



Views

83,002

↓ -16.3%

Sessions

55,669

↓ -12.2%

Total users

45,933

↓ -13.4%

New users

35,055

↓ -14.3%

Avg. Session Time

02:37

↑ 10.2%

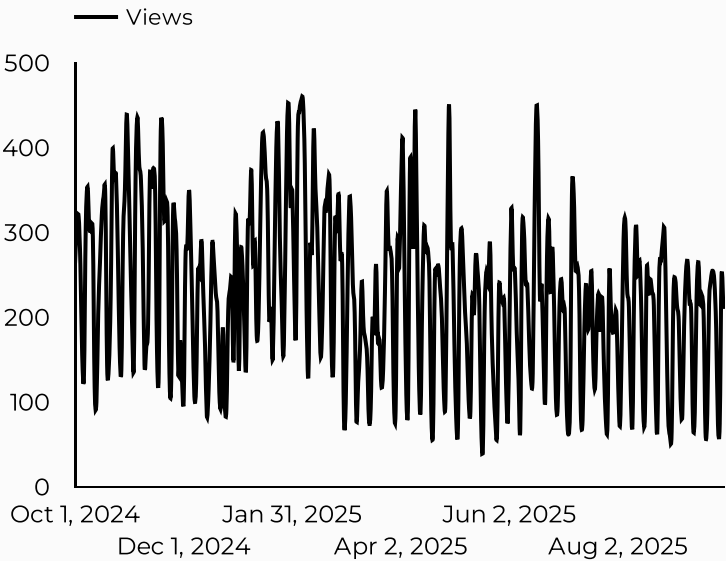
Engagement rate

66%

↓ -0.6%

Compared Y-o-Y

How is site traffic trending?

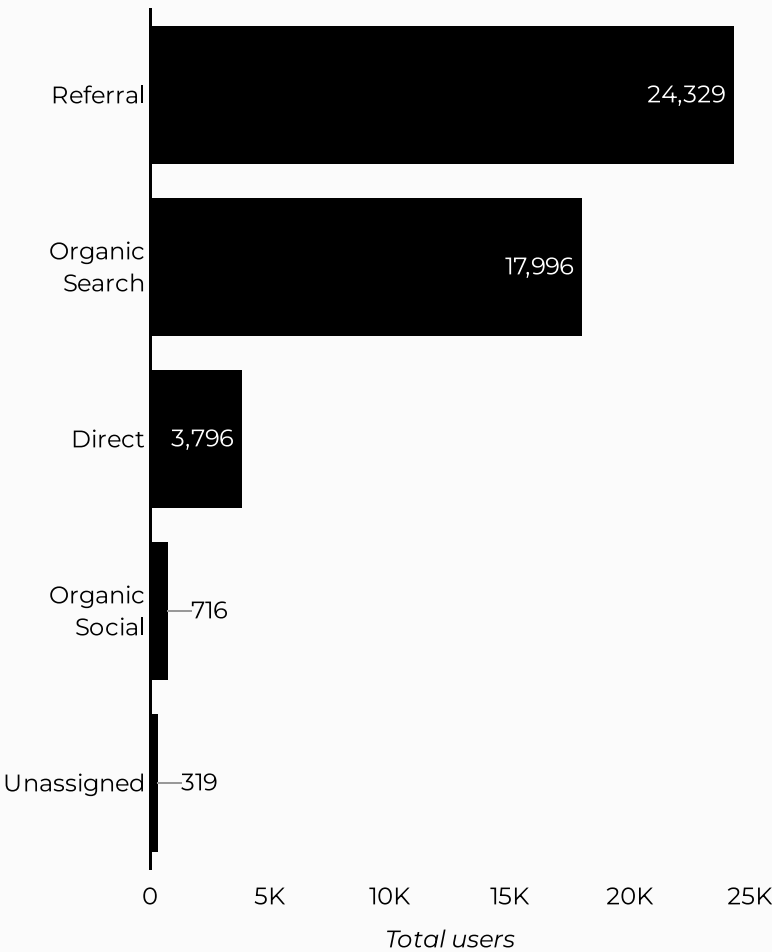


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	29,530
/employee-portal/naf-personnel-services/naf-retirement	10,446
/employee-portal/naf-personnel-services/office-locations	3,715
/employee-portal/naf-personnel-services/health-insurance	2,891
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	2,626
/employee-portal/naf-personnel-services/naf-retirement/401k	2,159
/employee-portal/naf-personnel-services/retirement/retiree-annuity-	1,443

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	23,189
google	14,542
(direct)	3,796
bing	2,914
m.facebook.com	421
yahoo	377
(not set)	287
usajobs.gov	244
safe.menlosecurity.com	160
home.army.mil	158



