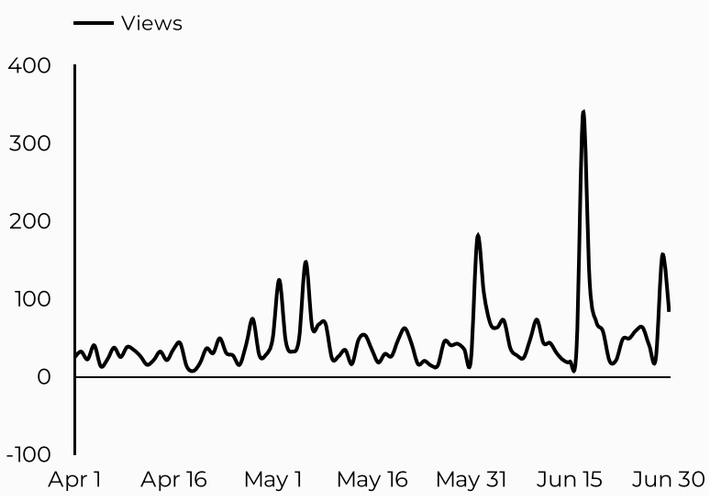
Source	Total users
google	3,287
bing	213
m.facebook.com	187
(direct)	123
home.army.mil	100
l.facebook.com	84
webtrac.mwr.army.mil	48
lm.facebook.com	44
yahoo	40
installations.militaryonesource....	26

ARMY MWR

CYS Careers

Views	Sessions	Total users	New users	Engagement rate
4,256	3,732	3,042	1,768	67%
-21.4%	-18.0%	-17.5%	-23.2%	1.8%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

KPI link clicks to USAJOBS.gov.

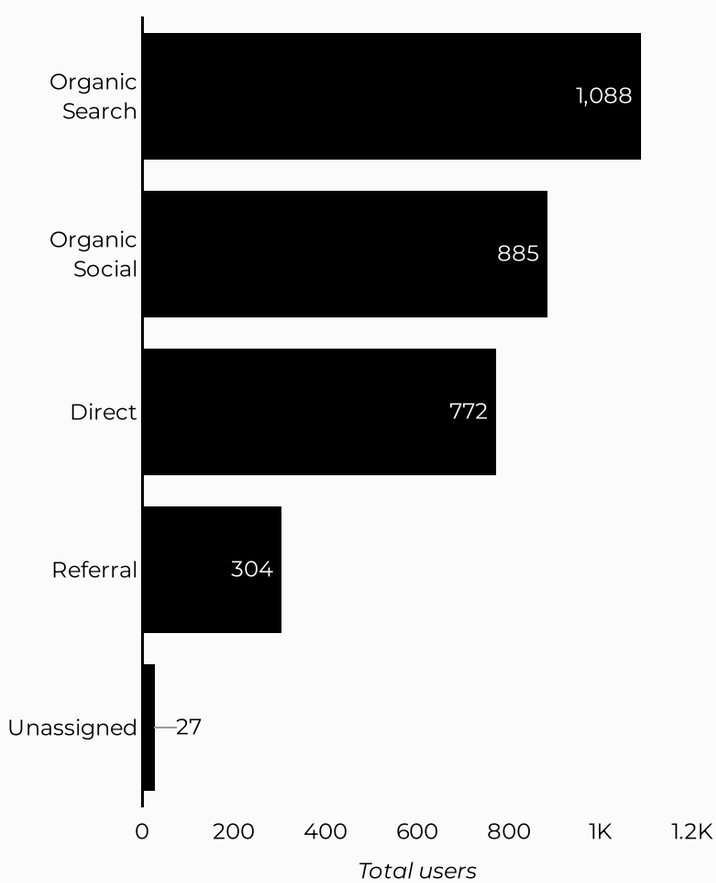
Name	Link Clicks
Continue	1,477

How many people took action and downloaded a PDF?

KPI downloads of the CYS Career Guide and Rack Card.

