



# Program Roll-Up

Oct 1, 2025 - Dec 31, 2025



Program	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	1,244	581	1,388	49.42%
Army Family Action Plan	687	412	722	48.89%
Army Family Web Portal	342	165	391	64.19%
Army Volunteer Corps	3,638	2,115	4,345	63.54%
Exceptional Family Member Program	9,597	7,129	12,144	50.42%
Information and Referral	1,381	464	1,480	76.62%
MD&SSO	1,742	727	1,975	59.75%
Relocation Readiness	3,403	1,716	4,183	57.78%
Survivor Outreach Services	2,431	1,604	2,762	51.48%
Soldier and Family Assistance Center	1,928	908	2,095	57.37%



# Program Roll-Up

Oct 1, 2025 - Dec 31, 2025



<b>Employment Readiness</b>	<b>Total Users</b>	<b>New Users</b>	<b>Sessions</b>	<b>Engagement Rate</b>
Employment Readiness Program	63,624	38,809	78,709	63.65%
Army Spouse Employment, Career and Education Information	4,672	349	5,766	80.44%

<b>Family Advocacy Program</b>	<b>Total Users</b>	<b>New Users</b>	<b>Sessions</b>	<b>Engagement Rate</b>
Family Advocacy Program	9,255	5,411	12,005	55.35%
New Parent Support Program	1,755	825	2,142	53.03%
Victim Advocacy Program	1,333	611	1,573	61.92%

<b>Financial Readiness Program</b>	<b>Total Users</b>	<b>New Users</b>	<b>Sessions</b>	<b>Engagement Rate</b>
Financial Readiness Program	14,560	8,262	18,580	51.4%
Army Emergency Relief	8,047	4,363	11,380	53.75%



# ARMY MWR

## Army Community Service

Views  
**207,707**

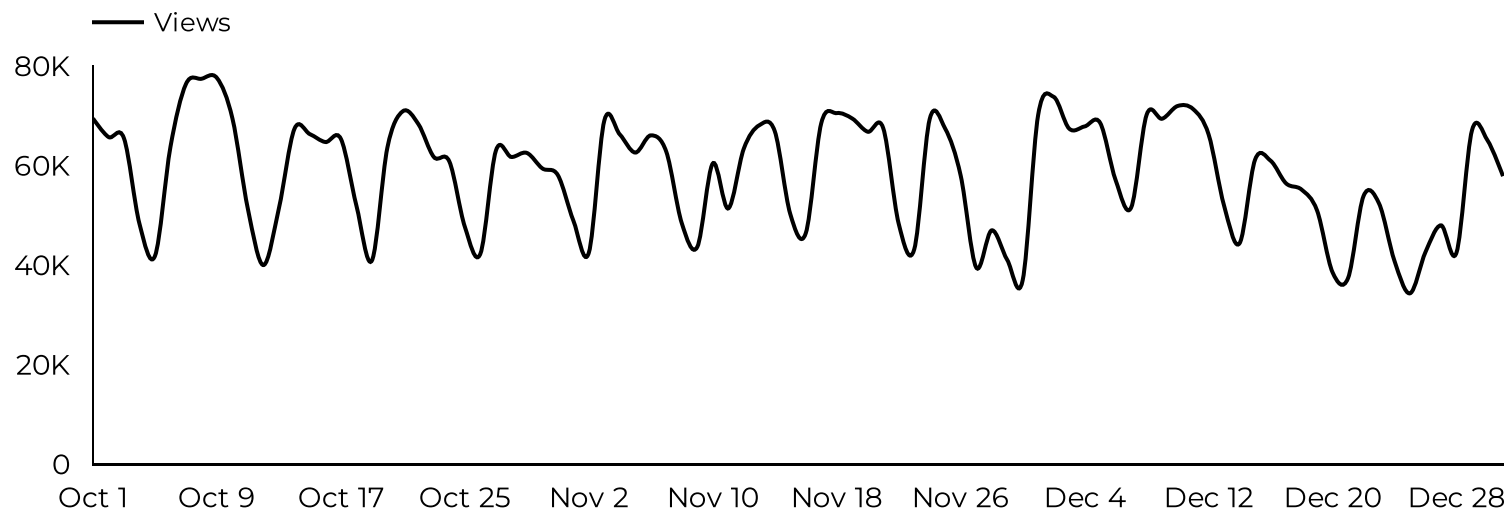
Visits (pageviews) to your page

Engagement rate  
**51%**

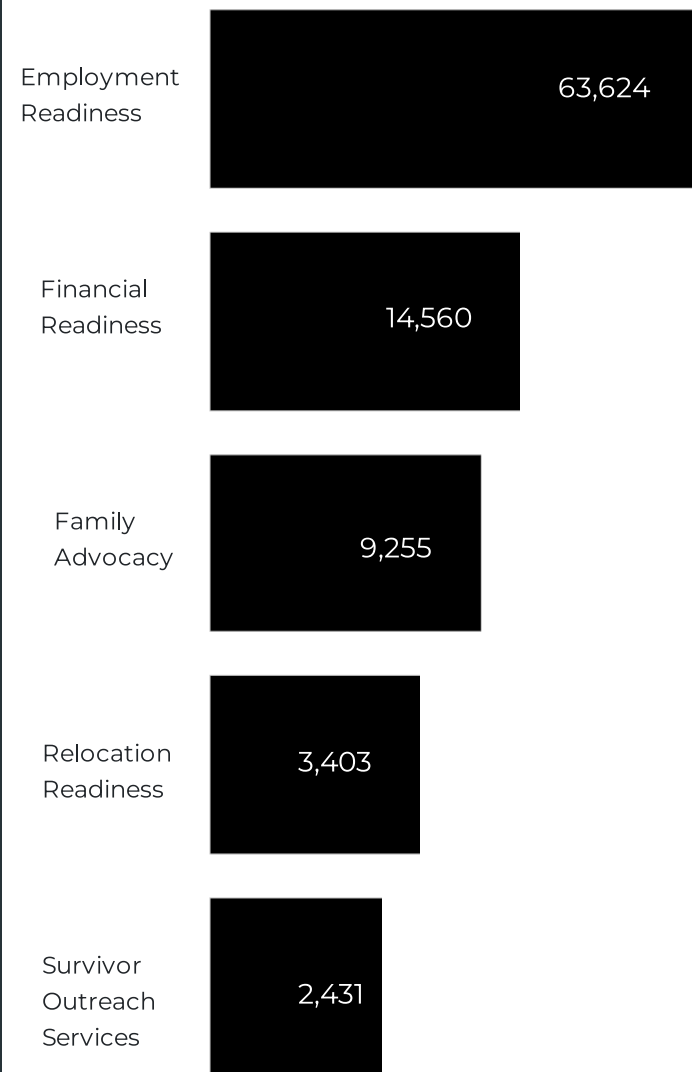
User Activity Level

Total users  
**128,237**

The total number of users who visited your website



### What programs are users visiting?



### Visits from social media.

Social Media	Total users
Facebook	2,119
X	497
Instagram	27
LinkedIn	18
Reddit	2
YouTube	1



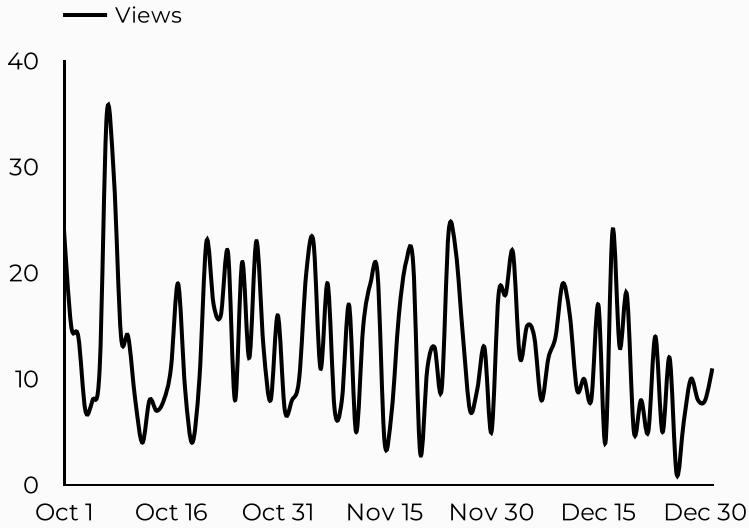
# ARMY MWR

## Army Family Team Building (AFTB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,190	1,388	1,244	581	01:18	49%
↓ -30.2%	↑ 4.8%	↑ 16.6%	↓ -0.9%	↓ -18.8%	↓ -18.2%

Compared Y-o-Y

### How is site traffic trending?

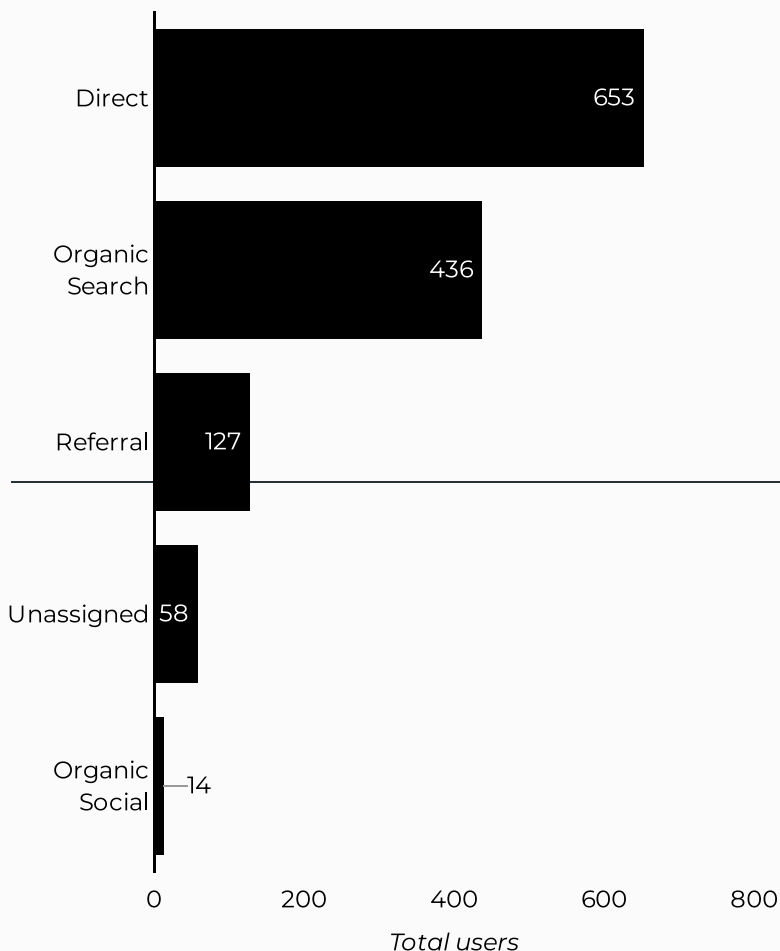


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	483
bliss.armymwr.com	144
hood.armymwr.com	52
carson.armymwr.com	51
daegu.armymwr.com	50
campbell.armymwr.com	47
presidio.armymwr.com	45
jblm.armymwr.com	39
hawaii.armymwr.com	35
humphreys.armymwr.com	29

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
(direct)	653
google	354
bing	76
armyresilience.army.mil	34
armyfamilywebportal.com	32
dubgtcg.dbz	27
(not set)	25
home.army.mil	23
chatgpt.com	8
installations.militaryonesource.mil	8



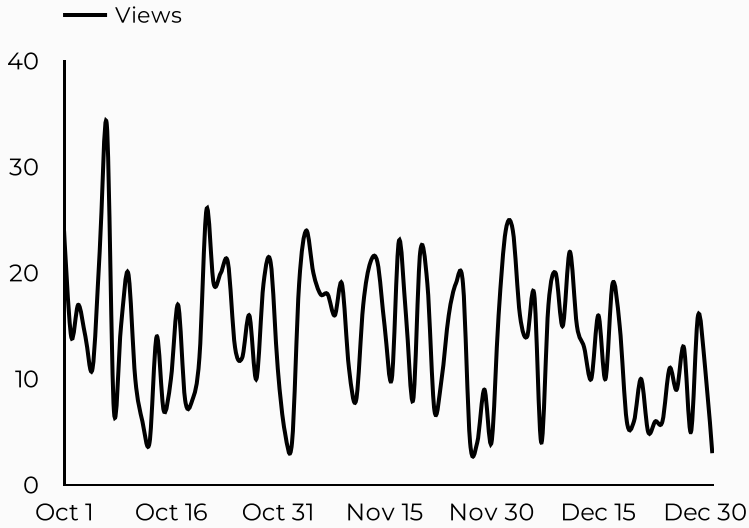
# ARMY MWR

## Army Family Action Plan (AFAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,283	1,163	1,092	408	01:09	51%
↓ -26.2%	↓ -13.9%	↓ -5.5%	No data	↑ N/A	↓ -26.4%

