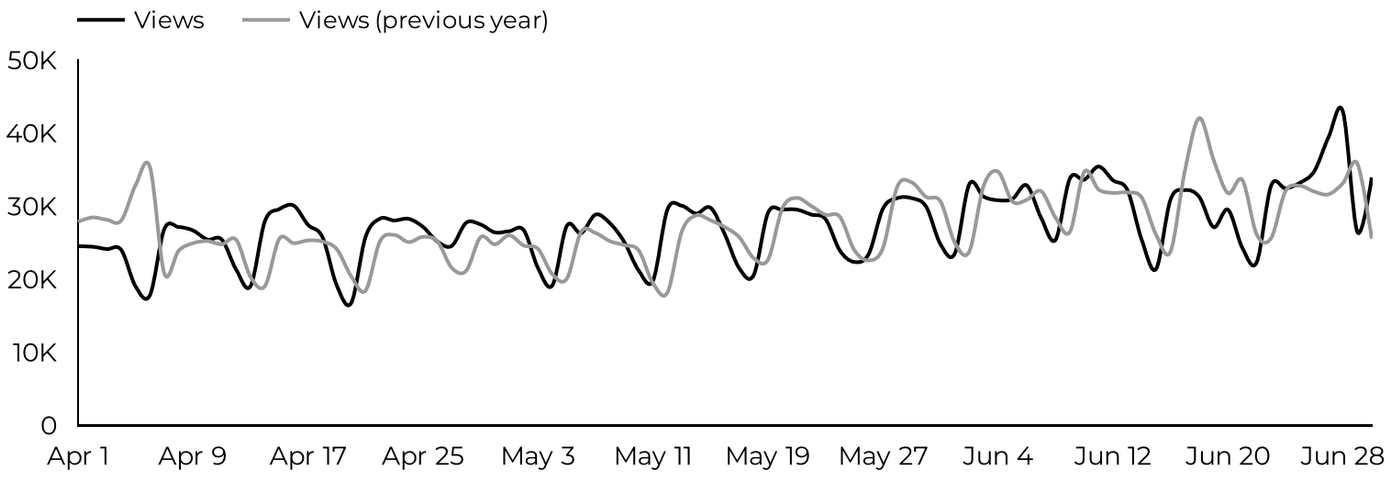
ARMY MWR

Business and Recreation

Views
2,496,941
Visits (pageviews) to your page

Engagement rate
61%
Average time people are engaged on your website

Total users
1,093,523
The total number of users who visited your website



Visits from social media.

Social Media	Total users
Facebook	62,342
X	2,732
Instagram	1,604
YouTube	47
Reddit	41
LinkedIn	29
Pinterest	2

What programs are users visiting?

Program Roll-Up

Apr 1, 2025 - Jun 30, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	6,790	1,595	7,897	82.11%
Arts & Crafts	18,581	9,481	24,471	62.32%
Auto Skills	65,898	45,095	95,885	62.88%
BOSS	17,889	8,252	23,792	67.72%
Food and Beverage	471,408	317,639	687,095	65.37%
Healthy Army Communities	3,133	2,637	4,458	59.71%
Leisure Travel	189,571	108,733	267,862	73.95%
Libraries	45,039	24,971	67,007	64.06%
Warrior Zone	13,196	8,401	16,812	53.9%
Army Ten Miler (ATM)	58,364	55,888	90,724	41.18%
World Class Athlete Program	14,903	14,722	18,876	53.38%

Sports and Fitness Program Roll-Up

Apr 1, 2025 - Jun 30, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	9,091	5,921	11,525	63.57%
Aquatics	105,234	59,571	159,477	62%
Bowling	51,421	32,944	71,101	58.77%
Fitness Centers	90,088	54,959	126,690	64.44%
Golf	147,331	119,941	231,131	62.85%
Intramural Sports	5,162	1,538	6,446	77.61%
Strong BANDS	4,910	1,795	5,723	73.2%
Warrior Zone	13,196	8,401	16,812	53.9%
World Class Athlete Program	14,903	14,722	18,876	53.38%

Outdoor Rec Program Roll-Up

Apr 1, 2025 - Jun 30, 2025

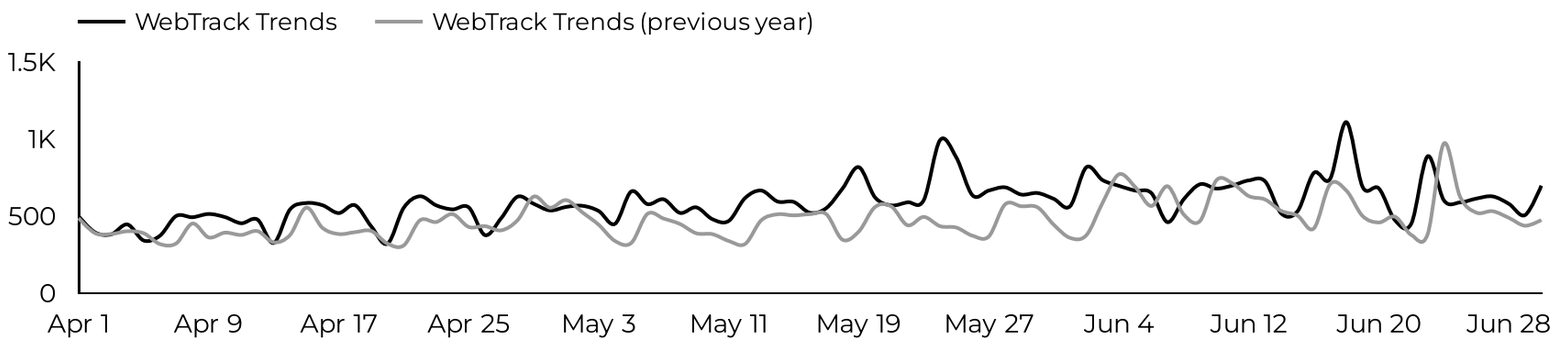
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	9,854	6,108	12,419	52.94%
Equipment Rental	25,413	11,163	36,733	71.49%
Recreational Lodging	189,825	122,618	279,707	70.38%

ARMY MWR BRD WebTrac KPI Dashboard

Total WebTrac clicks on pages.

53,702

23.3%



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

Installation	Clicks on WebTrac Links.	% Δ
westpoint.armymwr.com	13,984	47.2%
carson.armymwr.com	6,032	2,293.7%
mccoy.armymwr.com	5,237	-11.9%
belvoir.armymwr.com	5,065	5.8%
campbell.armymwr.com	4,067	-15.4%
stuttgart.armymwr.com	2,411	40.5%
picatinny.armymwr.com	1,938	10.2%
rockisland.armymwr.com	1,455	36,275.0%
jblm.armymwr.com	1,151	-27.2%
kaiserslautern.armymwr.com	1,149	-10.5%
bragg.armymwr.com	1,130	-
grafenwoehr.armymwr.com	1,094	143.7%
jackson.armymwr.com	1,054	-18.1%
knox.armymwr.com	976	-25.3%
stewarthunter.armymwr.com	936	57.3%
leavenworth.armymwr.com	921	-22.9%
cavazos.armymwr.com	595	-2.0%
meade.armymwr.com	443	22.7%
benning.armymwr.com	406	-
wainwright.armymwr.com	406	244.1%

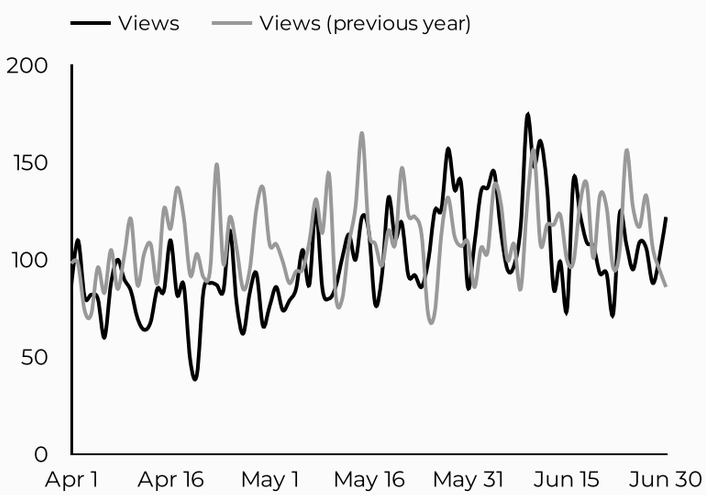
ARMY MWR

American Forces Travel

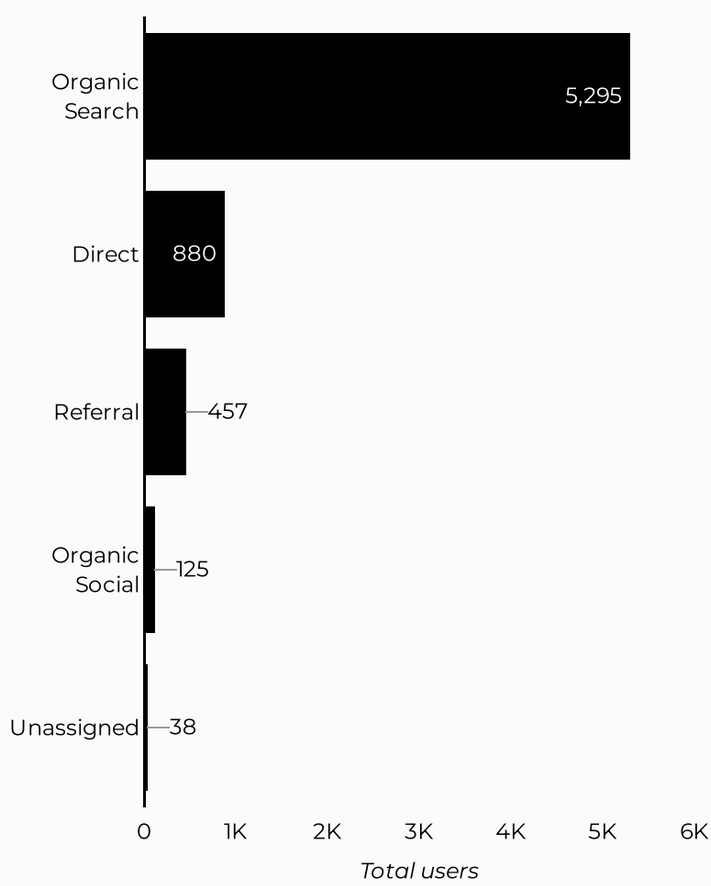
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
9,048	7,897	6,790	1,595	02:15	82%
-9.5%	-14.1%	-10.0%	-28.1%	14.5%	-1.1%

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
www.armymwr.com	6,716
jbmhh.armymwr.com	19
detroit.armymwr.com	15
aberdeen.armymwr.com	14
westpoint.armymwr.com	12
drum.armymwr.com	11
meade.armymwr.com	7
training.armymwr.com	3
belvoir.armymwr.com	2
stuttgart.armymwr.com	1

What are the top sources?

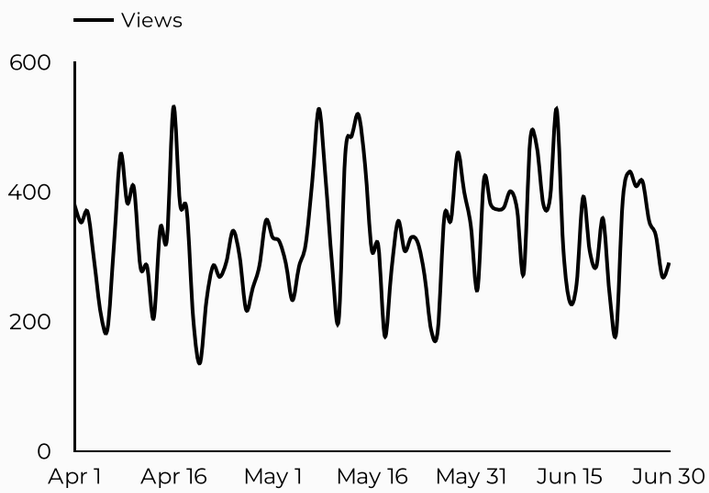
Session source	Total users
google	4,615
(direct)	880
bing	483
militaryonesource.mil	179
yahoo	117
home.army.mil	107
duckduckgo	72
m.facebook.com	51
l.facebook.com	41
(not set)	33