Views

26,305

↑ 36.1%

Sessions

19,838

↑ 21.5%

Total users

17,020

↑ 19.0%

New users

4,397

↑ 30.4%

Avg. Session Time

01:31

↑ 1.8%

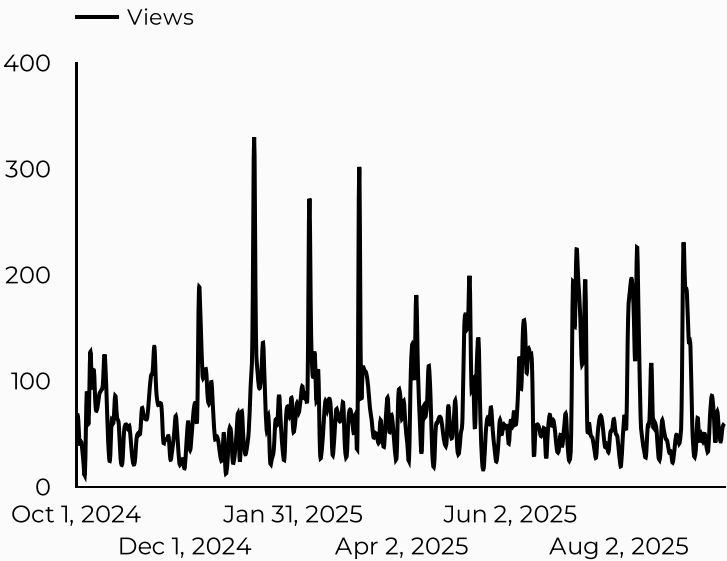
Engagement rate

76%

↓ -6.2%

Compared Y-o-Y

How is site traffic trending?

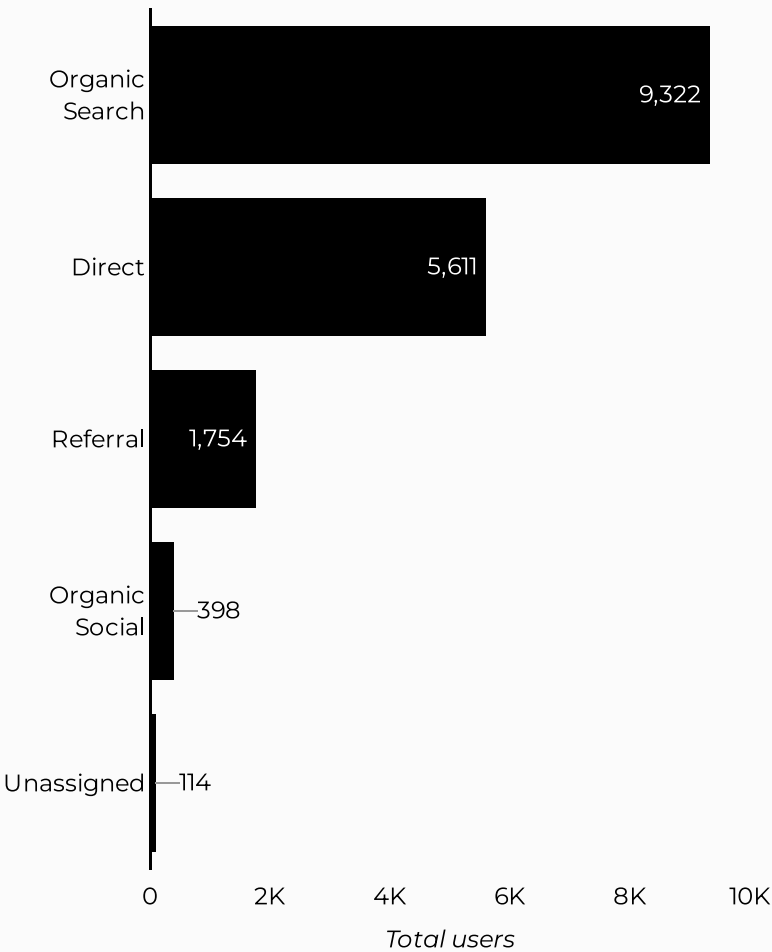


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	6,307
stewarthunter.armymwr.com	462
bragg.armymwr.com	455
bliss.armymwr.com	394
hawaii.armymwr.com	367
redstone.armymwr.com	364
campbell.armymwr.com	340
baumholder.armymwr.com	294
humphreys.armymwr.com	272
carson.armymwr.com	252

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	7,733
(direct)	5,611
bing	1,350
nafbenefits.com	406
home.army.mil	404
m.facebook.com	215
yahoo	167
usajobs.gov	135
installations.militaryonesource.mil	94
(not set)	91