Compared Y-o-Y

### How is site traffic trending?

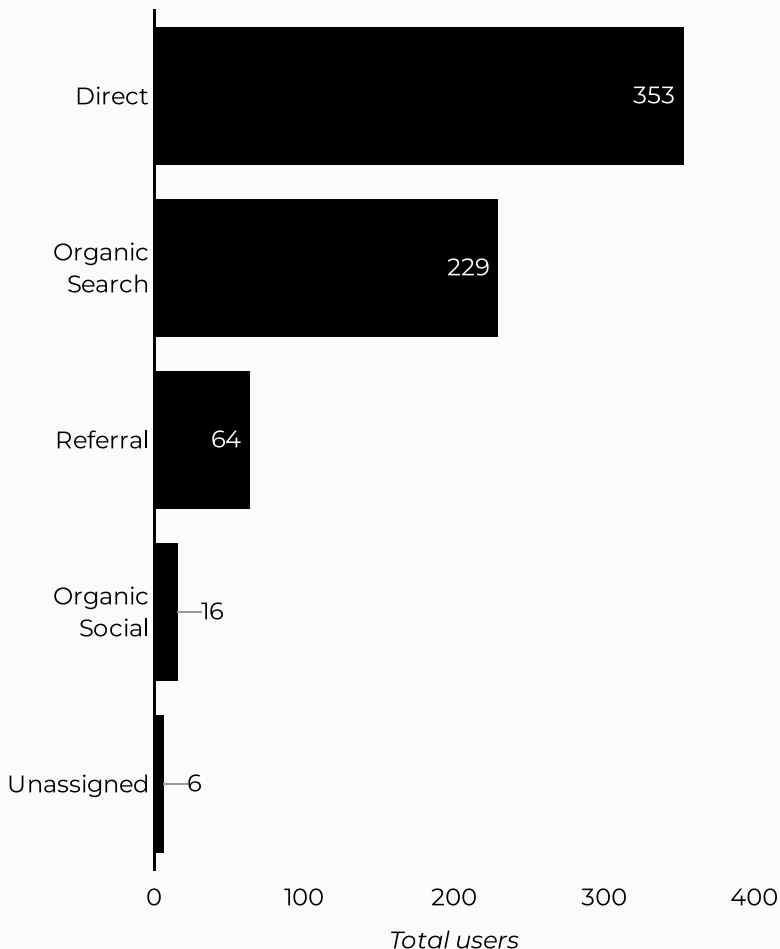


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	298	-41.5% ↓
wiesbaden.armymwr.com	130	140.7% ↑
aberdeen.armymwr.com	53	657.1% ↑
wainwright.armymwr.com	53	-
bliss.armymwr.com	47	-11.3% ↓
carlisle.armymwr.com	42	-25.0% ↓
campbell.armymwr.com	39	-27.8% ↓
rucker.armymwr.com	34	161.5% ↑
hood.armymwr.com	31	24.0% ↑
jblm.armymwr.com	29	70.6% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
(direct)	353
google	181
bing	38
home.army.mil	22
armyfamilywebportal.co...	16
myarmybenefits.us.army...	13
(not set)	6
facebook.com	6
m.facebook.com	6
safe.menlosecurity.com	6



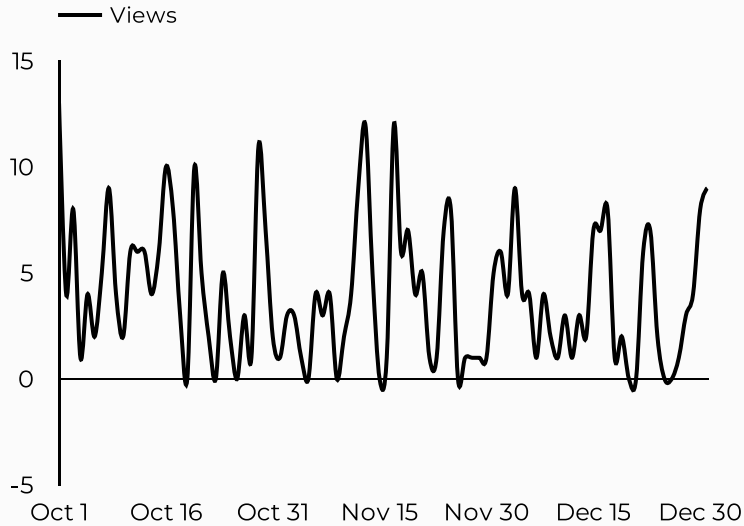
# ARMY MWR

## Army Family Web Portal (AFWP)

Views <b>370</b> ↑ 44.5%	Sessions <b>391</b> ↑ 67.8%	Total users <b>342</b> ↑ 64.4%	New users <b>165</b> ↑ 103.7%	Avg. Session Time <b>01:54</b> ↑ 59.9%	Engagement rate <b>64%</b> ↓ -12.0%
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Compared Y-o-Y

### How is site traffic trending?

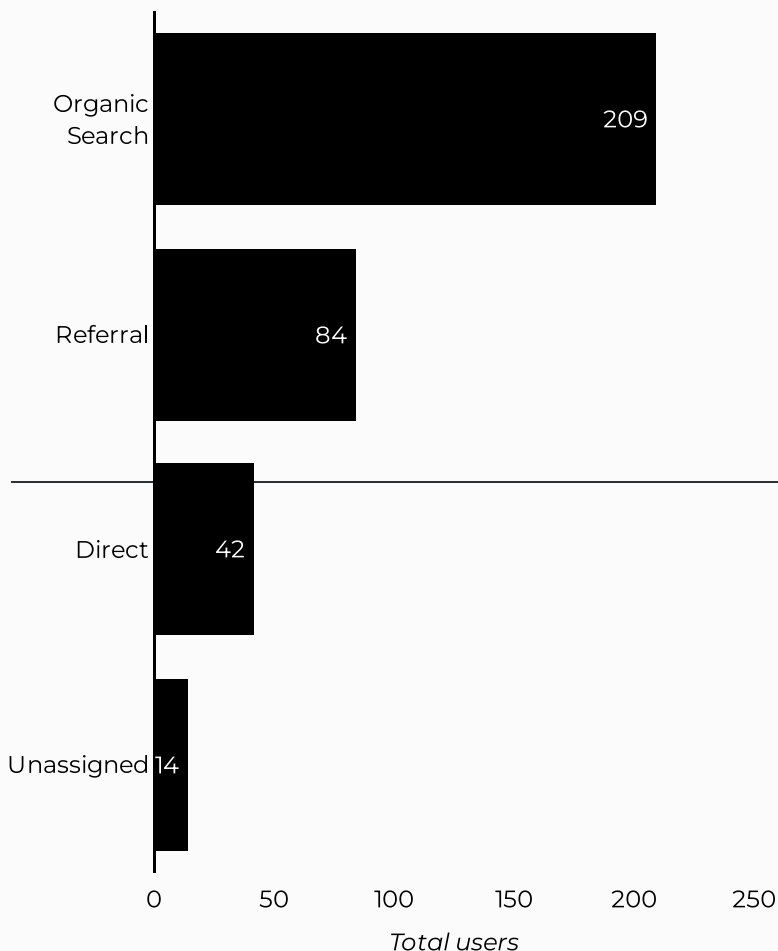


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	325	83.6% ↑
training.armymwr.com	7	-12.5% ↓
jblm.armymwr.com	5	25.0% ↑
hood.armymwr.com	4	-78.9% ↓
armymwr.com	1	-
global.armymwr.com	1	-

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	165
armyfamilywebportal.com	64
(direct)	42
bing	39
(not set)	13
myarmybenefits.us.army.mil	12
safe.menlosecurity.com	4
yahoo	3
chatgpt.com	2
home.army.mil	2



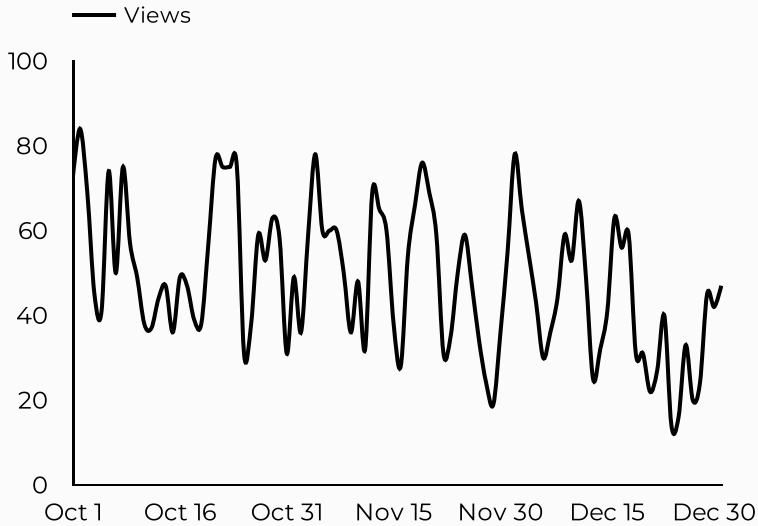
# ARMY MWR

## Army Volunteer Corps (AVC)

Views <b>4,472</b> ↓ -7.4%	Sessions <b>4,345</b> ↑ 8.7%	Total users <b>3,638</b> ↑ 8.0%	New users <b>2,115</b> ↓ -9.8%	Avg. Session Time <b>02:49</b> ↑ 9.7%	Engagement rate <b>64%</b> ↓ -8.5%
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Compared Y-o-Y

### How is site traffic trending?

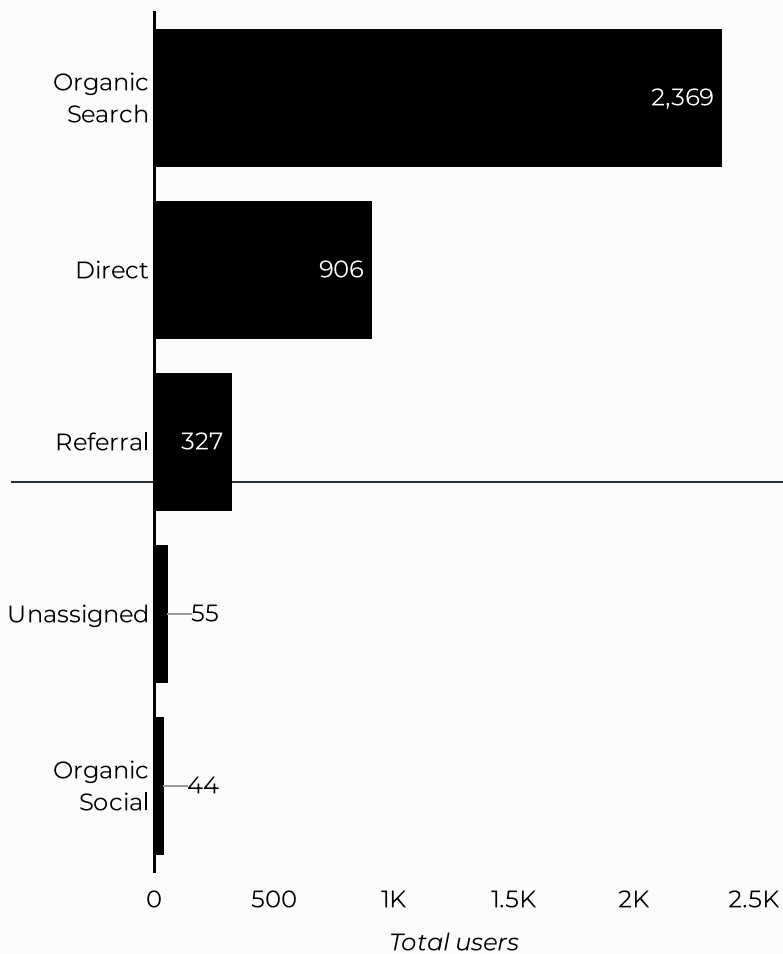


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,622	2.1% ↑
humphreys.armymwr.com	268	57.6% ↑
carson.armymwr.com	267	-23.3% ↓
bliss.armymwr.com	226	5.6% ↑
hood.armymwr.com	198	17.9% ↑
wiesbaden.armymwr.com	169	-0.6% ↓
gordon.armymwr.com	168	63.1% ↑
hawaii.armymwr.com	122	-0.8% ↓
campbell.armymwr.com	91	-14.2% ↓
jackson.armymwr.com	71	-7.8% ↓