Arts & Crafts

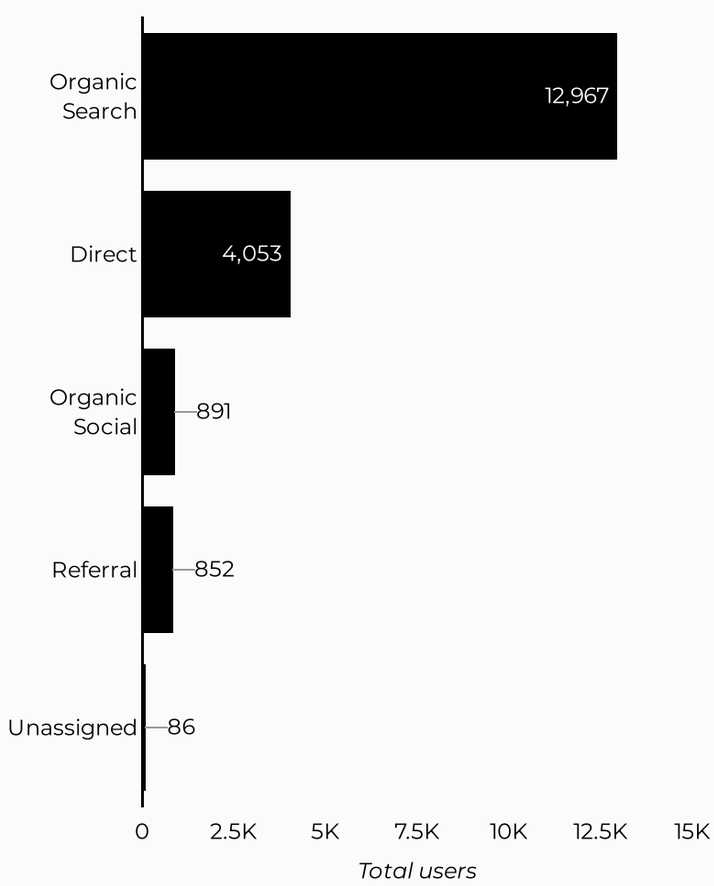
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
30,336	24,471	18,581	9,481	02:28	62%
6.8%	0.9%	4.1%	-1.6%	21.1%	-2.3%

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
cavazos.armymwr.com	2,086
stuttgart.armymwr.com	1,370
meade.armymwr.com	1,224
hawaii.armymwr.com	1,106
jblm.armymwr.com	1,072
humphreys.armymwr.com	1,036
bliss.armymwr.com	904
knox.armymwr.com	835
westpoint.armymwr.com	706
www.armymwr.com	600

What are the top sources?

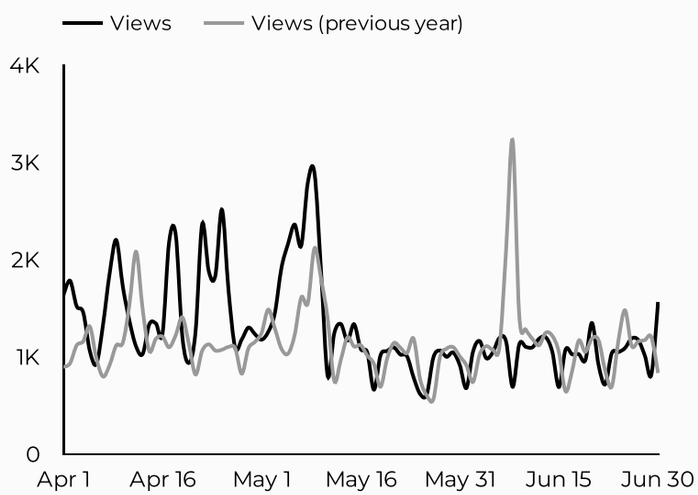
Session source	Total users
google	11,763
(direct)	4,053
bing	928
m.facebook.com	505
home.army.mil	313
lm.facebook.com	154
l.facebook.com	131
flipbookpdf.net	129
yahoo	118
duckduckgo	117

ARMY MWR Auto Skills

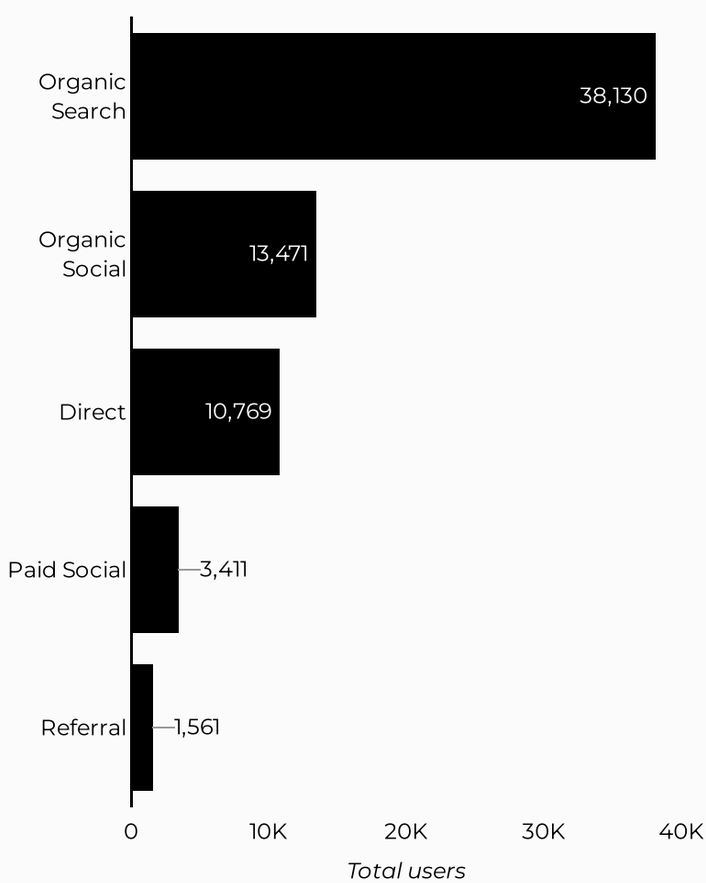
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
118,370	95,885	65,898	45,095	02:36	63%
↑ 12.6%	↑ 10.0%	↑ 6.9%	↑ 2.2%	↑ 9.7%	↑ 7.2%

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
drum.armymwr.com	16,882
bragg.armymwr.com	4,817
kaiserslautern.armymwr.com	3,743
cavazos.armymwr.com	3,484
jblm.armymwr.com	2,300
wiesbaden.armymwr.com	2,269
campbell.armymwr.com	2,005
hawaii.armymwr.com	2,002
grafenwoehr.armymwr.com	1,957
stuttgart.armymwr.com	1,892

What are the top sources?

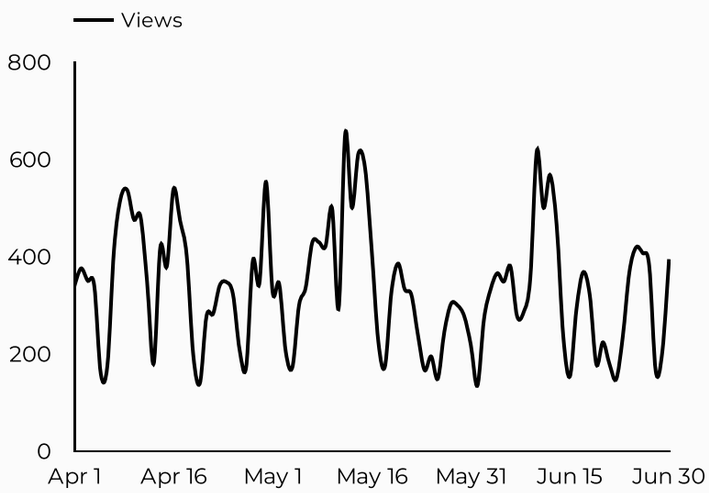
Session source	Total users
google	35,201
(direct)	10,769
m.facebook.com	9,582
fb	3,289
lm.facebook.com	2,517
bing	2,272
l.facebook.com	1,178
home.army.mil	636
duckduckgo	389
facebook.com	256

ARMY MWR BOSS

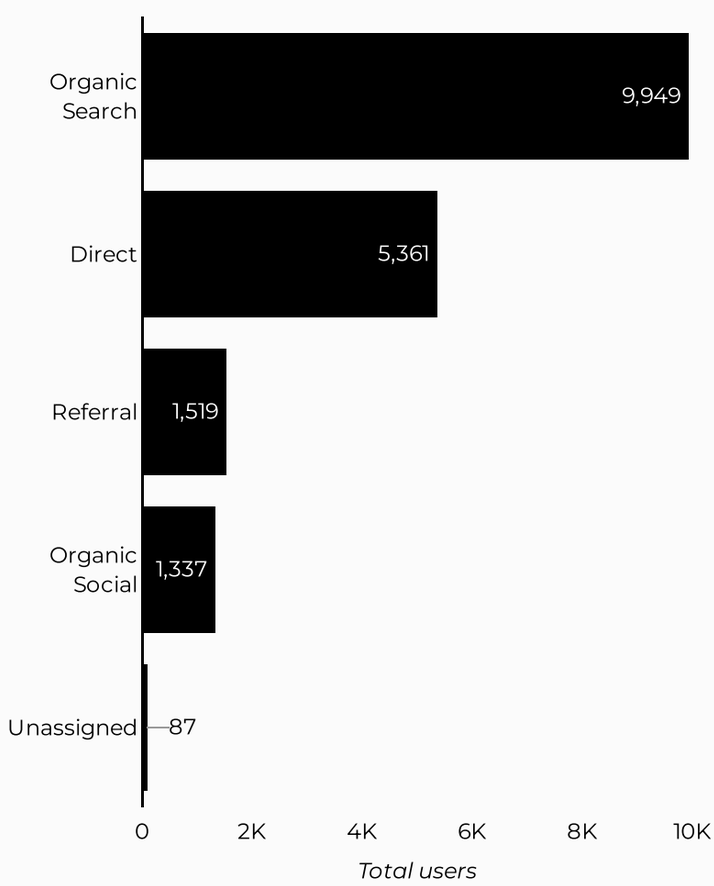
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
30,475	23,792	17,889	8,252	01:59	68%
-3.9%	-6.3%	-11.2%	-15.9%	9.0%	-0.7%

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
humphreys.armymwr.com	2,119
cavazos.armymwr.com	1,847
www.armymwr.com	1,810
bliss.armymwr.com	987
italy.armymwr.com	701
carson.armymwr.com	699
drum.armymwr.com	671
knox.armymwr.com	615
jblm.armymwr.com	581
bragg.armymwr.com	538

What are the top sources?

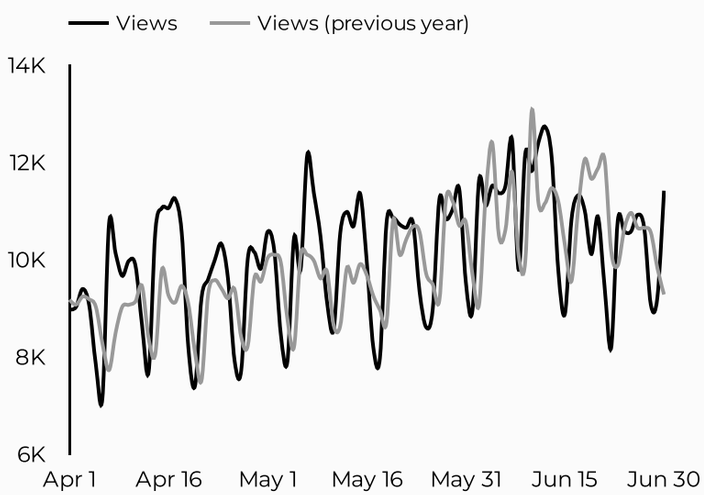
Session source	Total users
google	8,612
(direct)	5,361
bing	1,247
home.army.mil	660
m.facebook.com	618
linktr.ee	352
facebook.com	204
l.facebook.com	194
lm.facebook.com	190
l.instagram.com	121

ARMY MWR Food and Beverage

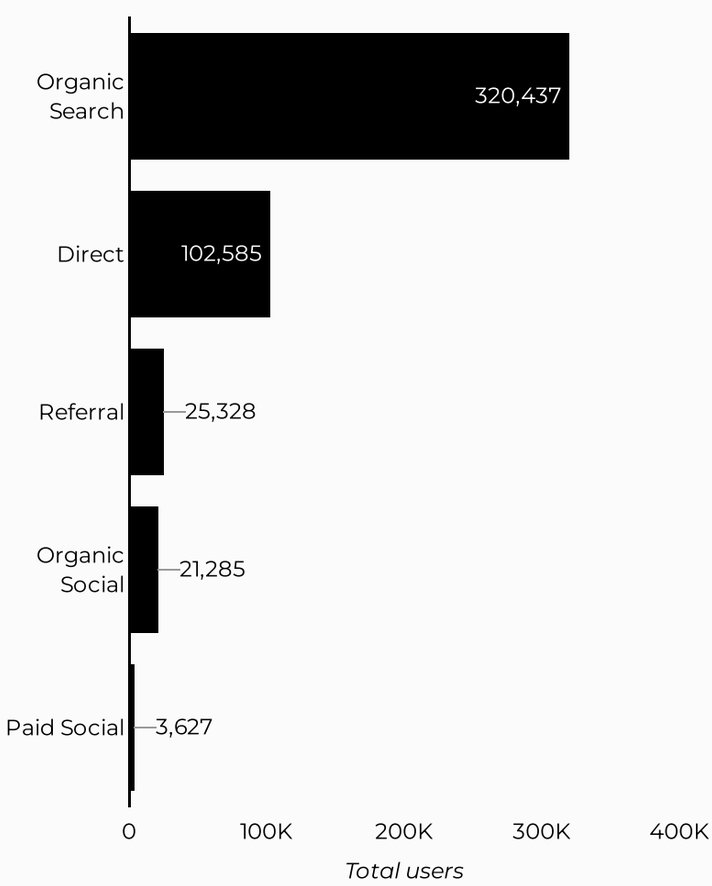
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
919,765	687,095	471,408	317,639	02:56	65%
2.4%	1.4%	-3.9%	-7.4%	15.7%	-1.3%

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
www.armymwr.com	57,082
benning.armymwr.com	33,092
carlisle.armymwr.com	29,593
bragg.armymwr.com	23,025
belvoir.armymwr.com	22,678
cavazos.armymwr.com	13,311
westpoint.armymwr.com	13,065
stewarthunter.armymwr.com	12,627
sill.armymwr.com	12,127
meade.armymwr.com	11,899

What are the top sources?