Name	Downloads
CYS Career Guide	434
Rack Card	54

Which channels are driving traffic?

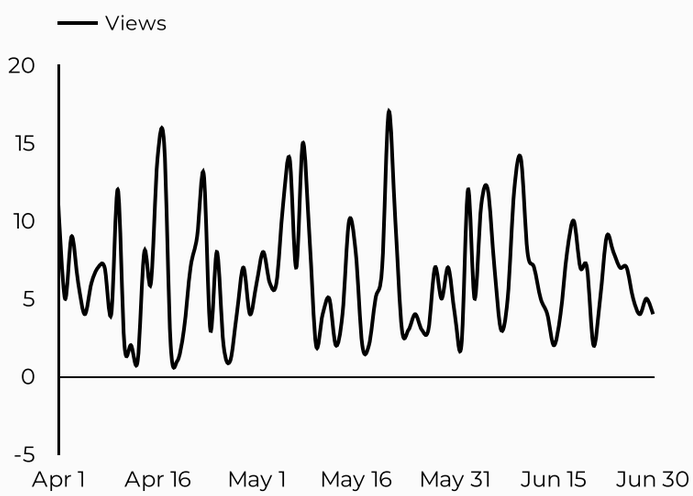


ARMY MWR

CYS Profession

Views	Sessions	Total users	New users	Engagement rate
583	570	511	222	83%
-22.0%	-18.2%	-17.7%	-12.9% from previous year	3.4%

How is site traffic trending?



How many people looking for employment took action and clicked for more information?

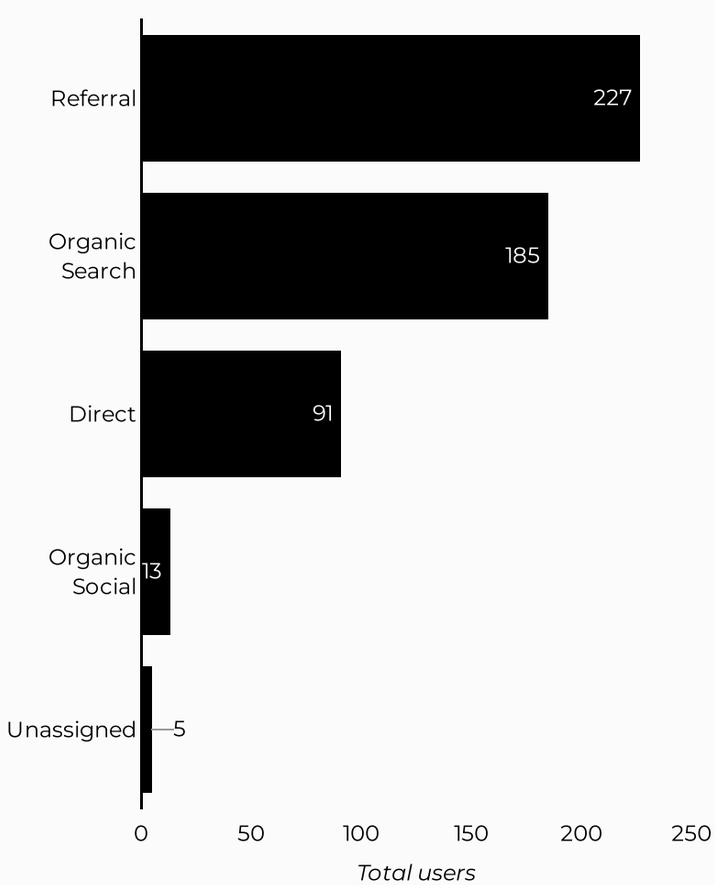
KPI link clicks to USAJOBS.gov.

click_text	Link Clicks
USAJOBS.gov	90
https://www.usajobs.gov/	2

How many people pushed play to watch a video?

Video Name	Total
CYS Profession: Alicia Exum	134

Which channels are driving traffic?