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	2,068
(direct)	906
bing	278
home.army.mil	128
armyfamilywebportal.co...	106
chatgpt.com	36
(not set)	27
m.facebook.com	26
campsite.bio	17
yahoo	15



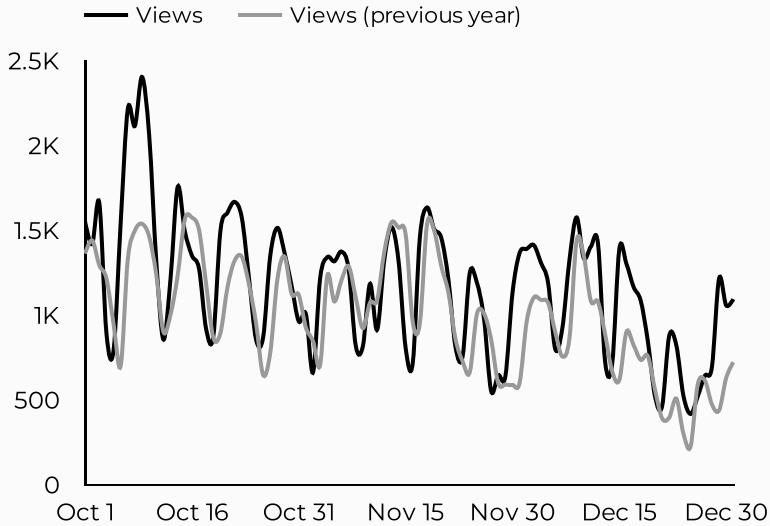
# ARMY MWR

## Employment Readiness Program (ERP)

Views <b>107,900</b> ↑ 16.9%	Sessions <b>78,709</b> ↑ 6.2%	Total users <b>63,624</b> ↑ 3.7%	New users <b>38,809</b> ↓ -10.0%	Avg. Session Time <b>02:02</b> ↑ 6.2%	Engagement rate <b>64%</b> ↑ 1.6%
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Compared Y-o-Y

### How is site traffic trending?

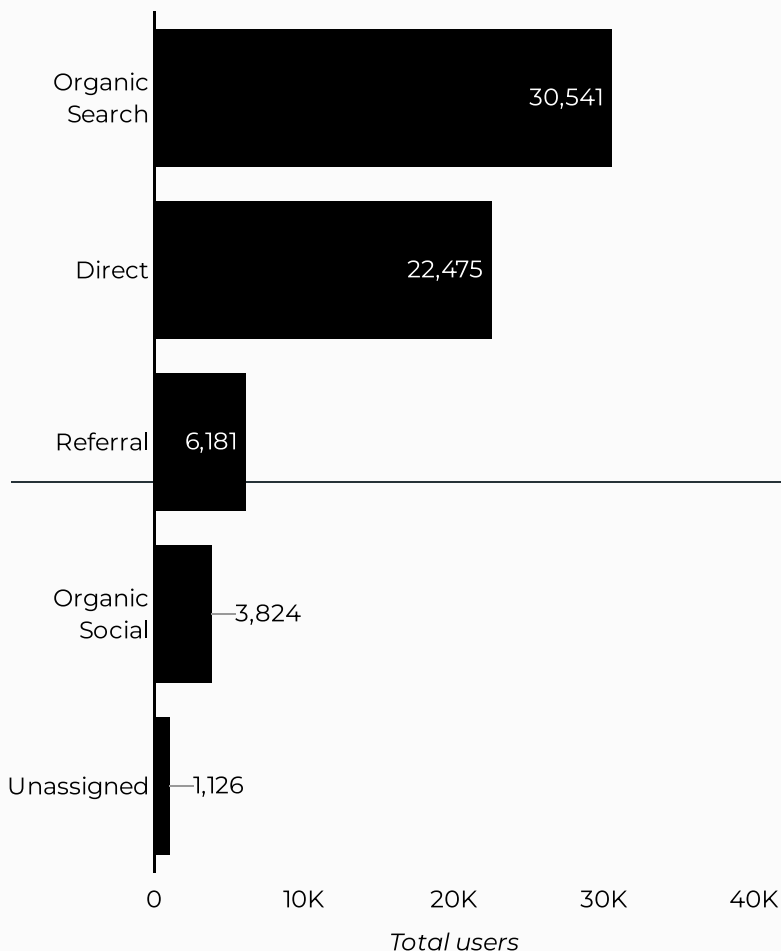


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	16,532	-48.5% ↓
campbell.armymwr.com	5,390	469.8% ↑
jblm.armymwr.com	5,381	22.8% ↑
hawaii.armymwr.com	3,345	29.0% ↑
stewarhunter.armymwr.c...	2,653	9.8% ↑
bragg.armymwr.com	2,044	96.9% ↑
humphreys.armymwr.com	1,951	38.4% ↑
redstone.armymwr.com	1,675	-30.2% ↓
hood.armymwr.com	1,440	107.5% ↑
carson.armymwr.com	1,413	-10.7% ↓

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users	% Δ
google	26,551	-2.9% ↓
(direct)	22,475	130.3% ↑
bing	3,180	34.6% ↑
m.facebook.com	2,490	26.1% ↑
home.army.mil	1,677	-0.8% ↓
nafbenefits.com	1,539	419.9% ↑
chatgpt.com	595	5,309.1% ↑
(not set)	592	238.3% ↑
lm.facebook.com	570	12.6% ↑
l.facebook.com	467	24.2% ↑





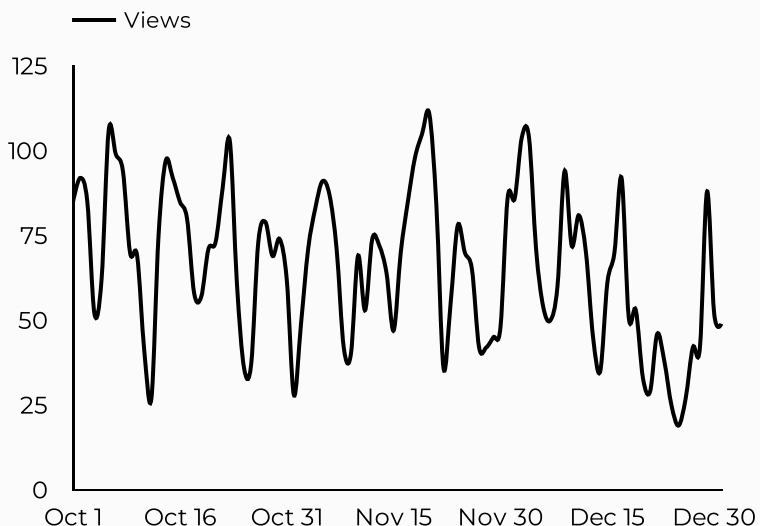
# ARMY MWR

## Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,057	5,766	4,672	349	02:02	80%
↑ 26.3%	↑ 30.7%	↑ 27.4%	↓ -10.3%	↑ 2.1%	↓ -3.4%

Compared Y-o-Y

### How is site traffic trending?

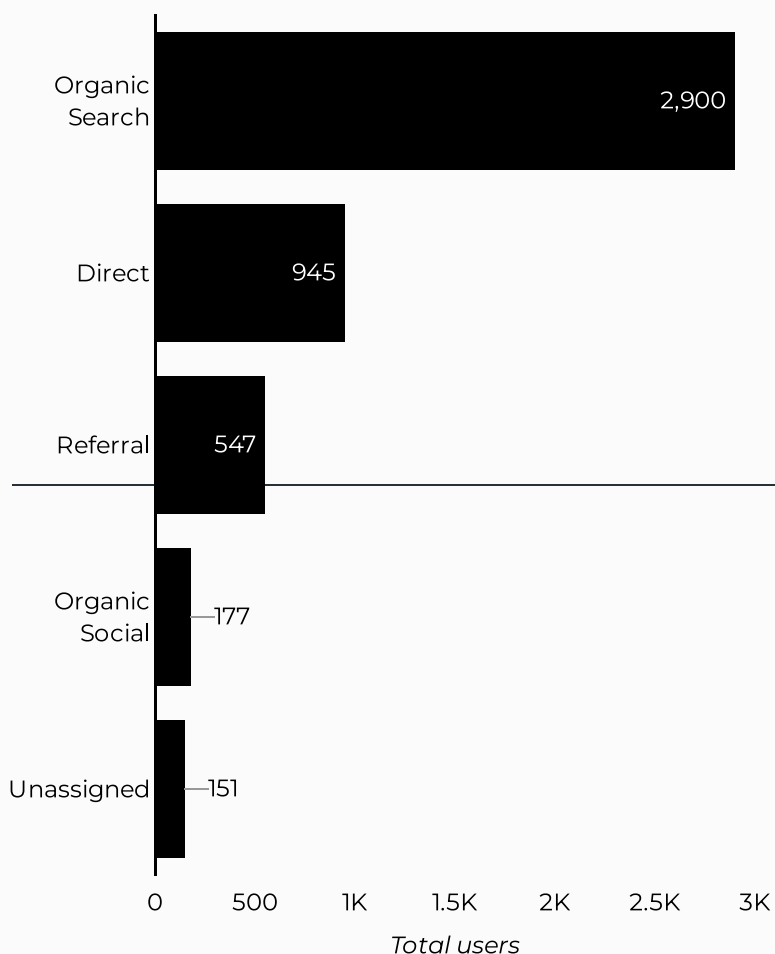


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	4,672	27.4% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	2,570
(direct)	945
bing	273
home.army.mil	250
(not set)	133
m.facebook.com	107
installations.militaryonesource.mil	57
chatgpt.com	45
l.facebook.com	36
yahoo	36



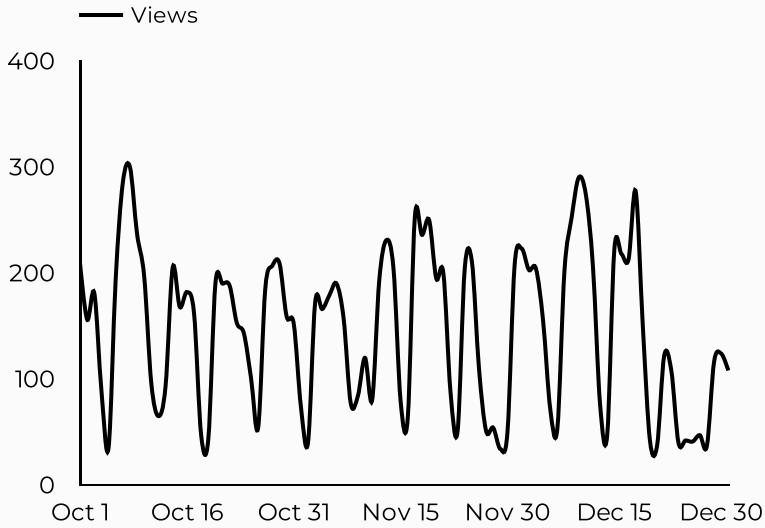
# ARMY MWR

## Exceptional Family Member Program (EFMP)

Views <b>13,379</b> ↑ 7.2%	Sessions <b>12,144</b> ↑ 12.4%	Total users <b>9,597</b> ↑ 15.0%	New users <b>7,129</b> ↑ 29.3%	Avg. Session Time <b>02:53</b> ↑ 21.5%	Engagement rate <b>50%</b> ↓ -14.8%
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Compared Y-o-Y