Session source	Total users
google	290,754
(direct)	102,585
bing	23,584
m.facebook.com	12,974
home.army.mil	5,290
yahoo	4,021
fb	3,565
duckduckgo	3,297
l.facebook.com	3,109
lm.facebook.com	2,576

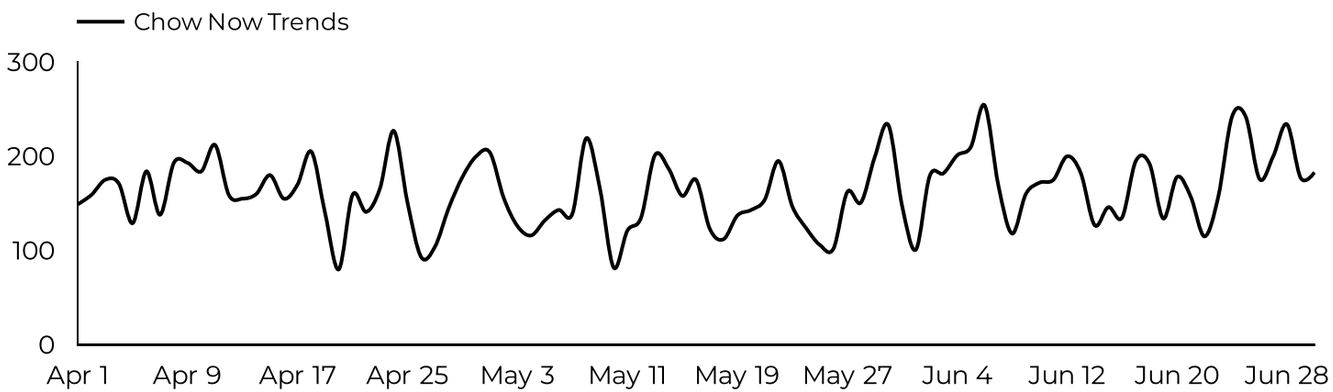
ARMY MWR

Chow Now

Chow Now Link Clicks

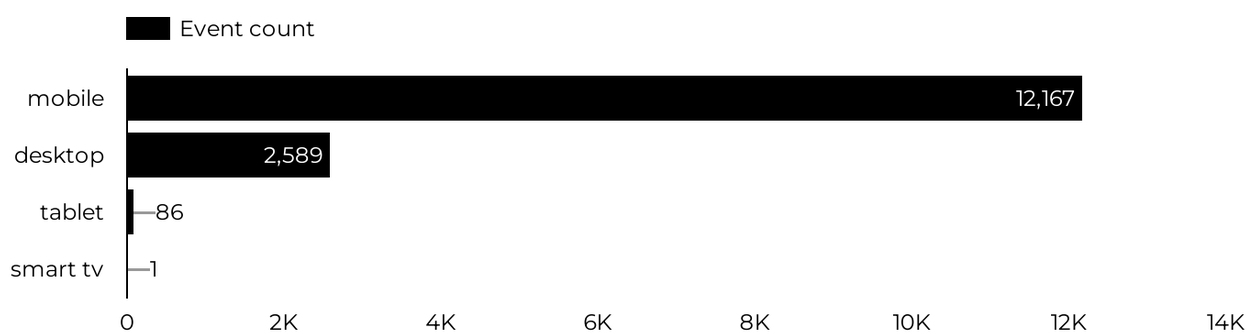
14,843

23.4%



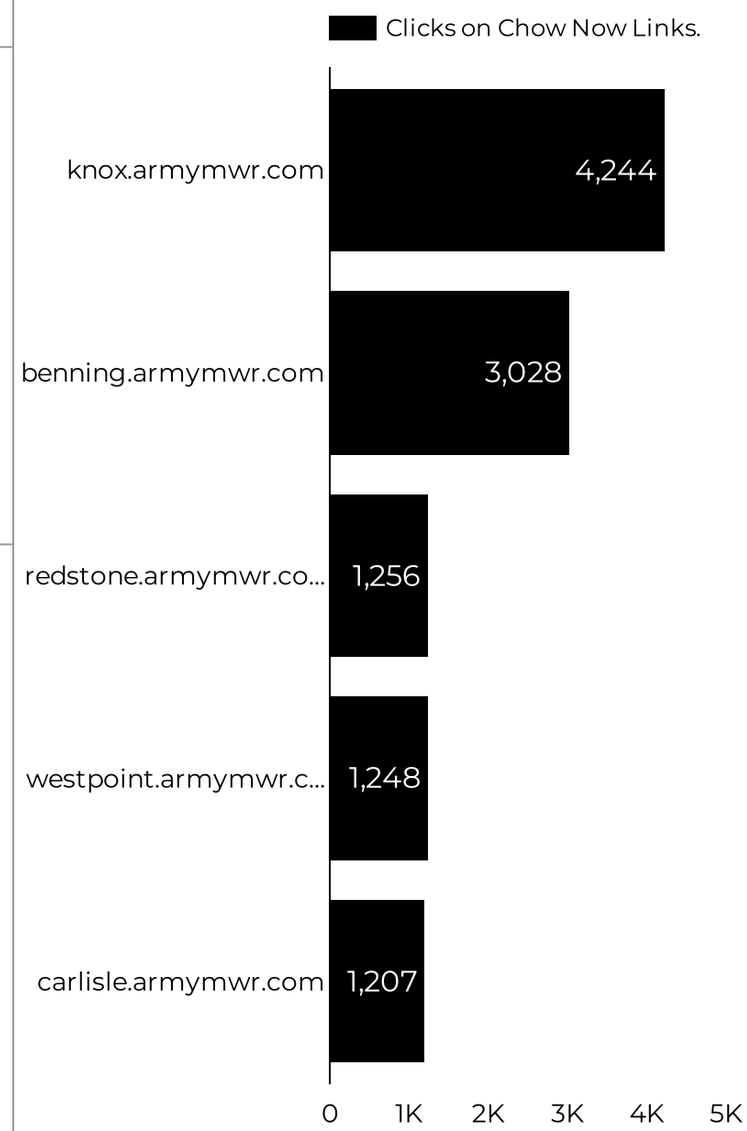
Which devices are driving engagement?

Do people order on mobile or desktop?



Top installations

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

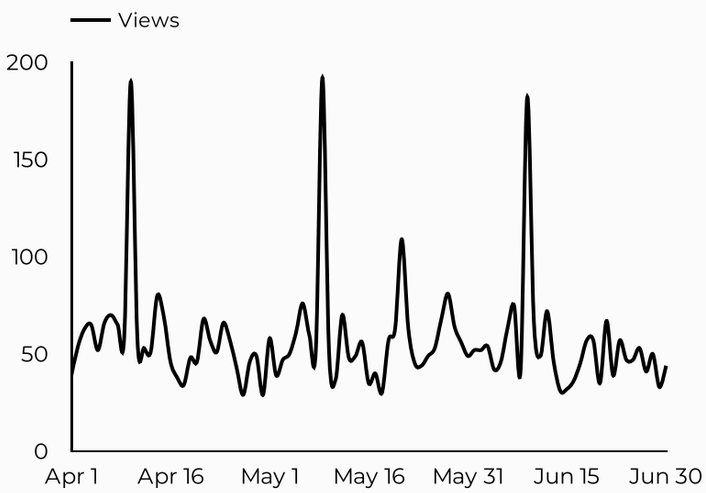


ARMY MWR Healthy Army Communities (HAC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,205	4,458	3,133	2,637	03:05	60%
14.8%	10.5%	2.0%	5.9%	13.3%	-0.4%

Compared Y-o-Y

How is site traffic trending?

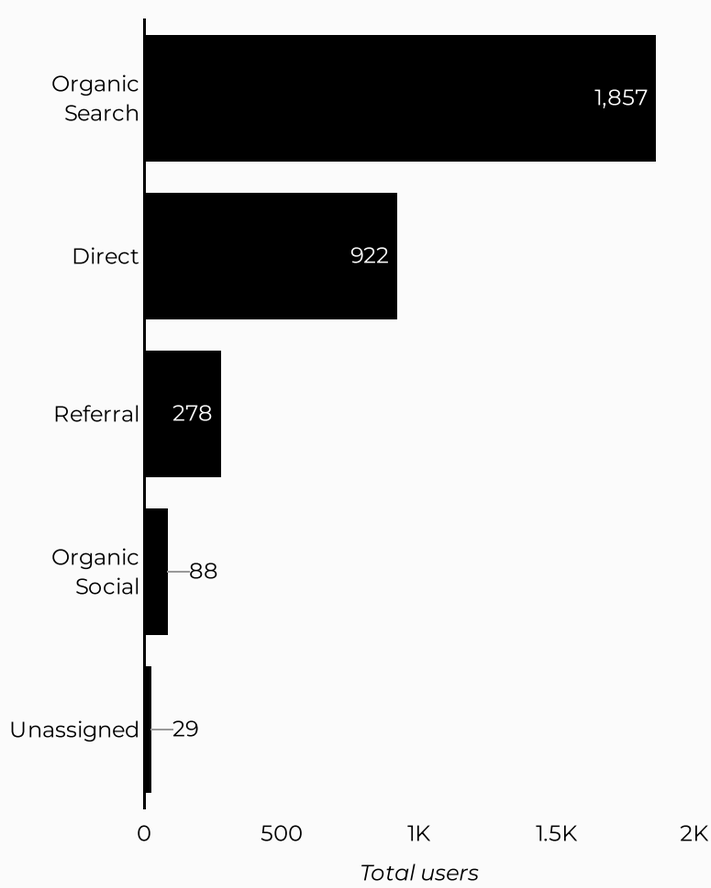


Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	2,811
campbell.armymwr.com	138
www.armymwr.com	112
sill.armymwr.com	26
aberdeen.armymwr.com	25
belvoir.armymwr.com	6
carson.armymwr.com	6
academy.armymwr.com	5
garmisch.armymwr.com	3
stewarthunter.armymwr.com	3

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,686
(direct)	922
home.army.mil	196
bing	112
m.facebook.com	51
duckduckgo	30
yahoo	24
referral	20
l.facebook.com	17
en.wikipedia.org	15

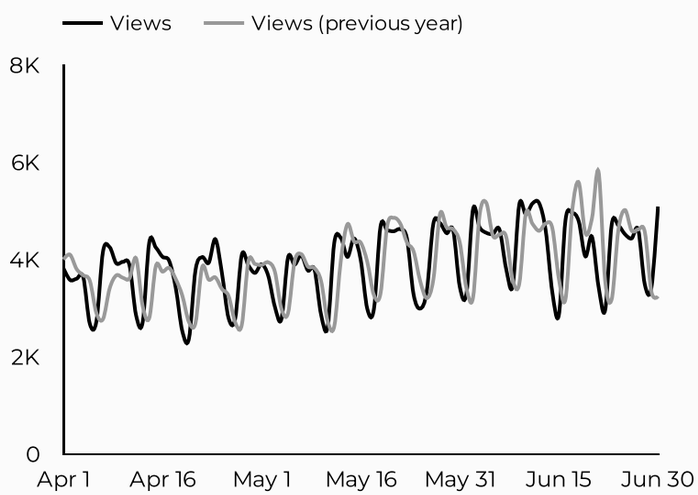
ARMY MWR

Leisure Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
358,265	267,862	189,571	108,733	03:06	74%
0.6%	-3.7%	-5.3%	-7.1%	22.7%	-0.9%

Compared Y-o-Y

How is site traffic trending?