Views

37,333

↑ 13.6%

Sessions

30,469

↑ 3.8%

Total users

25,482

↑ 7.3%

New users

9,676

↓ -24.0%

Avg. Session Time

02:05

↑ 10.9%

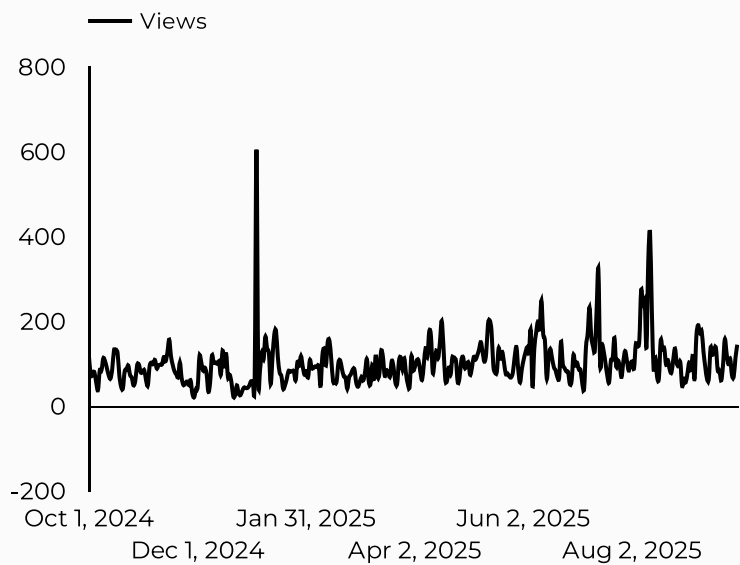
Engagement rate

72%

↑ 8.2%

Compared Y-o-Y

How is site traffic trending?

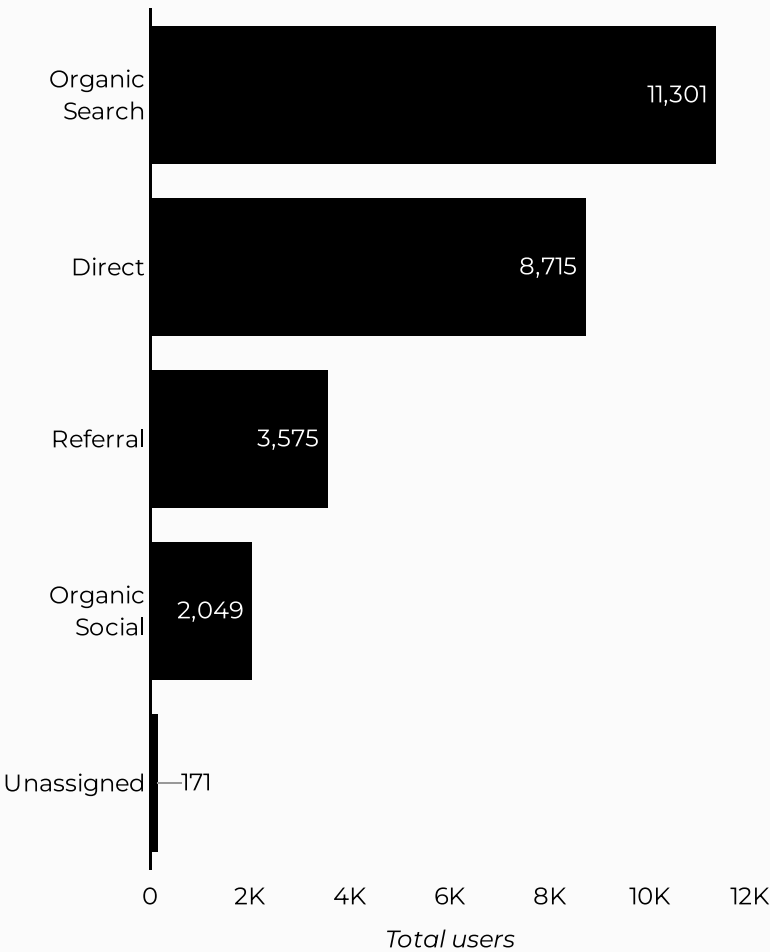


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	5,510
grafenwoehr.armymwr.com	1,892
stuttgart.armymwr.com	1,692
jblm.armymwr.com	1,373
irwin.armymwr.com	882
belvoir.armymwr.com	697
bliss.armymwr.com	680
hawaii.armymwr.com	593
humphreys.armymwr.com	588
bragg.armymwr.com	576

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	10,085
(direct)	8,715
home.army.mil	2,667
m.facebook.com	1,353
bing	1,014
lm.facebook.com	303
facebook.com	190
l.facebook.com	184
yahoo	136
installations.militaryonesource.mil	126