### How is site traffic trending?

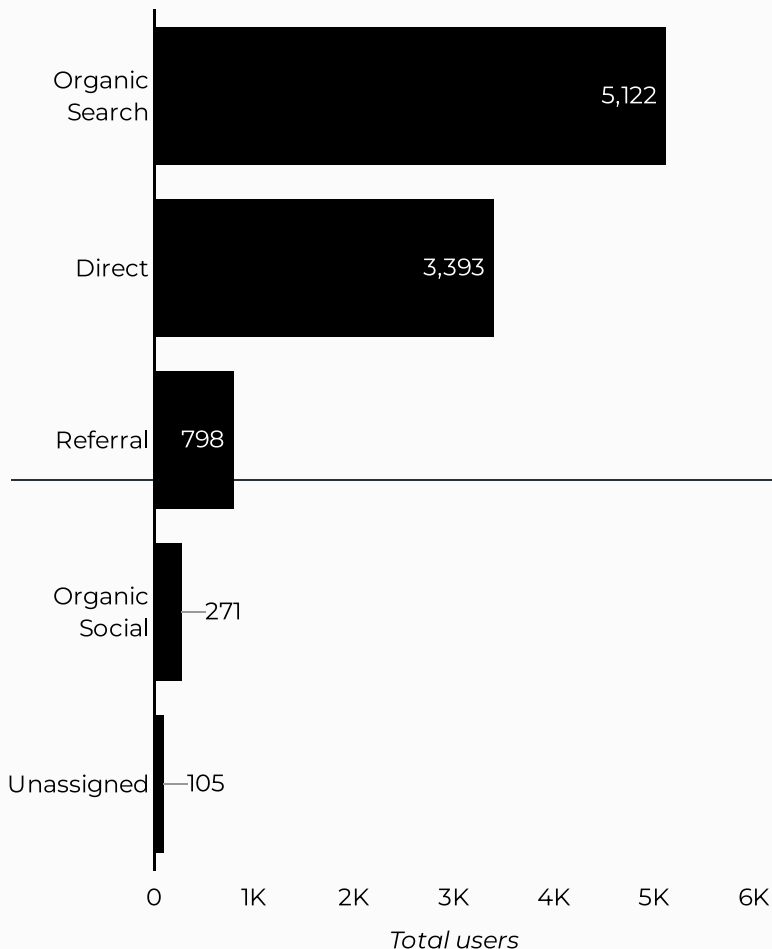


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	1,045	18.9% ↑
www.armymwr.com	873	51.6% ↑
hawaii.armymwr.com	801	32.6% ↑
bliss.armymwr.com	761	-8.4% ↓
hood.armymwr.com	666	-6.5% ↓
carson.armymwr.com	532	-17.1% ↓
humphreys.armymwr.com	411	34.8% ↑
benning.armymwr.com	391	-6.0% ↓
leavenworth.armymwr.com	377	137.1% ↑
campbell.armymwr.com	375	7.8% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	4,310
(direct)	3,393
bing	764
m.facebook.com	171
efmp.army.mil	149
installations.militaryone...	144
home.army.mil	124
(not set)	94
myarmybenefits.us.army...	65
safe.menlosecurity.com	63



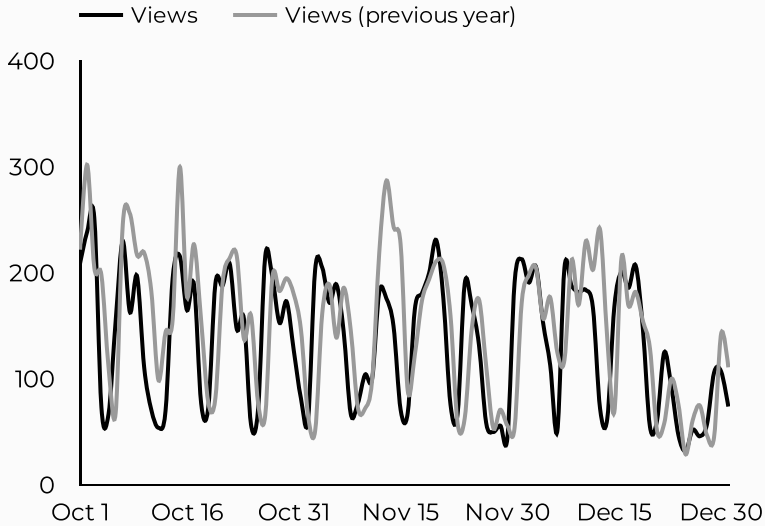
# ARMY MWR

## Family Advocacy Program (FAP)

Views <b>12,484</b> ↓ -9.4%	Sessions <b>12,005</b> ↑ 5.4%	Total users <b>9,255</b> ↑ 4.4%	New users <b>5,411</b> ↓ -8.6%	Avg. Session Time <b>03:11</b> ↑ 33.3%	Engagement rate <b>55%</b> ↓ -5.7%
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Compared Y-o-Y

### How is site traffic trending?

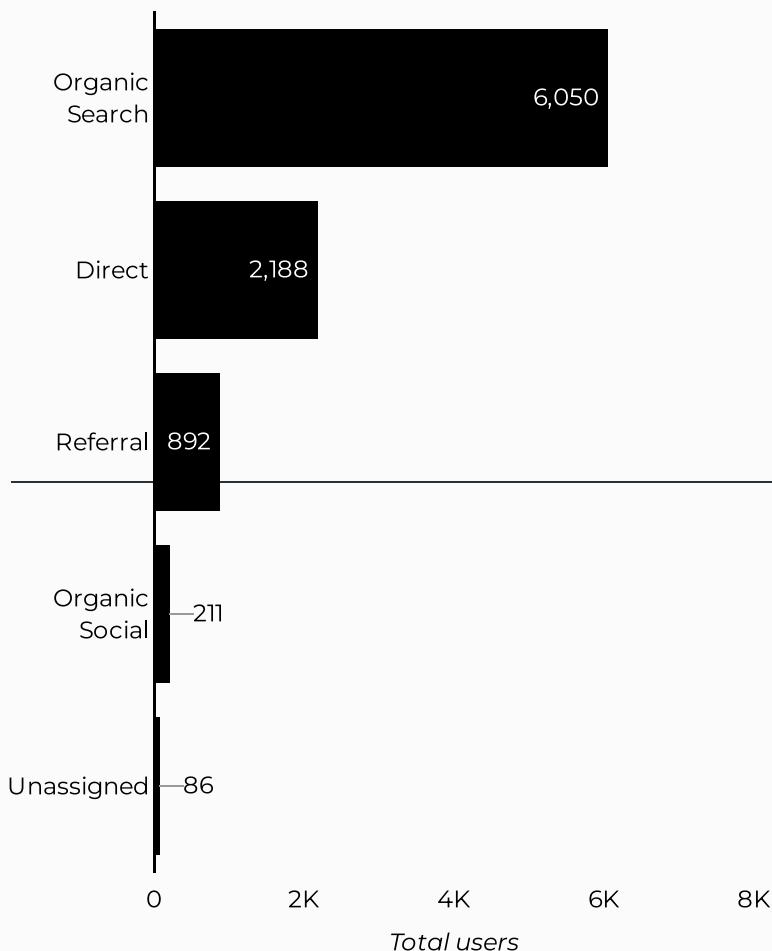


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,716	-18.2% ↓
jblm.armymwr.com	1,084	32.0% ↑
bliss.armymwr.com	905	-20.2% ↓
hood.armymwr.com	642	7.5% ↑
campbell.armymwr.com	539	7.8% ↑
benning.armymwr.com	529	27.5% ↑
hawaii.armymwr.com	381	0.5% ↑
leavenworth.armymwr.com	309	99.4% ↑
humphreys.armymwr.com	303	3.1% ↑
gordon.armymwr.com	198	53.5% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	5,158
(direct)	2,188
bing	820
home.army.mil	246
installations.militaryone...	152
m.facebook.com	151
safe.menlosecurity.com	86
myarmybenefits.us.army...	63
qrco.de	62
(not set)	58

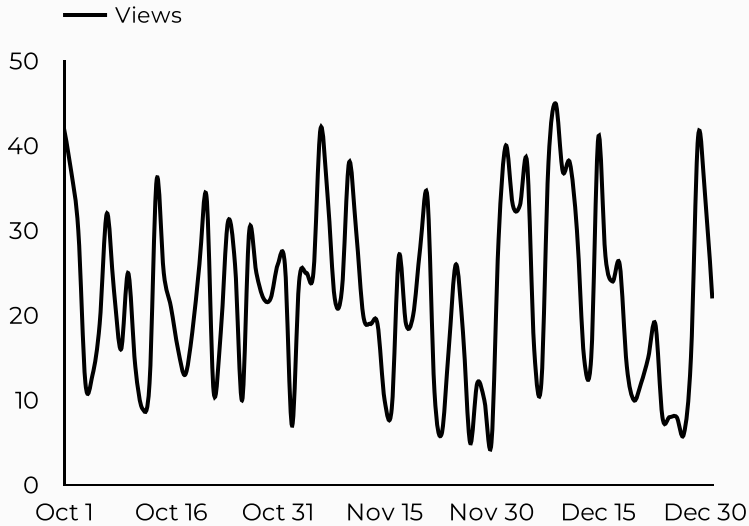


# ARMY MWR New Parent Support Program (NPSP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,053	2,142	1,755	825	01:41	53%
↓ -25.3%	↓ -3.6%	↑ 2.9%	↓ -13.2%	↓ -12.1%	↓ -14.1%

Compared Y-o-Y

## How is site traffic trending?

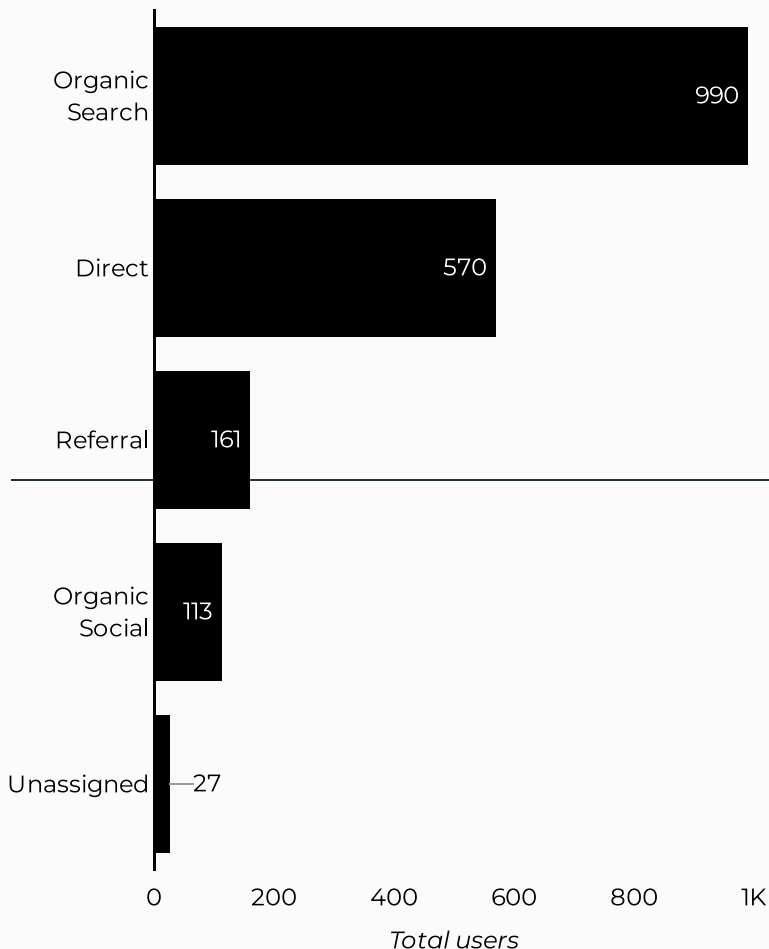


## Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	224	-10.4% ↓
hood.armymwr.com	203	-11.0% ↓
hawaii.armymwr.com	177	31.1% ↑
gordon.armymwr.com	99	43.5% ↑
bliss.armymwr.com	92	37.3% ↑
campbell.armymwr.com	91	-24.2% ↓
lee.armymwr.com	85	203.6% ↑
meade.armymwr.com	55	61.8% ↑
rucker.armymwr.com	55	19.6% ↑
kaiserslautern.armymwr.co...	53	10.4% ↑