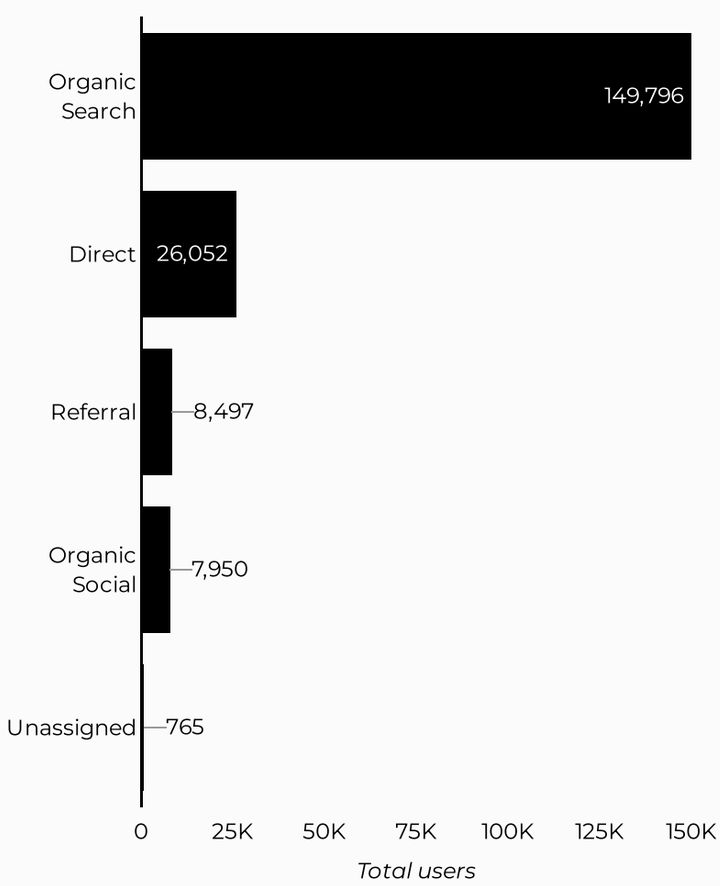


Top US Army Installations

Sorted by Total Users

Installation	Total users
belvoir.armymwr.com	13,933
www.armymwr.com	10,887
bragg.armymwr.com	9,837
carlisle.armymwr.com	9,723
redstone.armymwr.com	8,881
jblm.armymwr.com	8,420
benning.armymwr.com	8,158
cavazos.armymwr.com	8,117
hawaii.armymwr.com	7,991
jackson.armymwr.com	7,176

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	134,829
(direct)	26,052
bing	11,093
m.facebook.com	4,973
home.army.mil	2,416
militaryonesource.mil	1,935
yahoo	1,902
duckduckgo	1,309
l.facebook.com	1,102
lm.facebook.com	1,079

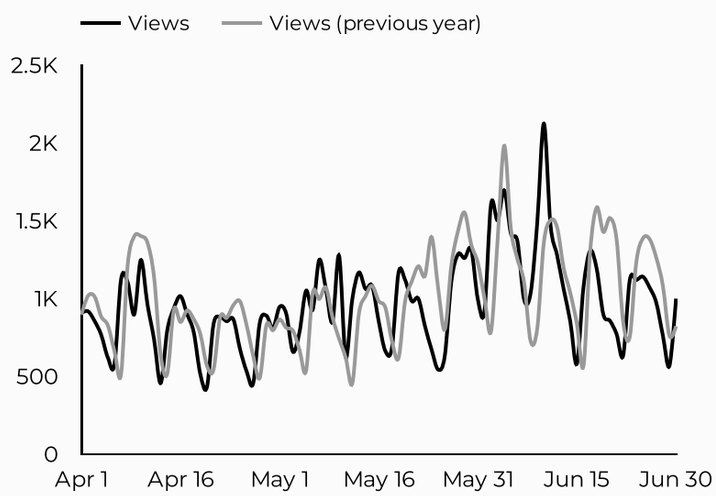
ARMY MWR

Libraries

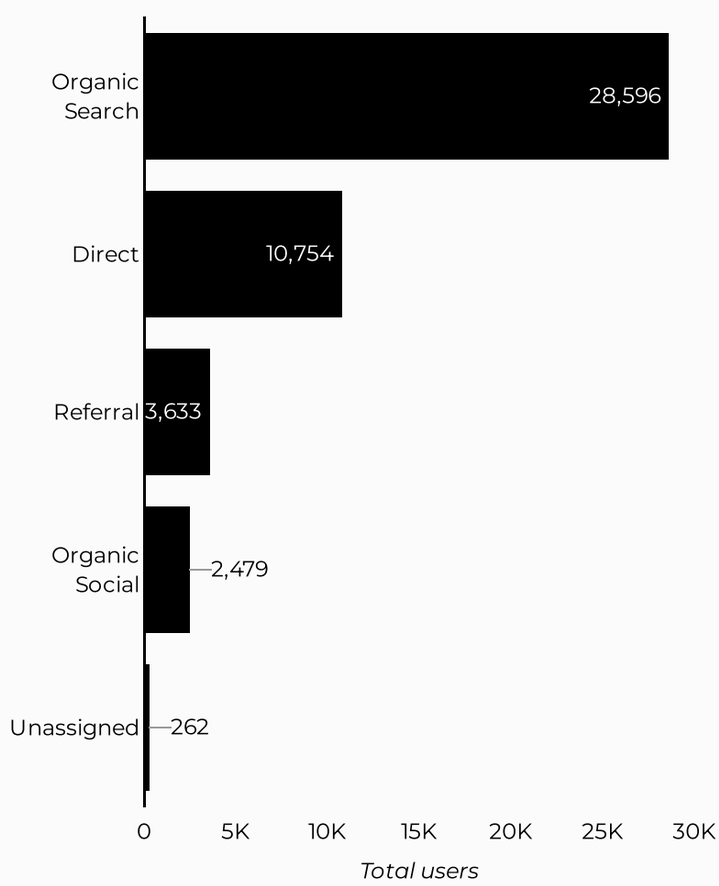
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
87,884	67,007	45,039	24,971	02:24	64%
-4.2%	-5.2%	-5.2%	-14.7%	9.1%	1.1%

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
www.armymwr.com	8,189
jblm.armymwr.com	3,580
bragg.armymwr.com	3,133
hawaii.armymwr.com	2,373
campbell.armymwr.com	1,880
knox.armymwr.com	1,427
wiesbaden.armymwr.com	1,415
carson.armymwr.com	1,351
benning.armymwr.com	1,339
redstone.armymwr.com	1,339

What are the top sources?

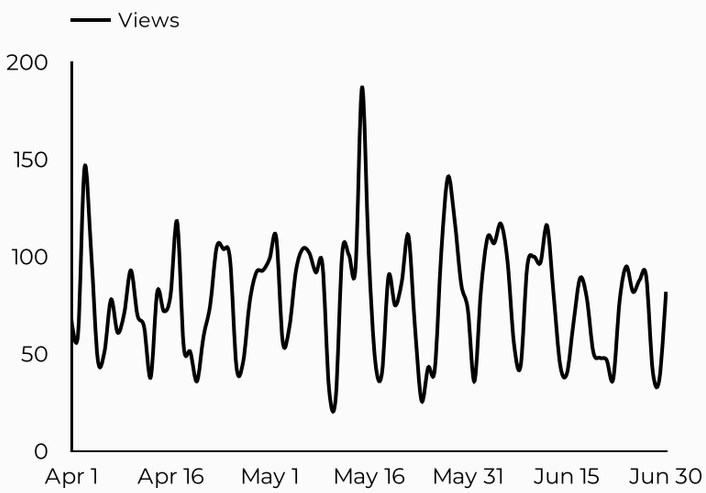
Session source	Total users
google	26,065
(direct)	10,754
bing	1,997
m.facebook.com	1,437
home.army.mil	1,369
army.dodmwrlibraries.org	799
l.facebook.com	402
dodmwrlibraries.org	386
lm.facebook.com	377
duckduckgo	313

ARMY MWR Adventure Programs

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,074	12,419	9,854	6,108	03:12	53%
5.3%	109.3%	108.9%	178.8%	67.6%	-21.1%

Compared Y-o-Y

How is site traffic trending?

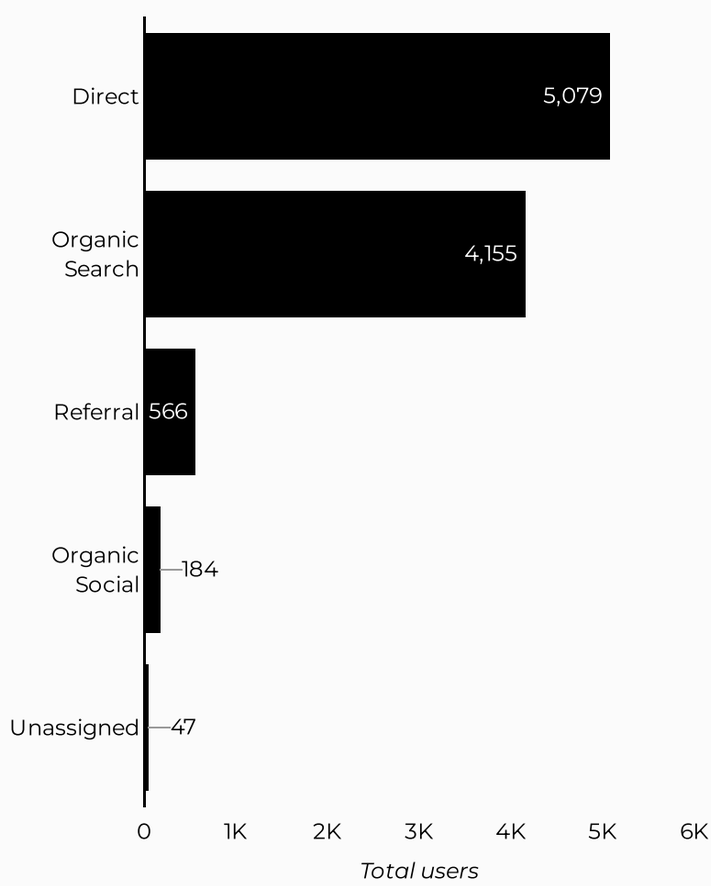


Top US Army Installations

Sorted by Total Users

Installation	Total users
academy.armymwr.com	5,522
www.armymwr.com	1,657
bragg.armymwr.com	826
jblm.armymwr.com	574
cavazos.armymwr.com	507
benning.armymwr.com	195
stewarthunter.armymwr.com	191
eisenhower.armymwr.com	154
drum.armymwr.com	142
casey.armymwr.com	134

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	5,079
google	3,400
bing	697
safe.menlosecurity.com	160
m.facebook.com	103
statics.dod.teams.microsoft.us	89
home.army.mil	86
(not set)	41
word-edit.dod.online.office365.us	38
forms.osi.apps.mil	35

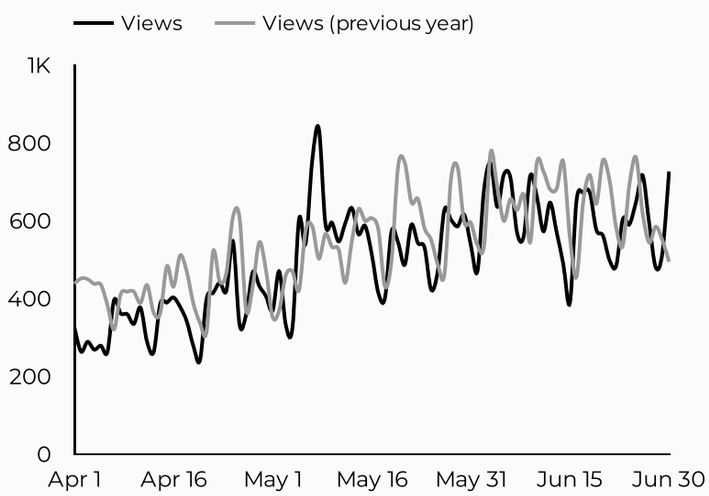
ARMY MWR

Equipment Rental

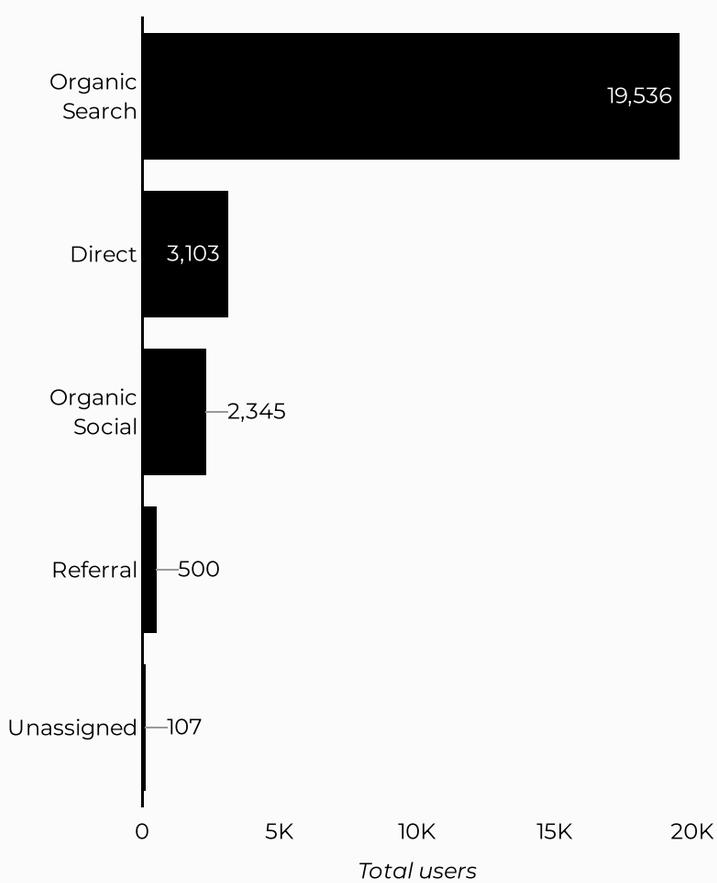
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
45,665	36,733	25,413	11,163	03:29	71%
-7.6%	-10.6%	-11.7%	-9.5%	23.6%	-0.3%

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
jblm.armymwr.com	5,687
bragg.armymwr.com	5,608
cavazos.armymwr.com	2,308
knox.armymwr.com	2,268
redstone.armymwr.com	2,200
riley.armymwr.com	1,969
sill.armymwr.com	1,225
eisenhower.armymwr.com	1,137
mccoy.armymwr.com	1,005
detrick.armymwr.com	435

What are the top sources?