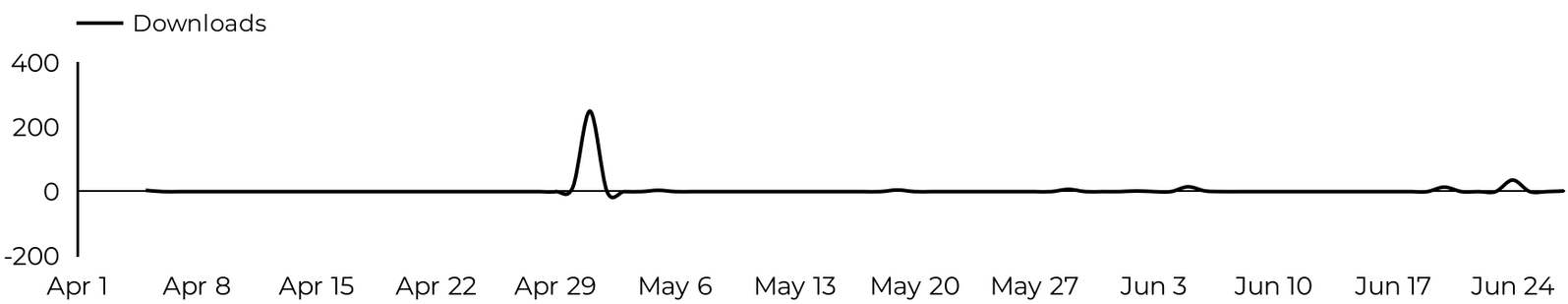
Apr 1, 2025 - Jun 30, 2025

ARMY MWR CYS Profession Campaign

Downloads

355

Downloads over time



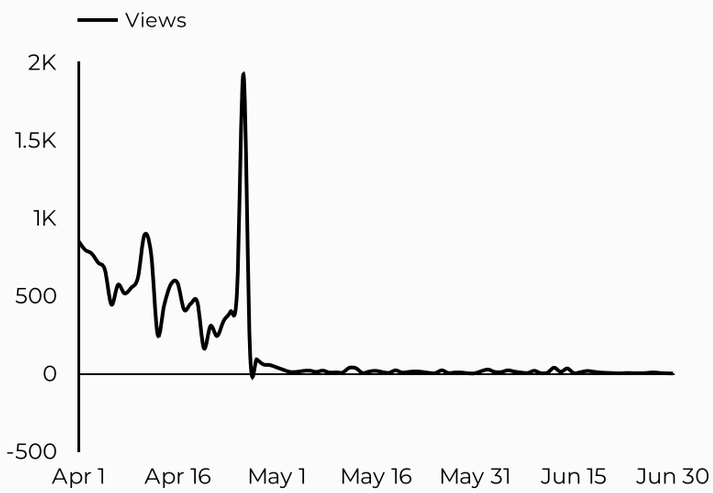
Top pages sorted by the highest number of Brand Central downloads.

Full page URL	Downloads
www.mwrbrandcentral.com/collections/25667	155
www.mwrbrandcentral.com/assets/download/25694	48
www.mwrbrandcentral.com/assets/25694	41
www.mwrbrandcentral.com/assets/25668	21
www.mwrbrandcentral.com/assets/25692	19
www.mwrbrandcentral.com/assets/25696	15
www.mwrbrandcentral.com/assets/25699	15
www.mwrbrandcentral.com/assets/download/25668	15
www.mwrbrandcentral.com/assets/download/25692	12
www.mwrbrandcentral.com/assets/download/25699	11
www.mwrbrandcentral.com/assets/download/25696	3
Grand total	**355**