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	867
(direct)	570
bing	115
m.facebook.com	79
installations.militaryonesource.mil	54
home.army.mil	37
safe.menlosecurity.com	22
(not set)	19
chatgpt.com	14
l.facebook.com	14



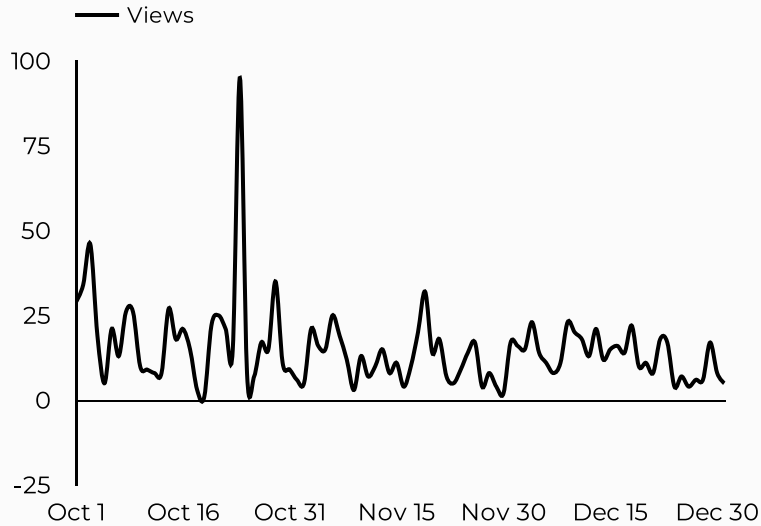
# ARMY MWR

## Victim Advocacy Program (VAP)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,383	1,573	1,333	611	01:59	62%
↓ -39.2%	↓ -16.5%	↓ -16.0%	↓ -40.9%	↑ 4.4%	↑ 8.3%

Compared Y-o-Y

### How is site traffic trending?

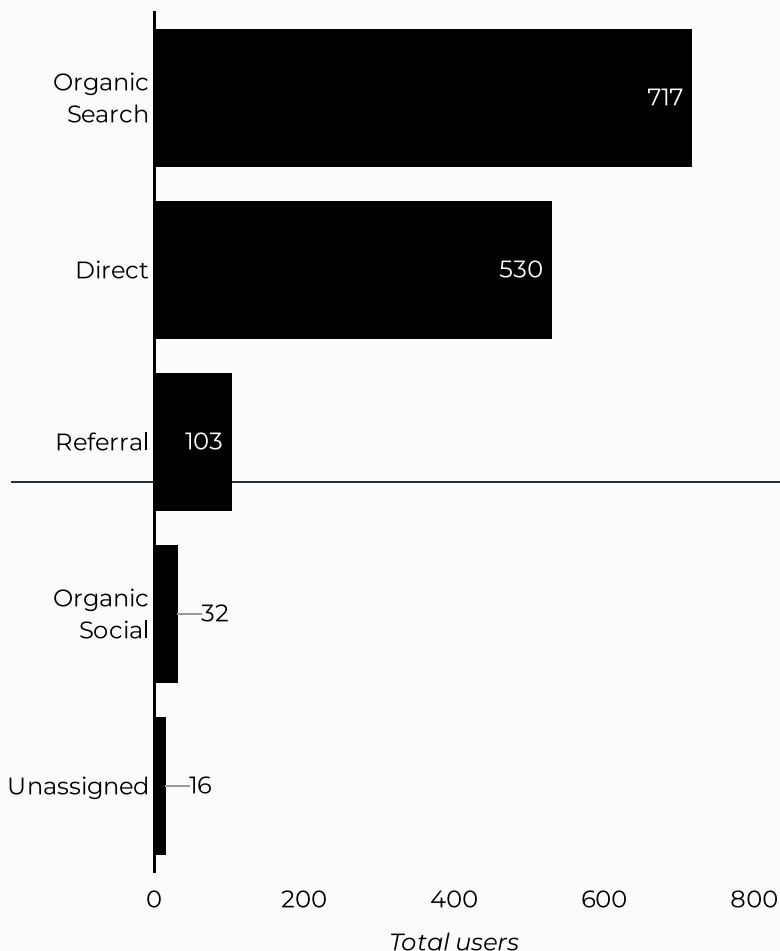


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	399	-38.7% ↓
carson.armymwr.com	145	18.9% ↑
hood.armymwr.com	123	7.9% ↑
redstone.armymwr.com	81	15.7% ↑
hawaii.armymwr.com	80	-26.6% ↓
bliss.armymwr.com	57	18.8% ↑
benning.armymwr.com	39	116.7% ↑
rucker.armymwr.com	35	191.7% ↑
meade.armymwr.com	29	-19.4% ↓
sill.armymwr.com	23	27.8% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	588
(direct)	530
bing	123
home.army.mil	19
m.facebook.com	18
armyresilience.army.mil	17
safe.menlosecurity.com	15
(not set)	12
installations.militaryonesource.mil	11
myarmybenefits.us.army.mil	11



# ARMY MWR Domestic Violence Awareness Month

Views  
**819**  
↑ 14.1%

Sessions  
**879**  
↑ 44.6%

Total users  
**797**  
↑ 52.1%

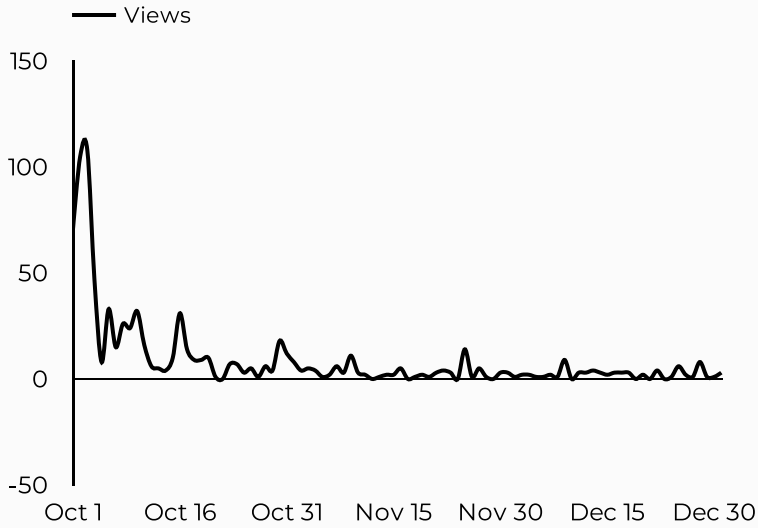
New users  
**401**  
↑ 107.8%

Avg. Session Time  
**53**  
↓ -31.8%

Engagement rate  
**39%**  
↓ -43.0%

Compared Y-o-Y

## How is site traffic trending?

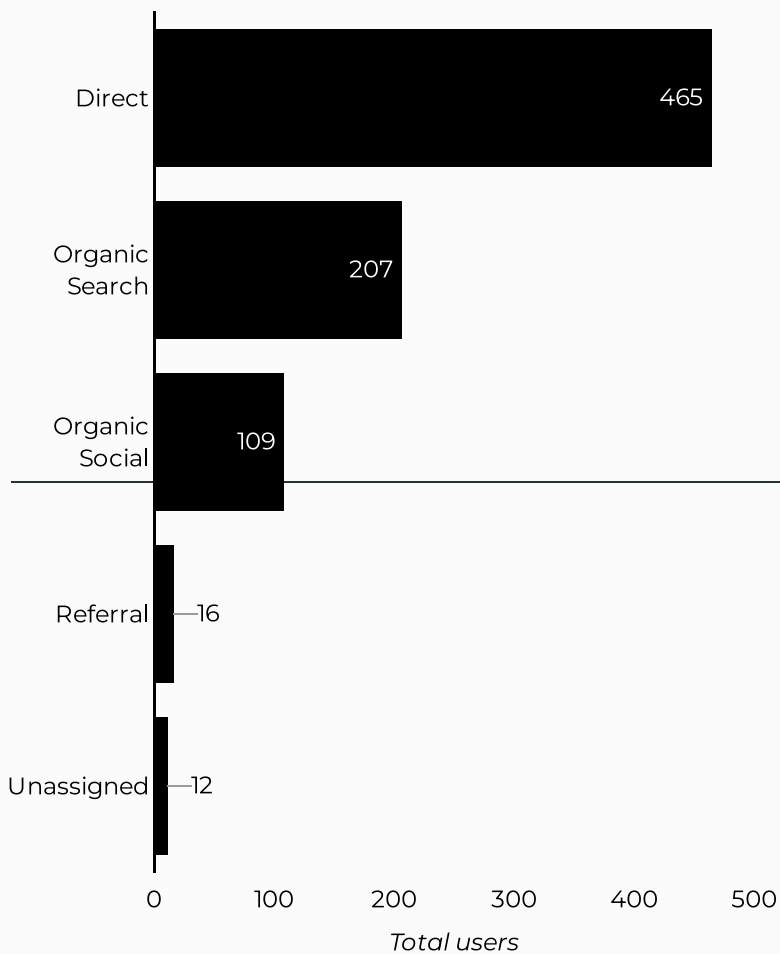


## Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
leavenworth.armymwr.com	131	13,000.0...
meade.armymwr.com	126	350.0% ↑
www.armymwr.com	114	-49.1% ↓
lee.armymwr.com	87	8,600.0...
detrick.armymwr.com	44	-
rucker.armymwr.com	39	178.6% ↑
bliss.armymwr.com	38	31.0% ↑
casey.armymwr.com	31	106.7% ↑
stuttgart.armymwr.com	31	158.3% ↑
hawaii.armymwr.com	22	214.3% ↑

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
(direct)	465
google	186
m.facebook.com	89
bing	21
home.army.mil	10
(not set)	9
facebook.com	9
lm.facebook.com	7
chatgpt.com	3
l.facebook.com	3



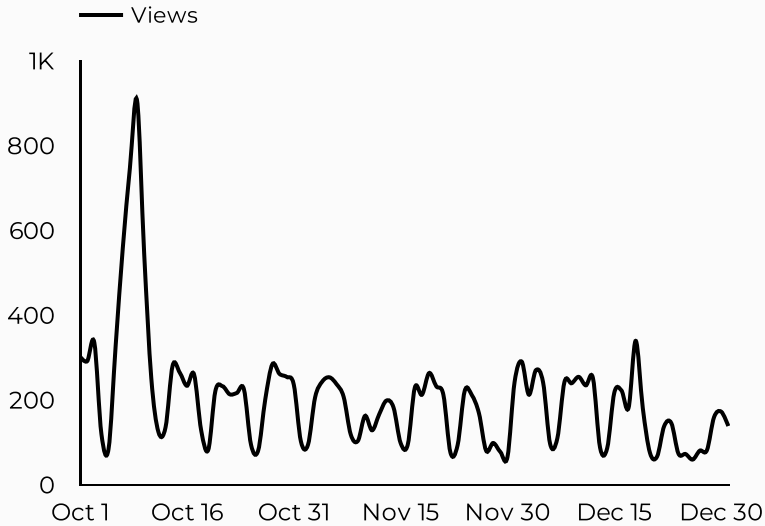
# ARMY MWR

## Financial Readiness Program (FRP)

Views <b>18,658</b> ↑ 42.8%	Sessions <b>18,580</b> ↑ 65.6%	Total users <b>14,560</b> ↑ 75.0%	New users <b>8,262</b> ↑ 59.5%	Avg. Session Time <b>02:59</b> ↑ 14.8%	Engagement rate <b>51%</b> ↓ -17.3%
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Compared Y-o-Y