Session source	Total users
google	18,079
(direct)	3,103
m.facebook.com	1,640
bing	1,198
lm.facebook.com	404
yahoo	180
duckduckgo	177
home.army.mil	163
l.facebook.com	153
facebook.com	145

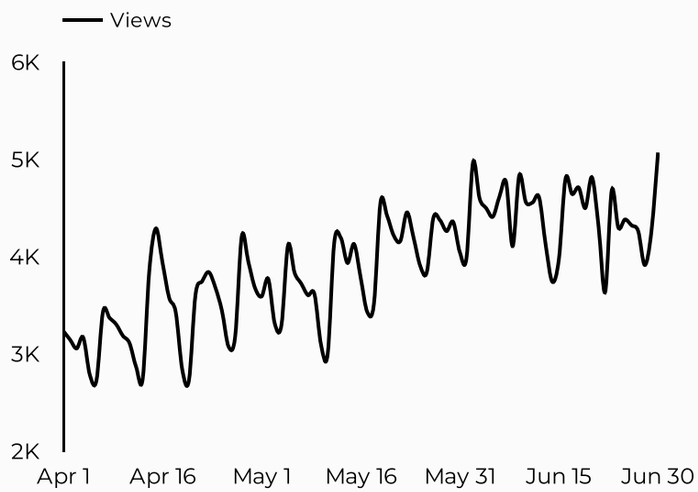
ARMY MWR

Recreational Lodging

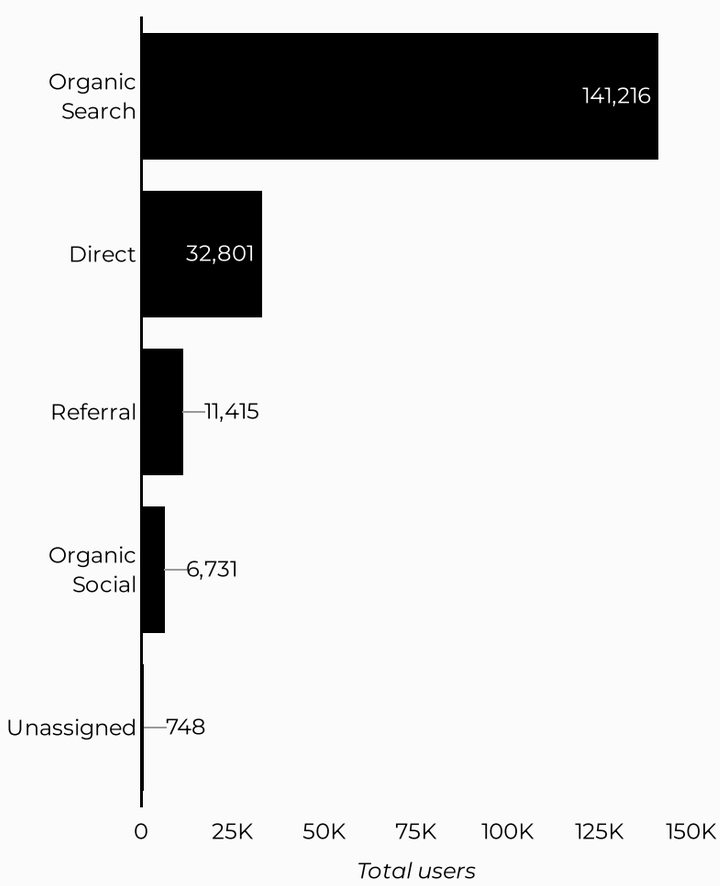
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
355,514	279,707	189,825	122,618	03:21	70%
-3.2%	-2.0%	-7.1%	-11.2%	16.5%	-5.4%

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
jackson.armymwr.com	15,090
bragg.armymwr.com	12,080
cavazos.armymwr.com	11,719
belvoir.armymwr.com	11,633
benning.armymwr.com	11,253
mccoy.armymwr.com	11,110
jblm.armymwr.com	9,570
leonardwood.armymwr.com	8,030
eisenhower.armymwr.com	7,900
meade.armymwr.com	6,557

What are the top sources?

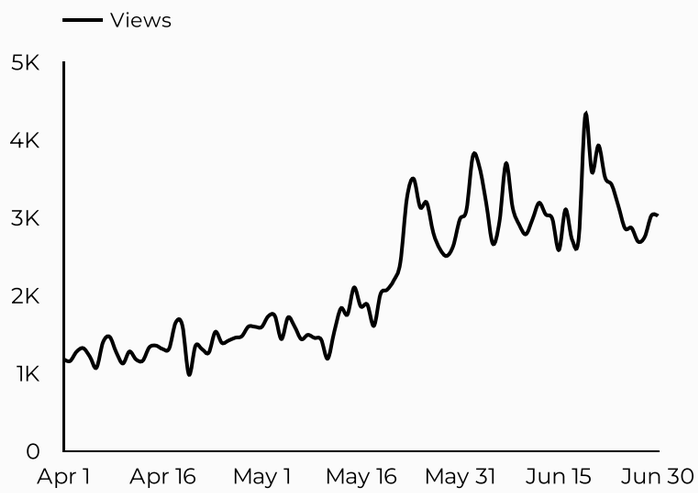
Session source	Total users
google	128,572
(direct)	32,801
bing	8,861
m.facebook.com	3,958
home.army.mil	2,460
yahoo	1,625
duckduckgo	1,334
militarycampgrounds.us	1,244
campgrounds.rvlife.com	1,216
lm.facebook.com	1,099

ARMY MWR Aquatics

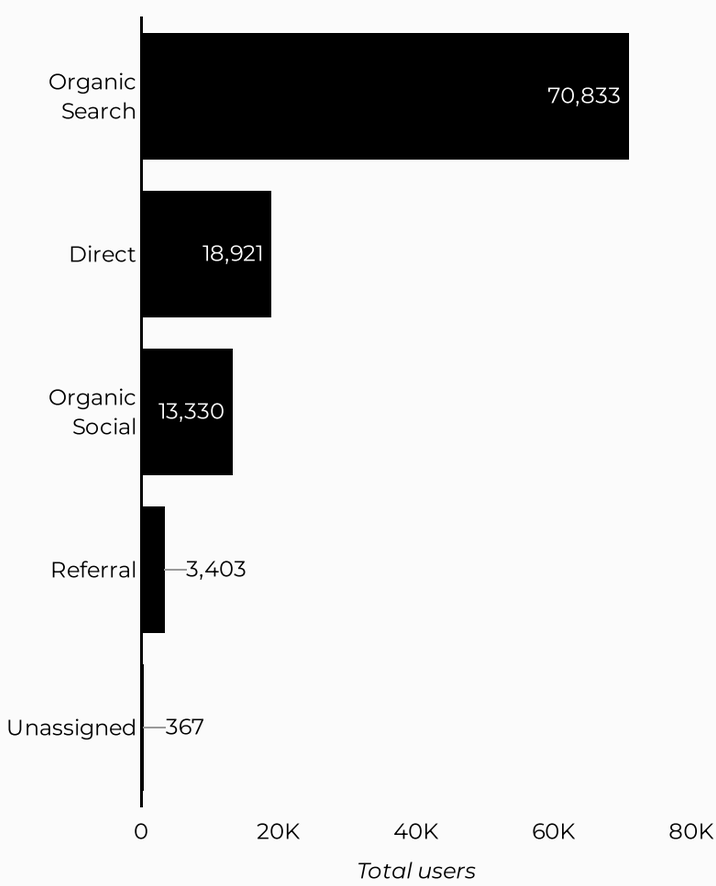
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
199,350	159,477	105,234	59,571	02:43	62%
-0.4%	-1.5%	-7.2%	-15.5%	28.0%	1.0%

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
jblm.armymwr.com	9,995
humphreys.armymwr.com	7,937
bragg.armymwr.com	6,783
campbell.armymwr.com	6,529
bliss.armymwr.com	6,322
cavazos.armymwr.com	4,803
belvoir.armymwr.com	4,738
hawaii.armymwr.com	4,304
eisenhower.armymwr.com	3,995
benning.armymwr.com	3,752

What are the top sources?

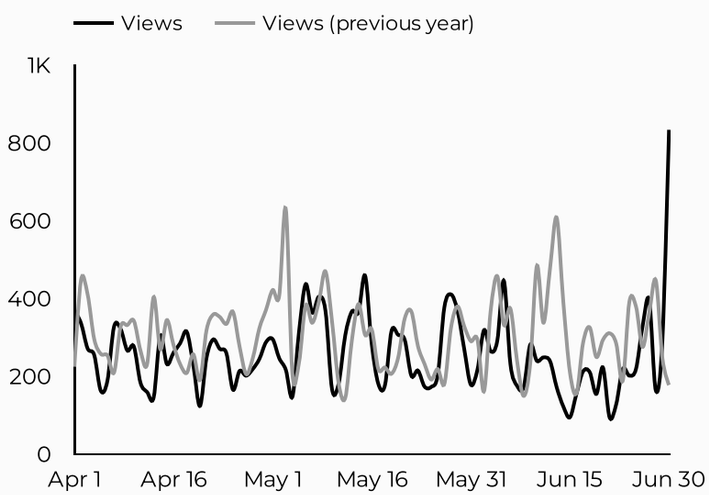
Session source	Total users
google	66,732
(direct)	18,921
m.facebook.com	8,886
bing	3,035
lm.facebook.com	1,954
facebook.com	1,176
l.facebook.com	1,107
home.army.mil	1,044
duckduckgo	583
yahoo	477

ARMY MWR All Army Sports

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
23,561	11,525	9,091	5,921	02:14	64%
-15.7%	-14.7%	-17.1%	-16.9%	1.9%	-7.4%

Compared Y-o-Y

How is site traffic trending?

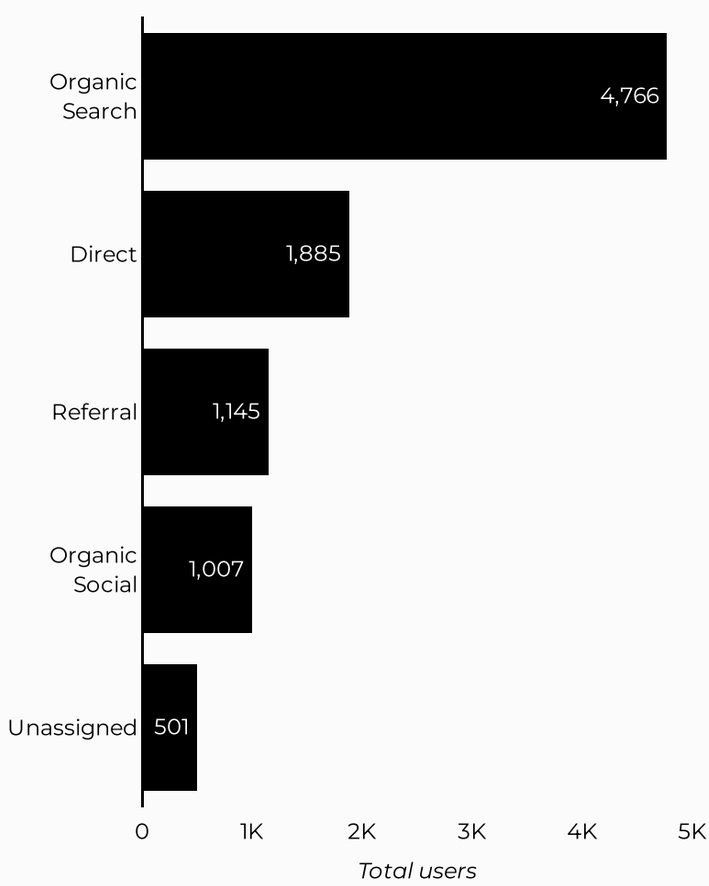


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	380
Apply now!	296
www.armedforcessports.com	142
All Army Application website	85
Instagram	28
renew	10
Facebook	8
Grand total	**995**

Which channels are driving traffic?