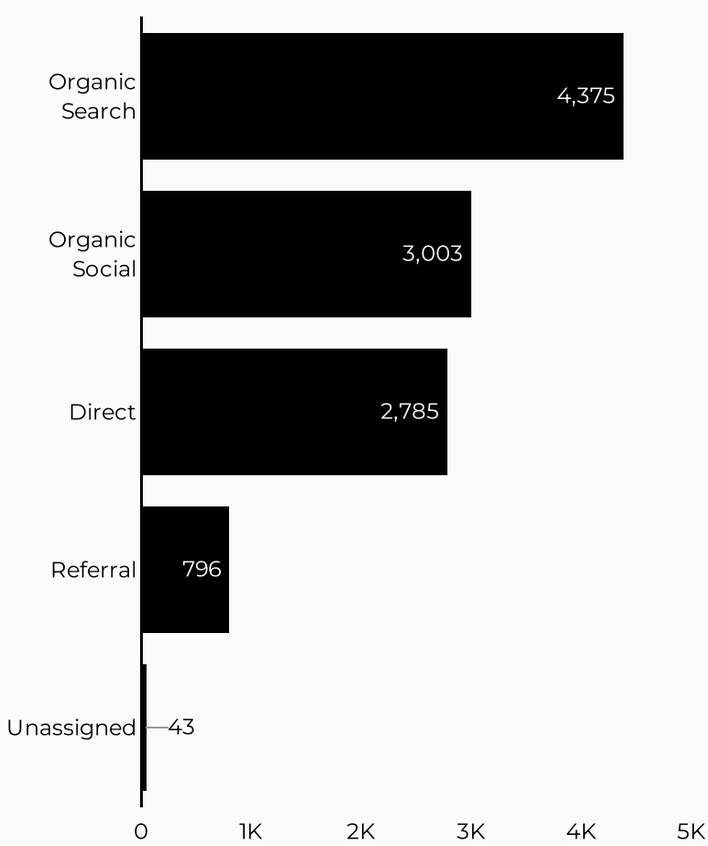
ARMY MWR Month of the Military Child

Views	Sessions	Total users	New users	Engagement rate
16,171	14,207	10,983	6,358	54%
-6.7%	2.1%	-2.6%	-11.0%	4.8%

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users
campbell.armymwr.com	3,108
www.armymwr.com	2,178
leonardwood.armymwr.com	923
humphreys.armymwr.com	833
cavazos.armymwr.com	609
belvoir.armymwr.com	440
bliss.armymwr.com	314
kaiserslautern.armymwr.com	282
jblm.armymwr.com	253
riley.armymwr.com	233

What are the top sources?

Source	Total users
google	114
m.facebook.com	23
(direct)	21
l.facebook.com	12
bing	10
lm.facebook.com	5
home.army.mil	3
na.network-auth.com	2
1id.army.mil	1
Grand total	**178**

ARMY MWR

Search

	Search	Total Searches	Total users	Search Count Per User	Bounce rate
1.	summer camp	181	167	1.08	1.17%
2.	discovery	147	21	7	0%
3.	sports	49	45	1.09	2.13%
4.	cys	47	39	1.21	0%
5.	swim lessons	39	35	1.11	2.78%
6.	swim	38	34	1.12	0%
7.	camp	36	29	1.24	0%
8.	youth sports	34	30	1.13	0%
9.	gymnastics	32	28	1.14	3.33%
10.	pool	31	26	1.19	6.9%
11.	skies	30	29	1.03	0%
12.	parent central	29	26	1.12	0%
13.	soccer	28	24	1.17	0%
14.	swimming	27	26	1.04	0%
15.	calendar	26	23	1.13	0%
16.	summer	24	23	1.04	0%
17.	webtrac	24	23	1.04	4.17%
18.	parent central services	24	22	1.09	0%
19.	summer camps	23	20	1.15	9.09%
20.	babysitting	22	21	1.05	0%
21.	volleyball	20	14	1.54	11.76%
22.	cdc	19	17	1.12	0%
23.	swimming lessons	18	17	1.06	0%
24.	preschool	18	16	1.13	0%
25.	forms	17	17	1	0%
26.	auction	16	16	1	6.25%
27.	sac	16	14	1.14	6.67%
28.	child care	16	15	1.07	0%
29.	baseball	15	13	1.15	0%
30.	youth center	15	14	1.07	0%
31.	strong beginnings	15	12	1.25	16.67%
	Grand total	**3,949**	**3,126**	**1.26**	**1.96%**