### How is site traffic trending?

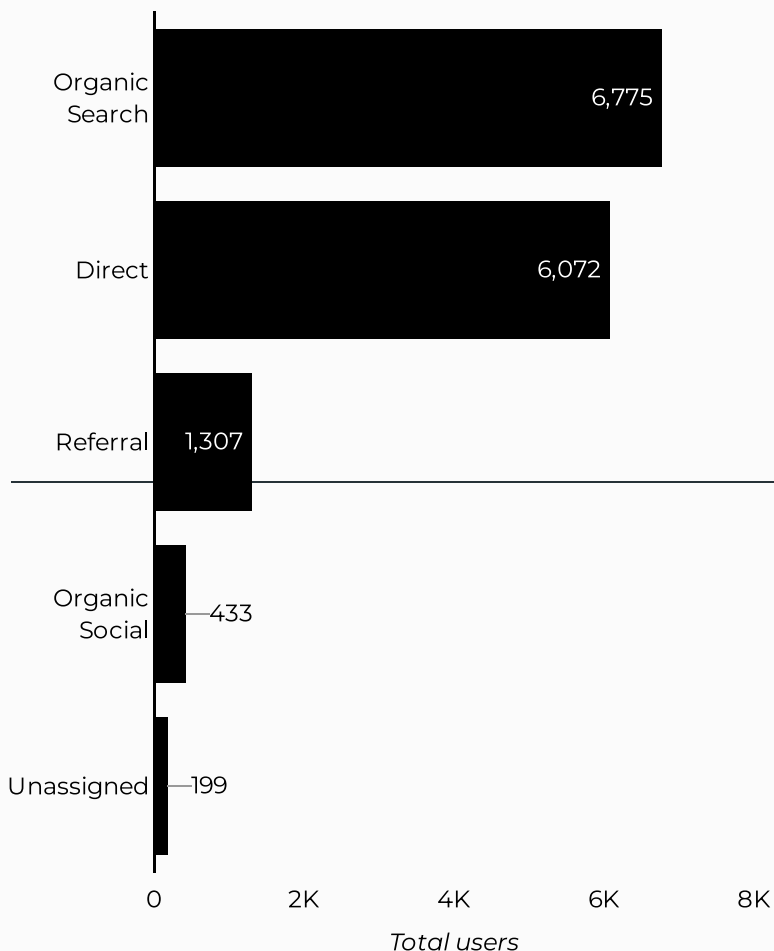


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	3,065	159.1% ↑
bliss.armymwr.com	1,580	36.9% ↑
bragg.armymwr.com	1,474	26.9% ↑
carson.armymwr.com	1,084	39.0% ↑
benning.armymwr.com	764	78.1% ↑
campbell.armymwr.com	670	82.6% ↑
jblm.armymwr.com	646	9.9% ↑
rucker.armymwr.com	329	191.2% ↑
lee.armymwr.com	326	82.1% ↑
kaiserslautern.armymwr.co...	324	1,805.9...

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
(direct)	6,072
google	5,573
bing	1,084
armyfamilywebportal.com	375
home.army.mil	325
m.facebook.com	298
(not set)	166
myarmybenefits.us.army.mil	131
installations.militaryonesource.mil	123
facebook.com	63



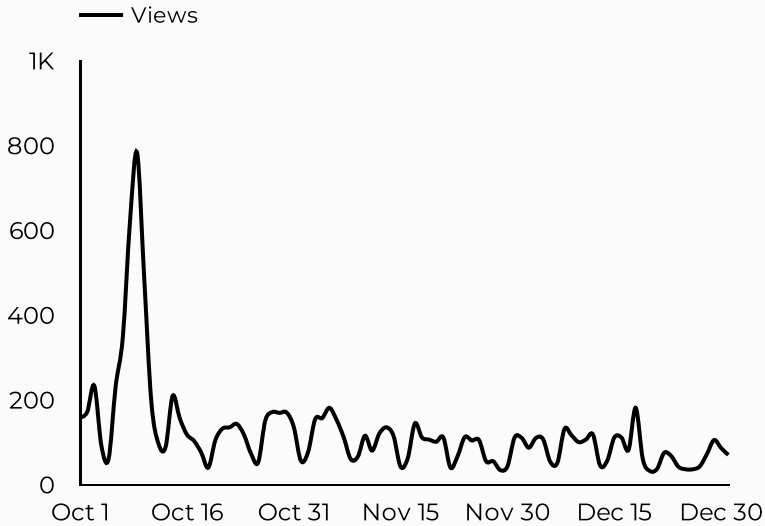
# ARMY MWR

## Army Emergency Relief (AER)

Views <b>11,332</b> ↑ 28.3%	Sessions <b>11,380</b> ↑ 43.2%	Total users <b>8,047</b> ↑ 44.2%	New users <b>4,363</b> ↑ 20.8%	Avg. Session Time <b>02:56</b> ↑ 18.4%	Engagement rate <b>54%</b> ↓ -13.0%
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Compared Y-o-Y

### How is site traffic trending?

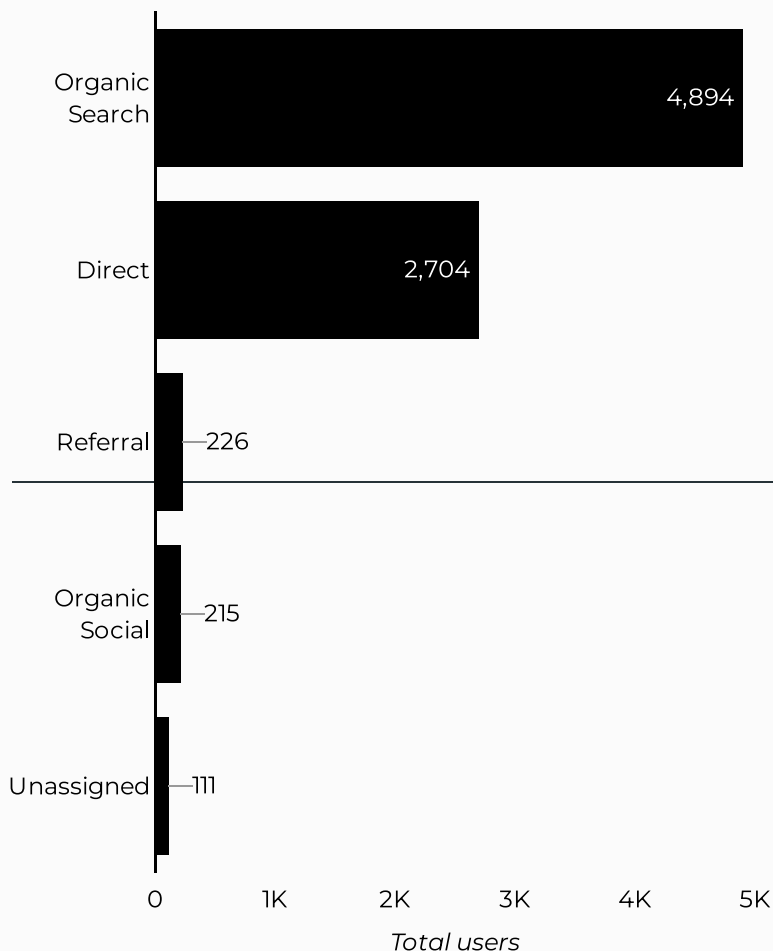


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
carson.armymwr.com	1,084	39.0% ↑
bliss.armymwr.com	1,044	37.5% ↑
humphreys.armymwr.com	950	-31.6% ↓
bragg.armymwr.com	852	30.7% ↑
benning.armymwr.com	532	79.1% ↑
jackson.armymwr.com	321	744.7% ↑
gordon.armymwr.com	295	11.3% ↑
sill.armymwr.com	265	119.0% ↑
campbell.armymwr.com	257	8,466.7...
kaiserslautern.armymwr.co...	255	6,275.0...

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	4,269
(direct)	2,704
bing	569
m.facebook.com	126
(not set)	87
home.army.mil	79
l.facebook.com	37
yahoo	37
facebook.com	32
chatgpt.com	27





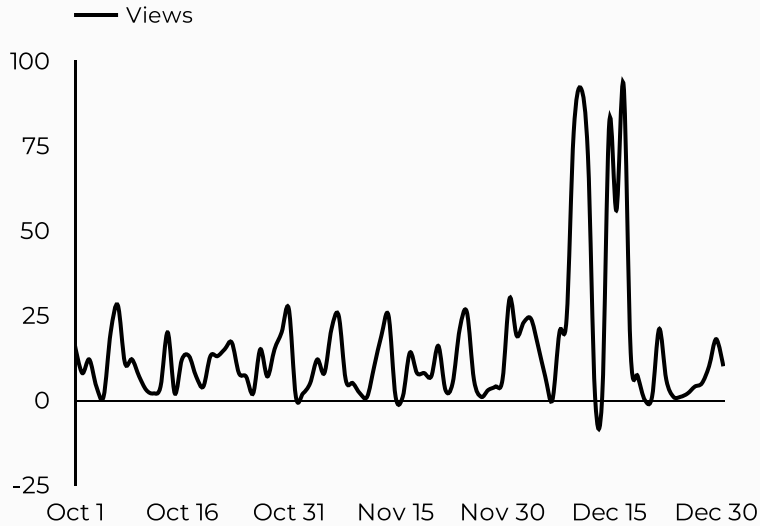
# ARMY MWR

## Information and Referral

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,356	1,480	1,381	464	57	77%
↑ 47.1%	↑ 74.5%	↑ 87.6%	↑ 64.0%	↓ -30.4%	↑ 4.6%

Compared Y-o-Y

### How is site traffic trending?

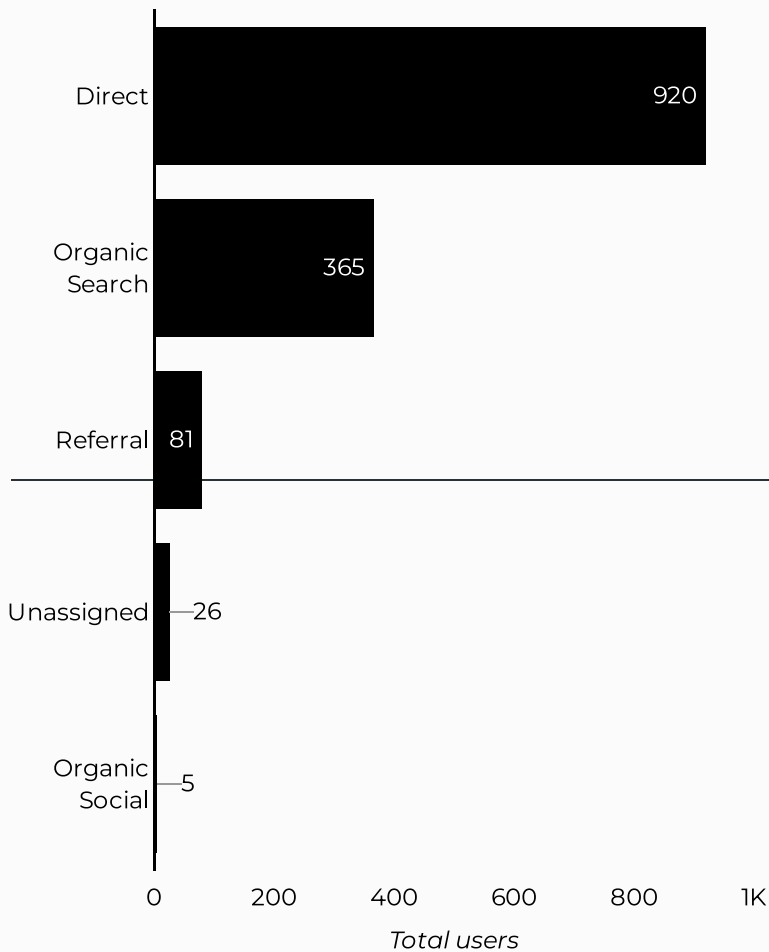


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hood.armymwr.com	962	215.4% ↑
www.armymwr.com	142	-31.1% ↓
bragg.armymwr.com	55	5.8% ↑
gordon.armymwr.com	51	21.4% ↑
jblm.armymwr.com	35	12.9% ↑
carson.armymwr.com	34	30.8% ↑
humphreys.armymwr.com	32	10.3% ↑
rucker.armymwr.com	24	60.0% ↑
lee.armymwr.com	22	100.0% ↑
benning.armymwr.com	17	70.0% ↑