What are the top sources?

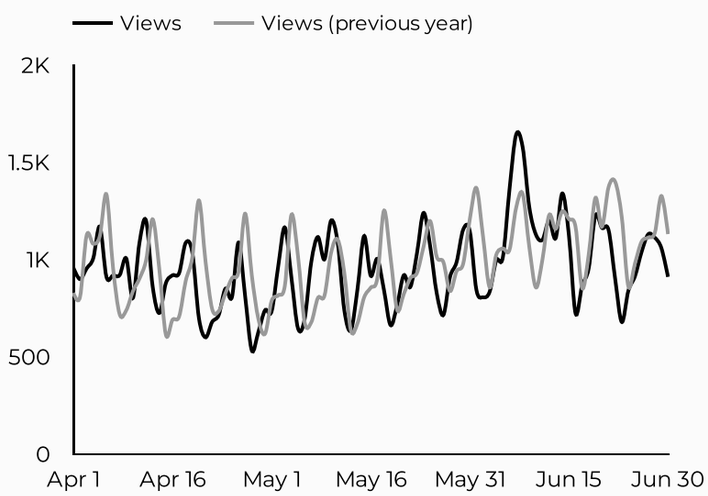
Session source	Total us...	% Δ
google	3,781	-17.2%
(direct)	1,885	-38.2%
bing	891	47.8%
armywcap.com	683	-17.6%
m.facebook.com	490	-20.3%
(not set)	489	0.4%
l.instagram.com	323	-9.5%
apptrac.mwr.army.mil	133	114.5%
safe.menlosecurity.com	84	2,700.0...
home.army.mil	80	-25.9%

ARMY MWR Bowling

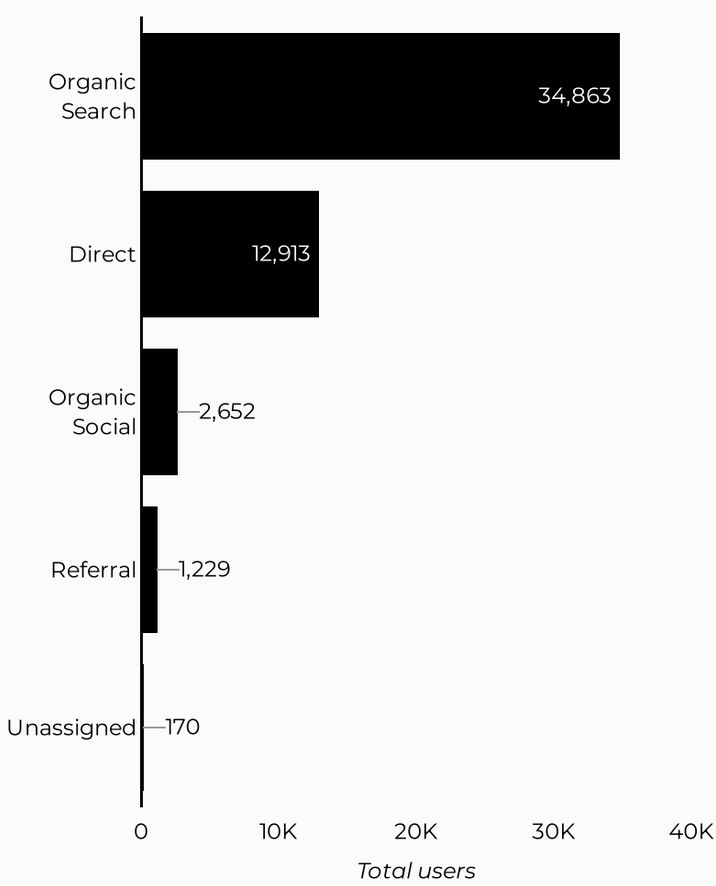
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
87,416	71,101	51,421	32,944	02:24	59%
-2.9%	-6.6%	-8.4%	-12.2%	7.8%	-7.3%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total u...	% Δ
hawaii.armymwr.com	4,152	-1.3%
campbell.armymwr.com	3,200	-4.7%
stewarthunter.armymwr....	3,104	1.9%
redstone.armymwr.com	2,633	11.7%
bragg.armymwr.com	2,440	-
bliss.armymwr.com	2,001	-14.7%
knox.armymwr.com	1,855	-7.5%
jbmhh.armymwr.com	1,672	-30.2%
benning.armymwr.com	1,658	-
leonardwood.armymwr.c...	1,658	19.9%

What are the top sources?

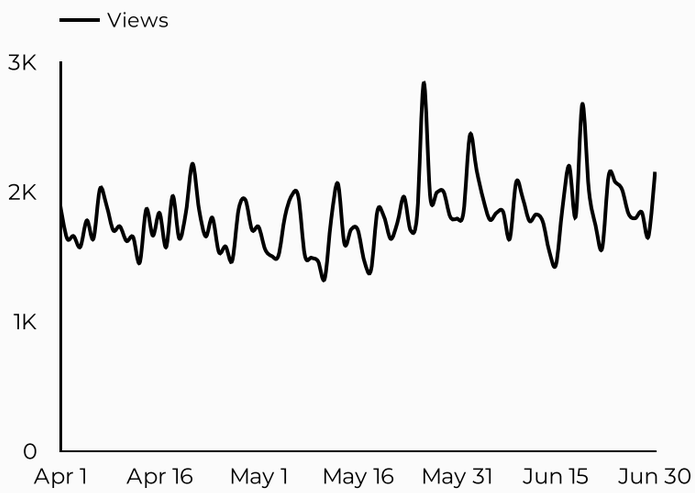
Session source	Total users
google	32,776
(direct)	12,913
m.facebook.com	1,659
bing	1,599
home.army.mil	480
lm.facebook.com	397
l.facebook.com	294
yahoo	283
facebook.com	256
duckduckgo	215

ARMY MWR Fitness Centers

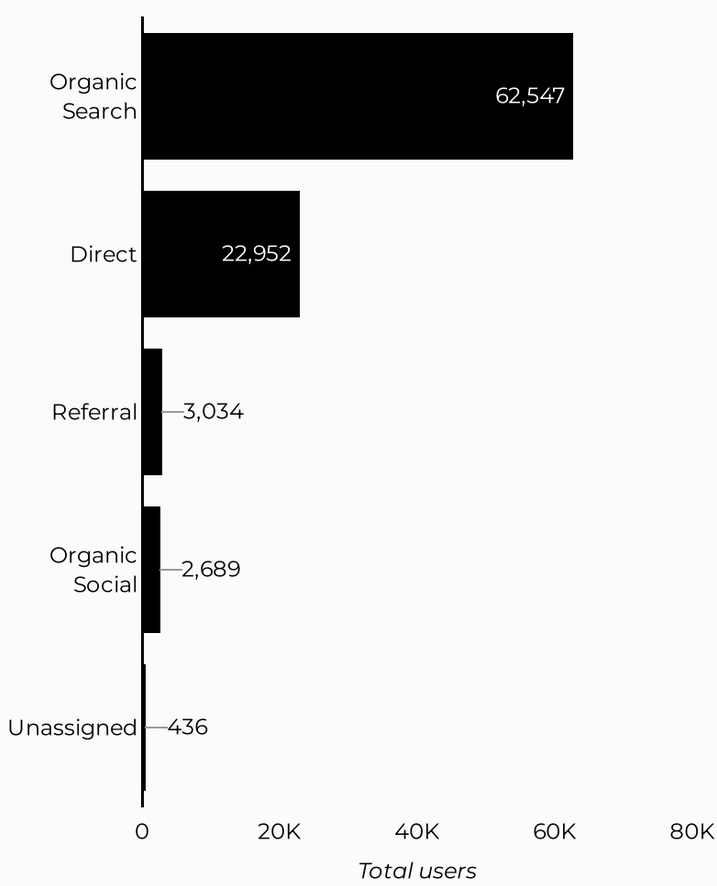
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
164,101	126,690	90,088	54,959	02:38	64%
0.6%	-4.2%	-3.0%	-10.9%	19.1%	1.4%

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
bragg.armymwr.com	6,202
hawaii.armymwr.com	6,015
cavazos.armymwr.com	5,950
humphreys.armymwr.com	5,147
jblm.armymwr.com	4,864
meade.armymwr.com	4,243
campbell.armymwr.com	3,791
benning.armymwr.com	3,787
bliss.armymwr.com	3,591
carson.armymwr.com	3,045

What are the top sources?

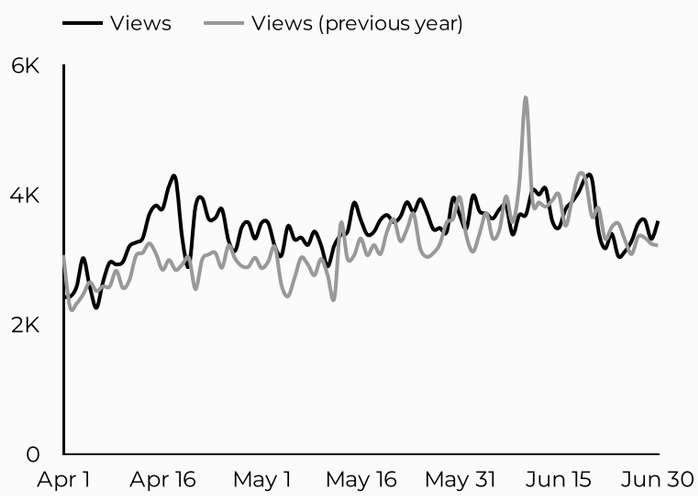
Session source	Total users
google	58,222
(direct)	22,952
bing	3,105
m.facebook.com	1,709
home.army.mil	1,129
duckduckgo	495
yahoo	347
lm.facebook.com	345
tripler.tricare.mil	343
l.facebook.com	315

ARMY MWR Golf

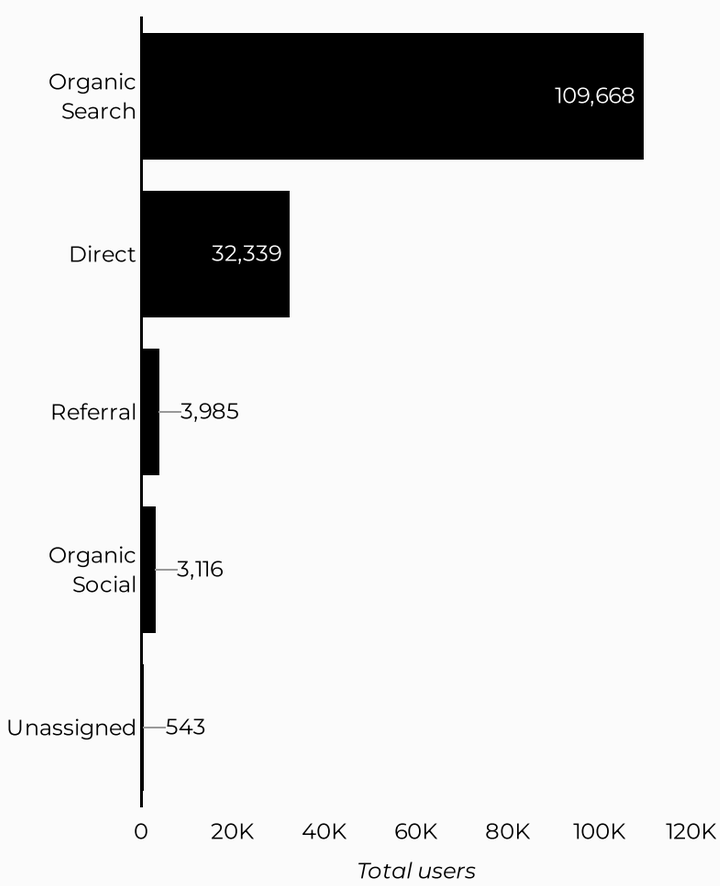
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
316,796	231,131	147,331	119,941	02:50	63%
8.0%	12.9%	1.6%	0.0%	11.4%	-6.8%

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
westpoint.armymwr.com	15,722
jblm.armymwr.com	11,533
carson.armymwr.com	9,457
hawaii.armymwr.com	9,063
belvoir.armymwr.com	8,307
bragg.armymwr.com	7,827
jackson.armymwr.com	6,766
redstone.armymwr.com	6,425
carlisle.armymwr.com	5,484
aberdeen.armymwr.com	5,482

What are the top sources?