### Which channels are driving traffic?



### What are the top sources?

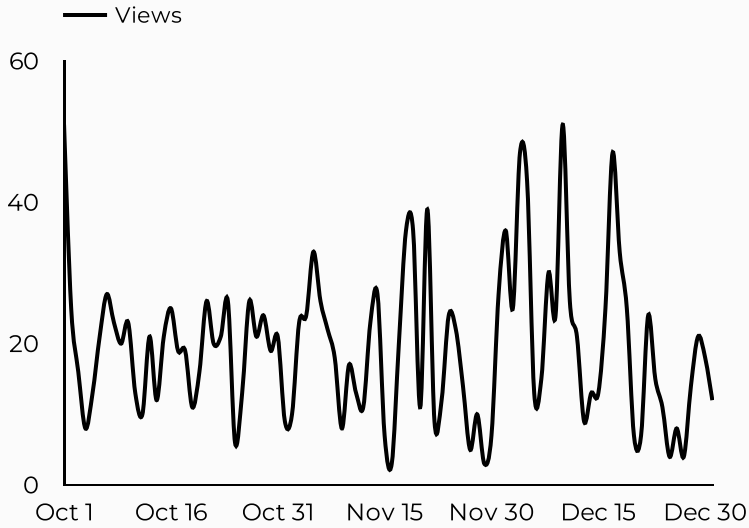
Session source	Total users
(direct)	920
google	295
bing	63
installations.militaryonesource.mil	25
(not set)	24
home.army.mil	20
armyfamilywebportal.com	8
myarmybenefits.us.army.mil	4
yahoo	4
21tsc.army.mil	3



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,807	1,975	1,742	727	02:17	60%
↓ -42.3%	↓ -12.9%	↓ -8.6%	↓ -35.3%	↑ 19.6%	↓ -7.3%

Compared Y-o-Y

### How is site traffic trending?

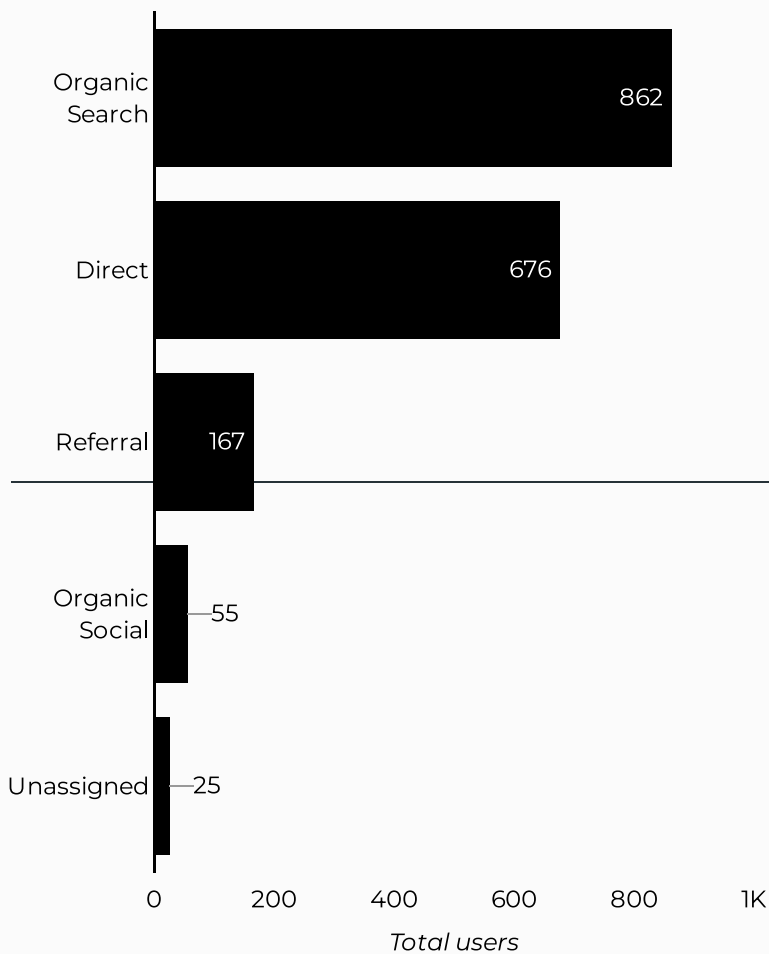


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	262	1.6% ↑
bragg.armymwr.com	222	-30.4% ↓
carson.armymwr.com	210	-0.5% ↓
hood.armymwr.com	164	-27.4% ↓
bliss.armymwr.com	132	-26.3% ↓
hawaii.armymwr.com	79	-6.0% ↓
gordon.armymwr.com	56	107.4% ↑
jblm.armymwr.com	53	-24.3% ↓
humphreys.armymwr.com	52	15.6% ↑
kaiserslautern.armymwr.co...	30	100.0% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	710
(direct)	676
bing	142
sites.google.com	45
installations.militaryonesource.mil	38
home.army.mil	27
myarmybenefits.us.army.mil	27
(not set)	23
armyfamilywebportal.com	22
basedirectory.com	8



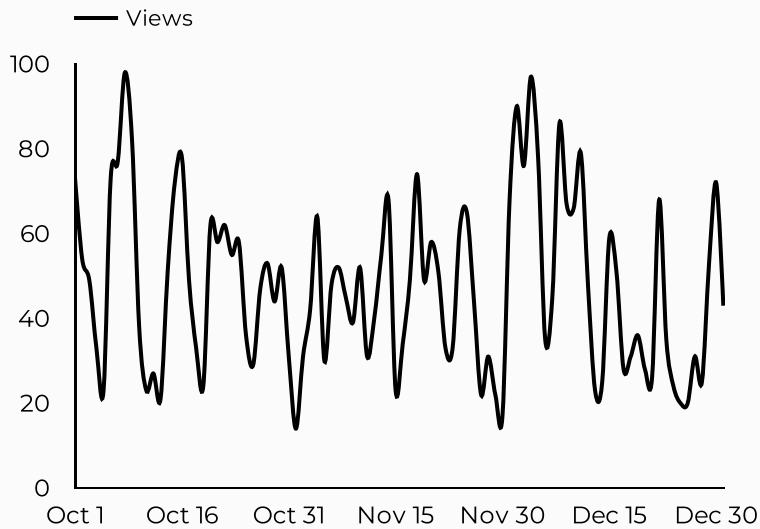
# ARMY MWR

# Relocation Readiness

Views <b>4,375</b> ↓ -13.7%	Sessions <b>4,183</b> ↓ -0.8%	Total users <b>3,403</b> ↑ 4.8%	New users <b>1,716</b> ↓ -12.1%	Avg. Session Time <b>02:10</b> ↓ -25.3%	Engagement rate <b>58%</b> ↓ -11.1%
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Compared Y-o-Y

## How is site traffic trending?

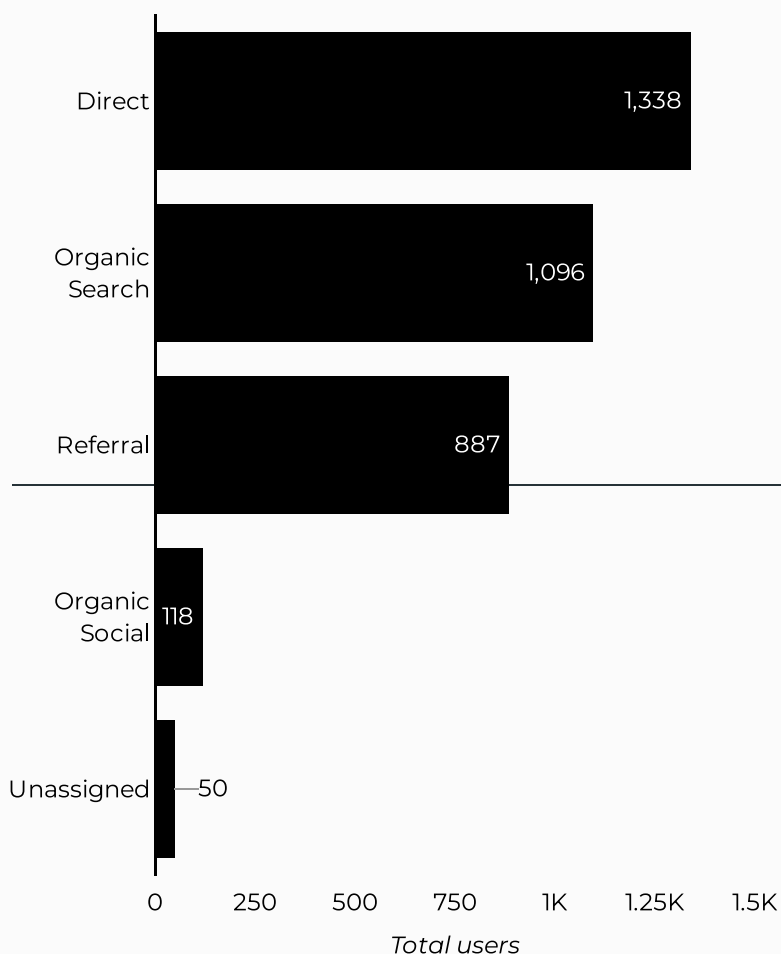


## Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
carson.armymwr.com	1,139	12.8% ↑
www.armymwr.com	632	31.1% ↑
hawaii.armymwr.com	306	25.4% ↑
bliss.armymwr.com	262	-29.6% ↓
wiesbaden.armymwr.com	160	-4.2% ↓
campbell.armymwr.com	147	-25.0% ↓
gordon.armymwr.com	101	-51.9% ↓
benning.armymwr.com	85	-9.6% ↓
humphreys.armymwr.com	80	2.6% ↑
lee.armymwr.com	68	19.3% ↑

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
(direct)	1,338
google	945
home.army.mil	472
installations.militaryonesource.mil	170
bing	143
m.facebook.com	77
armyfamilywebportal.com	54
chatgpt.com	29
(not set)	26
europafrica.army.mil	22



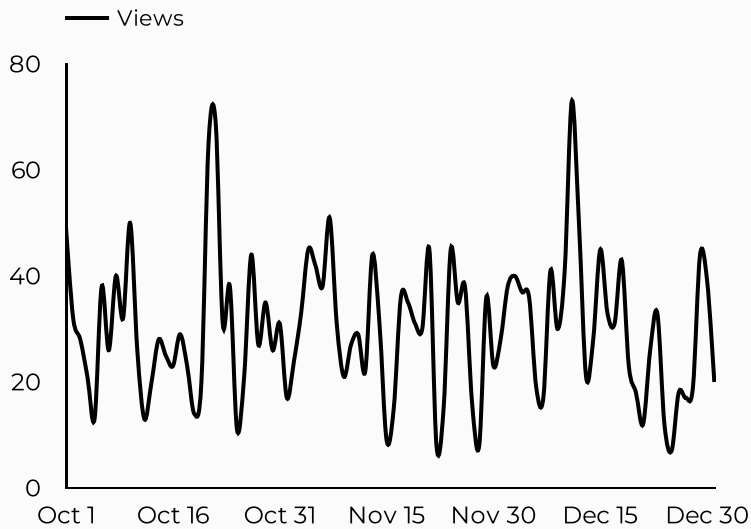
# ARMY MWR

## Survivor Outreach Services (SOS)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,767	2,762	2,431	1,604	01:57	51%
↓ -31.4%	↓ -9.3%	↓ -4.8%	↓ -17.5%	↓ -4.5%	↓ -15.8%