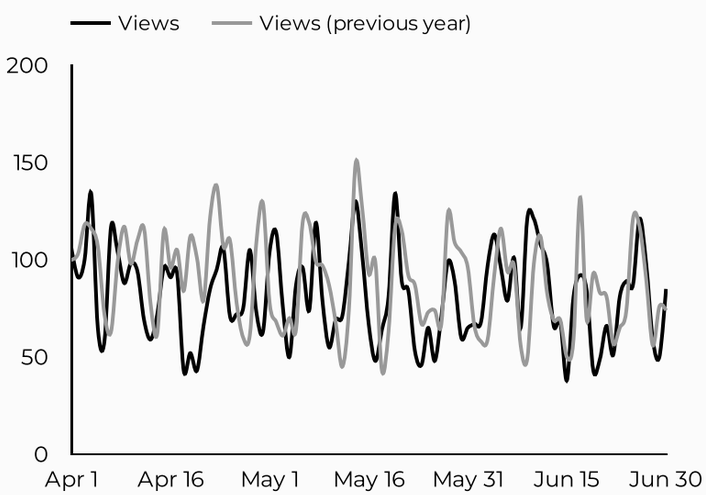
Session source	Total users
google	101,196
(direct)	32,339
bing	6,145
m.facebook.com	1,815
yahoo	1,429
duckduckgo	987
home.army.mil	564
l.facebook.com	409
facebook.com	348
lm.facebook.com	326

ARMY MWR Intramural Sports

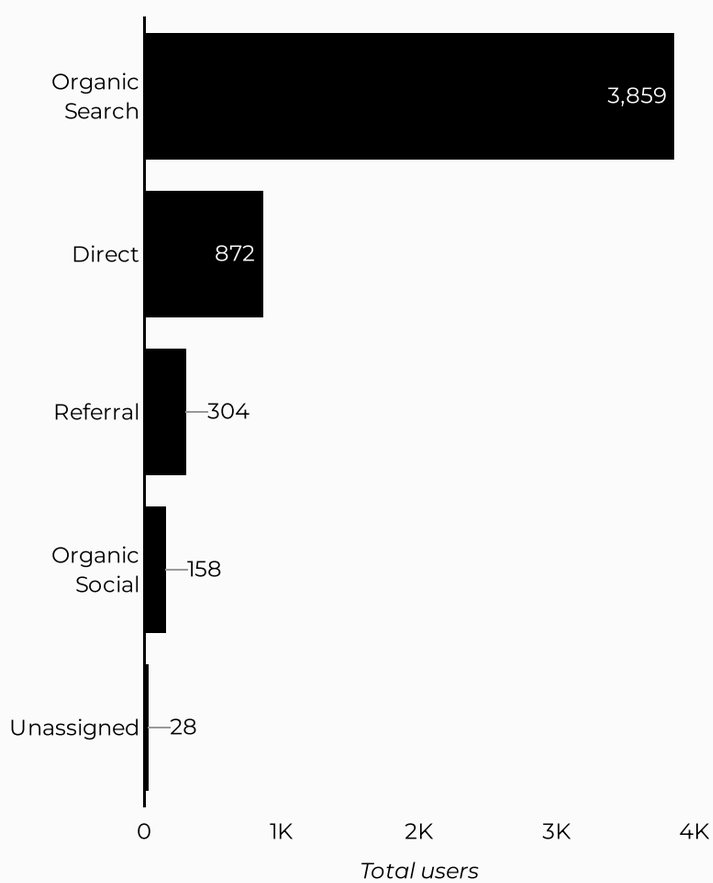
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,415	6,446	5,162	1,538	02:22	78%
-8.8%	-11.1%	-8.9%	-19.0%	13.6%	3.7%

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
jblm.armymwr.com	856
bragg.armymwr.com	685
carson.armymwr.com	482
hawaii.armymwr.com	458
www.armymwr.com	400
campbell.armymwr.com	386
cavazos.armymwr.com	289
sill.armymwr.com	208
humphreys.armymwr.com	195
wiesbaden.armymwr.com	191

What are the top sources?

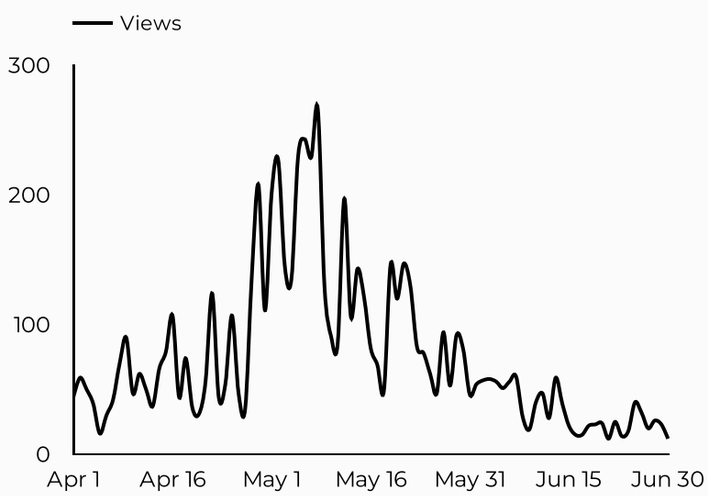
Session source	Total users	% Δ
google	3,480	-7.1%
(direct)	872	-26.6%
bing	337	62.8%
home.army.mil	125	-23.3%
m.facebook.com	82	-21.2%
armywcap.com	45	-28.6%
l.facebook.com	39	8.3%
safe.menlosecurity....	31	-
duckduckgo	24	-7.7%
(not set)	21	-27.6%

ARMY MWR Strong B.A.N.D.S

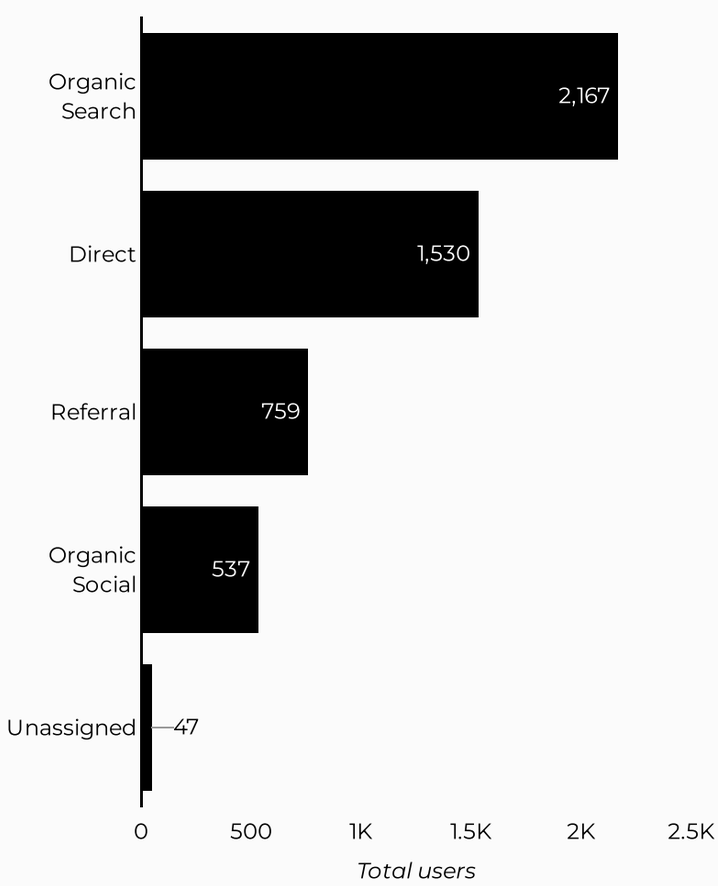
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,919	5,723	4,910	1,795	01:33	73%
-8.6%	11.7%	11.3%	14.6%	9.2%	2.2%

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
www.armymwr.com	1,526
detroit.armymwr.com	361
jblm.armymwr.com	347
leonardwood.armymwr.com	331
hawaii.armymwr.com	329
stewarthunter.armymwr.com	145
belvoir.armymwr.com	128
kaiserslautern.armymwr.com	122
knox.armymwr.com	118
jackson.armymwr.com	116
bliss.armymwr.com	97
leavenworth.armymwr.com	97
sill.armymwr.com	95
carson.armymwr.com	87
humphreys.armymwr.com	82
stuttgart.armymwr.com	76
drum.armymwr.com	61
eisenhower.armymwr.com	47
meade.armymwr.com	45
irwin.armymwr.com	44
benning.armymwr.com	41
johnson.armymwr.com	41
sotocano.armymwr.com	40
zama.armymwr.com	40
carlisle.armymwr.com	39
blacksea.armymwr.com	37
campbell.armymwr.com	37
baumholder.armymwr.com	36

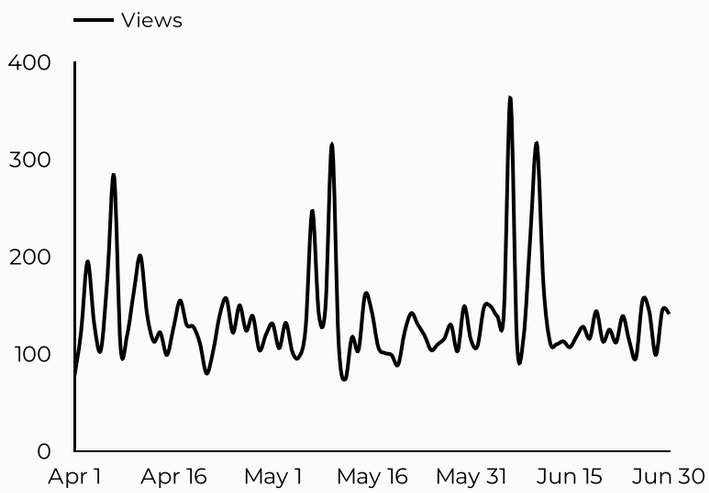
ARMY MWR

Warrior Zone

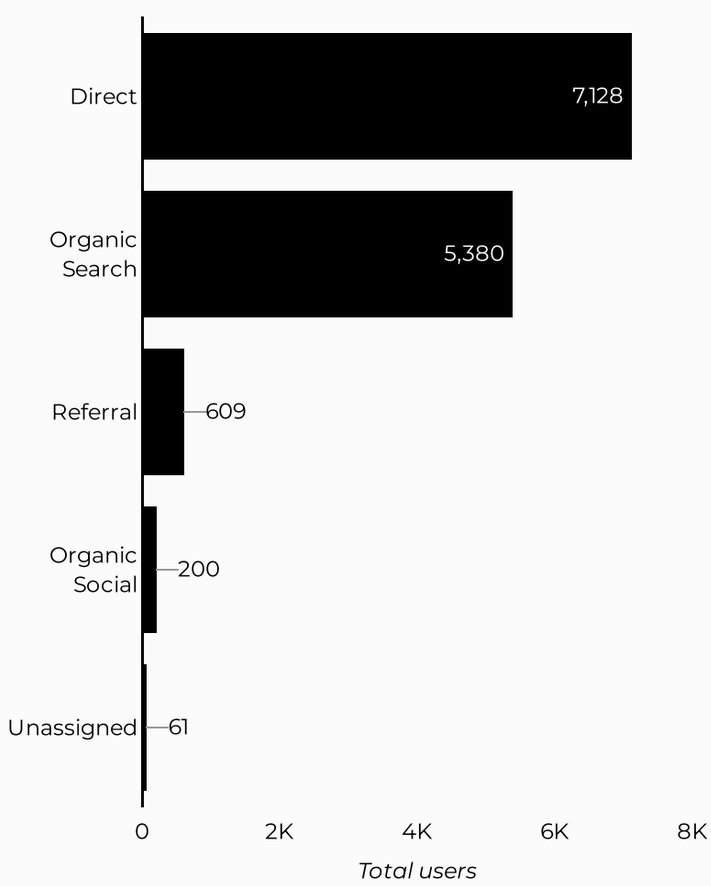
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
12,356	16,812	13,196	8,401	02:40	54%
↑ 6.4%	↑ 73.4%	↑ 74.0%	↑ 96.3%	↑ 34.7%	↓ -19.3%

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	% Δ
academy.armymwr.com	5,568	92,700....
jblm.armymwr.com	2,042	-3.6% ↓
campbell.armymwr.com	1,834	44.0% ↑
riley.armymwr.com	965	8.1% ↑
wainwright.armymwr.com	654	-13.3% ↓
humphreys.armymwr.com	515	7.1% ↑
bliss.armymwr.com	432	-23.1% ↓
italy.armymwr.com	429	-10.1% ↓
irwin.armymwr.com	179	-48.4% ↓
grafenwoehr.armymwr.com	157	-32.9% ↓

What are the top sources?