Compared Y-o-Y

### How is site traffic trending?

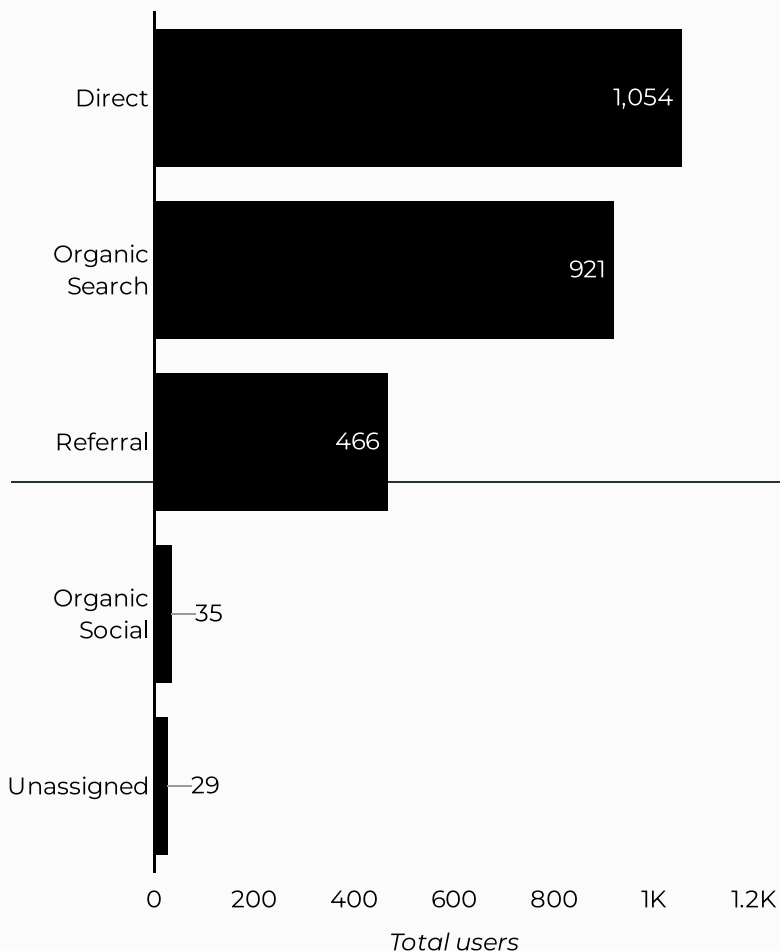


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,092	-19.2% ↓
bragg.armymwr.com	179	88.4% ↑
jblm.armymwr.com	101	-1.0% ↓
campbell.armymwr.com	92	0.0%
benning.armymwr.com	74	89.7% ↑
bliss.armymwr.com	60	-36.8% ↓
hood.armymwr.com	55	14.6% ↑
carson.armymwr.com	53	-3.6% ↓
goldstarpin.org	47	-
redstone.armymwr.com	44	22.2% ↑

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
(direct)	1,054
google	798
home.army.mil	301
bing	110
army.mil	37
armylinks.com	25
(not set)	22
m.facebook.com	21
armyfamilywebportal.com	15
chatgpt.com	11



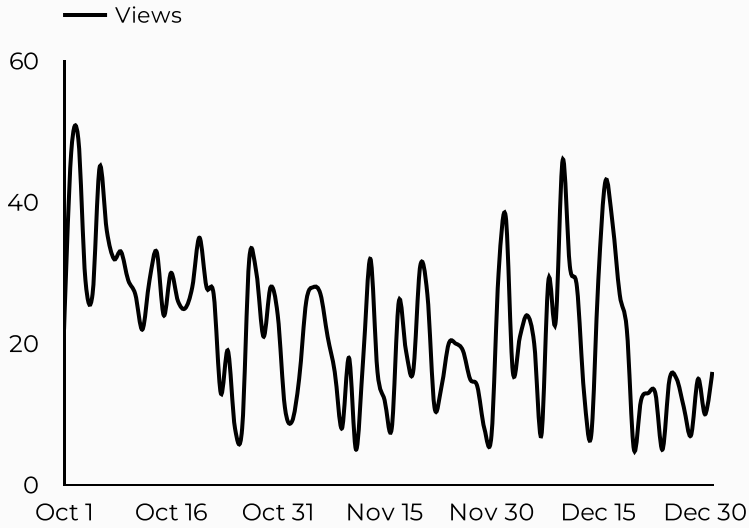
# ARMY MWR

Soldier and Family Assistance Center (SFAC)

Views <b>2,011</b> ↓ -3.8%	Sessions <b>2,095</b> ↑ 16.1%	Total users <b>1,928</b> ↑ 24.1%	New users <b>908</b> ↑ 40.1%	Avg. Session Time <b>01:14</b> ↓ -30.6%	Engagement rate <b>57%</b> ↓ -24.3%
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Compared Y-o-Y

## How is site traffic trending?

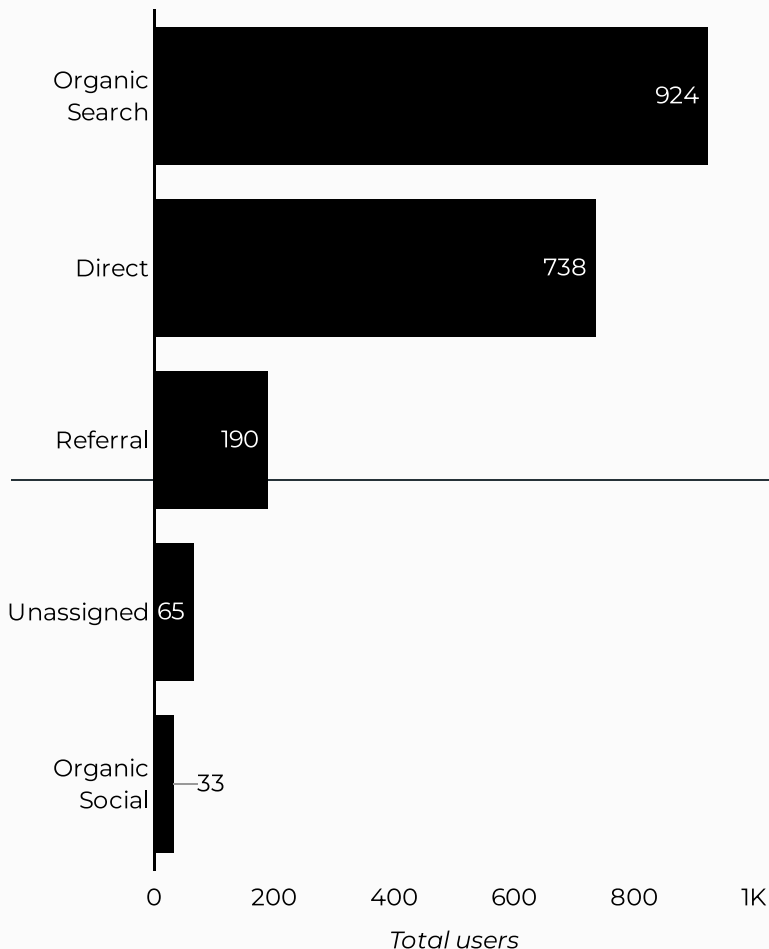


## Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,001	34.7% ↑
bliss.armymwr.com	362	24.0% ↑
hood.armymwr.com	219	-14.1% ↓
belvoir.armymwr.com	104	-14.8% ↓
mccoy.armymwr.com	64	166.7% ↑
carson.armymwr.com	59	-28.9% ↓
bragg.armymwr.com	50	2,400.0...
drum.armymwr.com	48	65.5% ↑
wiesbaden.armymwr.com	21	-12.5% ↓
irwin.armymwr.com	7	75.0% ↑

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	788
(direct)	738
bing	120
home.army.mil	65
(not set)	59
installations.militaryonesource.mil	30
armyfamilywebportal.com	24
m.facebook.com	20
myarmybenefits.us.army.mil	11
yahoo	11



# ARMY MWR

## Military Family Month

Views

824

↓ -45.2%

Sessions

802

↓ -43.3%

Total users

747

↓ -42.5%

New users

455

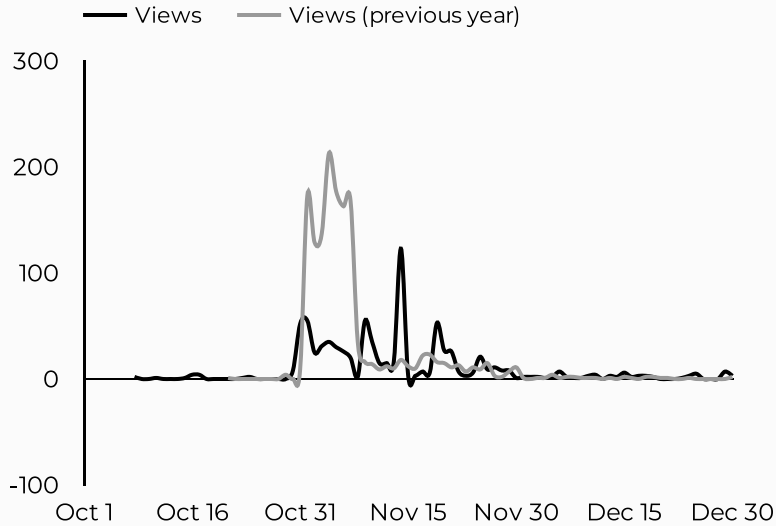
↓ -47.4% from previous year

Engagement rate

45%

↓ -30.6%

### How is site traffic trending?

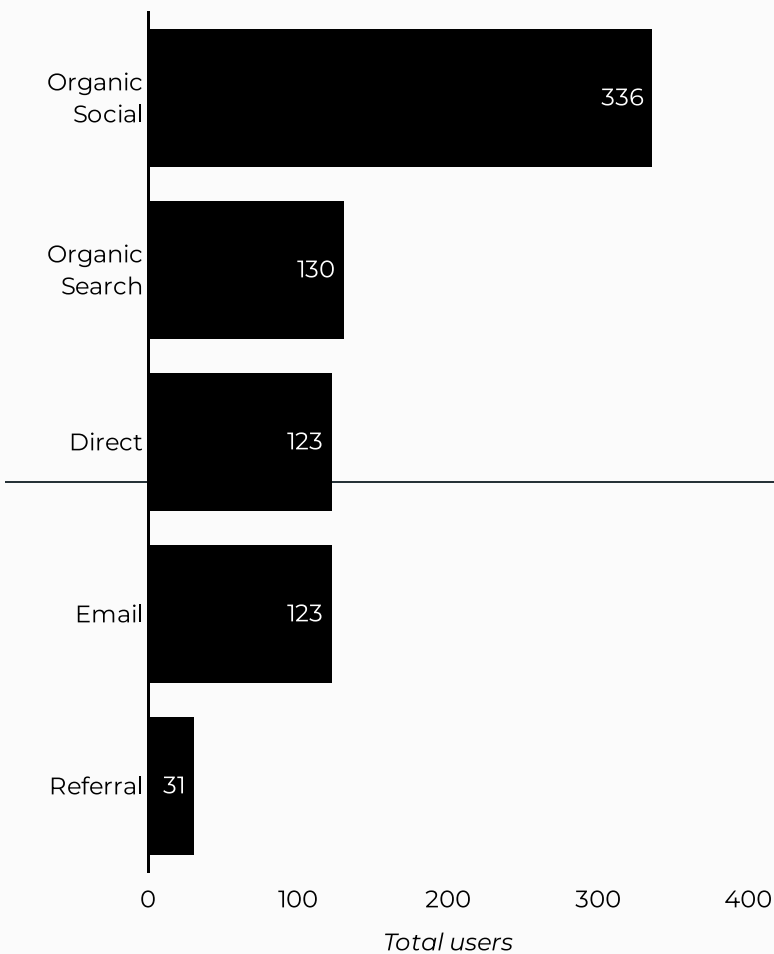


### Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	742	-42.8% ↓
zama.armymwr.com	3	-
global.armymwr.com	1	-
westpoint.armymwr.com	1	0.0%

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
m.facebook.com	260
(direct)	123
govdelivery	120
google	108
lm.facebook.com	58
bing	19
home.army.mil	15
l.facebook.com	14
(not set)	6
facebook.com	3



Search	Total Searches ▾	Total users	Search count per user	Bounce rate
finance	50	37	1.35	2.7%
discovery	26	4	6.5	0%
sfrg	23	21	1.1	0%
efmp	20	19	1.05	0%
mflc	20	18	1.11	0%
aer	19	17	1.12	0%
jobs	17	16	1.06	0%
lending closet	13	11	1.18	0%
anger management	11	7	1.57	11.11%
calendar	11	10	1.1	0%
cfrr	11	10	1.1	0%
pcs	11	8	1.38	0%
wic	11	11	1	0%
volunteer	10	9	1.11	10%
acs	10	9	1.11	0%
vmis	9	8	1.13	0%
financial	9	6	1.5	0%
deployment	9	6	1.5	0%
job fair	9	7	1.29	0%
fap	9	9	1	0%
sharp	7	7	1	0%
boss	7	6	1.17	0%
boot camp	7	1	7	0%
loan	7	4	1.75	0%
mwr	6	6	1	0%
translation	6	6	1	0%
pass it on	6	6	1	0%
<b>Grand total</b>	<b>1,719</b>	<b>1,340</b>	<b>1.28</b>	<b>1.77%</b>