Session source	Total ...
(direct)	7,128
google	4,830
bing	520
safe.menlosecurity.com	173
home.army.mil	120
m.facebook.com	92
statics.dod.teams.microsoft.us	86
(not set)	52
l.facebook.com	49
word-edit.dod.online.office365.us	39

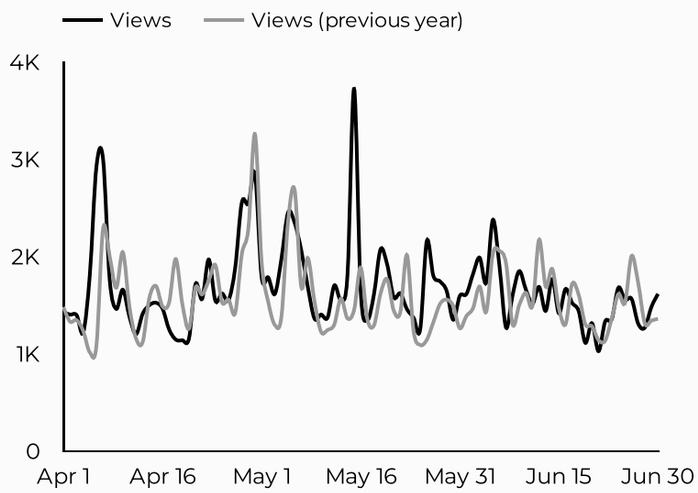
ARMY MWR

Army Ten Miler (ATM)

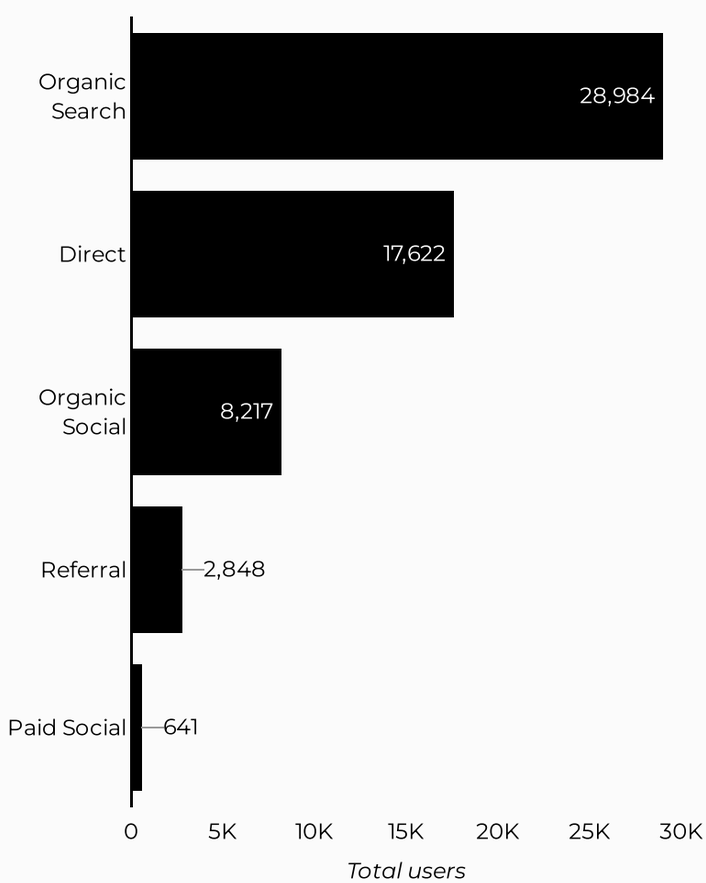
Views	Sessions	Total users	New users	Engagement rate
152,963	90,724	58,364	55,888	41%
5.9%	5.3%	-0.7%	-1.5%	-6.5%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	33,865
Individual Registration :: Army Ten-Miler	18,847
The Course :: Army Ten-Miler	5,274
In-Person Race :: Army Ten-Miler	4,974
2025 ATM Registration :: Army Ten-Miler	4,798
Race Day Schedule :: Army Ten-Miler	3,314
ATM Race FAQ's :: Army Ten-Miler	2,951
Arrive & Depart :: Army Ten-Miler	2,515
Virtual Race :: Army Ten-Miler	2,254
Official Gear :: Army Ten-Miler	2,075

What are the top sources?

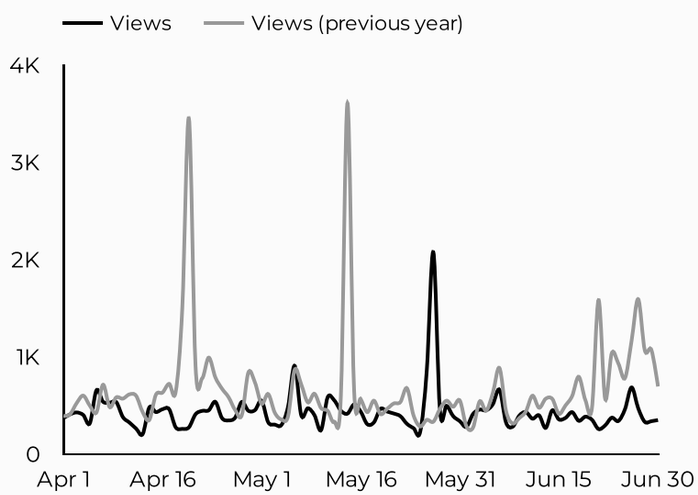
Session source	Total users
google	26,707
(direct)	17,622
m.facebook.com	6,281
bing	1,658
runguides.com	1,000
l.facebook.com	756
fb	520
facebook.com	447
move.active.com	391
l.instagram.com	310

ARMY MWR World Class Athlete Program (WCAP)

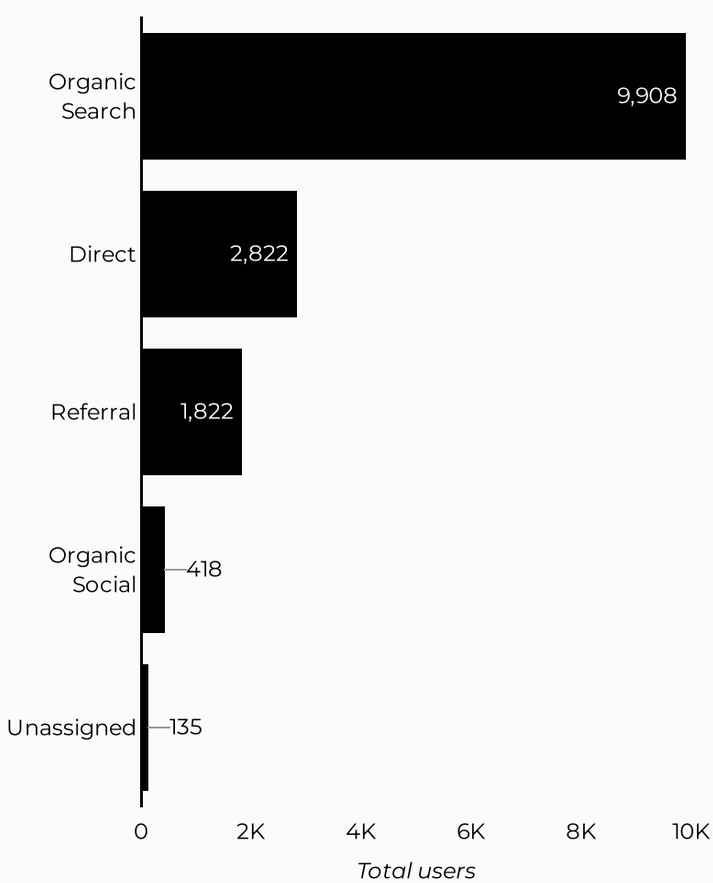
Views	Sessions	Total users	New users	Engagement rate
39,447	18,876	14,903	14,722	53%
-35.8%	-32.5%	-35.0%	-35.0%	-10.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top WCAP Pages

Sorted by Total Users

Page title	Total users	% Δ
Home :: WCAP	4,004	-22.7%
Entry Standards & Apply :: WCAP	2,458	-7.8%
Boxing :: WCAP	2,037	-30.5%
Wrestling :: WCAP	1,623	-33.6%
Track & Field :: WCAP	1,595	-30.7%
About :: WCAP	1,419	-37.4%
SPC Kamal Bey :: WCAP	690	-11.3%
PARIS 2024 :: WCAP	506	-43.2%
Apply Now :: WCAP	491	4.9%

What are the top sources?

Session source	Total users
google	9,296
(direct)	2,822
goarmy.com	1,349
bing	462
l.instagram.com	158
(not set)	118
m.facebook.com	115
mensjournal.com	105
yahoo	72
home.army.mil	68

ARMY MWR

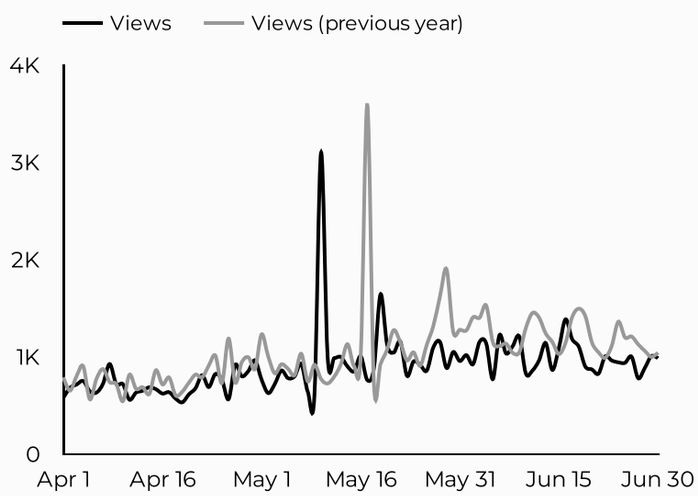
Search

	Search	Total Searches	Total users	Search count per user	Engagement rate
1.	discovery	418	52	8.04	100%
2.	pool	350	315	1.11	96.68%
3.	golf	340	311	1.09	99.07%
4.	tickets	311	289	1.08	99.32%
5.	rental	288	256	1.13	98.47%
6.	disney	276	250	1.1	98.46%
7.	rentals	231	206	1.12	97.2%
8.	mwr	199	163	1.23	94.61%
9.	camping	159	142	1.13	98.59%
10.	bowling	158	142	1.11	99.31%
11.	auction	157	133	1.18	94.41%
12.	rv	156	100	1.56	69.86%
13.	fishing	141	133	1.06	99.26%
14.	summer camp	141	127	1.11	98.46%
15.	boat rental	131	116	1.13	97.52%
16.	rv rental	129	85	1.52	81.48%
17.	travel	121	107	1.13	98.2%
18.	swim lessons	105	88	1.19	96.04%
19.	boss	93	82	1.13	100%
20.	lodging	88	76	1.16	100%
21.	salute to summer	88	70	1.26	97.3%
22.	sports	83	73	1.14	96.1%
23.	disney tickets	82	73	1.12	98.63%
24.	calendar	80	73	1.1	100%
25.	volunteer	80	63	1.27	93.85%
26.	auto	77	56	1.38	100%
27.	disneyland	76	70	1.09	97.26%
28.	cabins	74	64	1.16	97.01%
29.	universal	72	69	1.04	98.59%
30.	storage	71	64	1.11	98.48%
	Grand total	**24,393**	**18,544**	**1.32**	**97.23%**

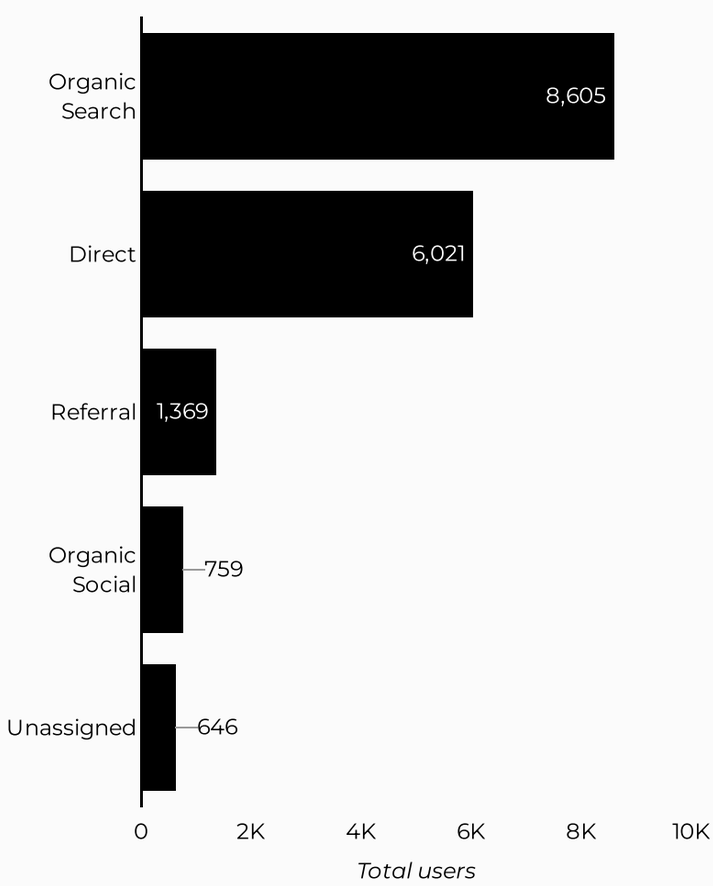
ARMY MWR Seward Military Resort

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
82,253	26,561	16,475	15,748	03:48	61%
-13.3%	4.5%	0.4%	-0.7%	-11.7%	-5.9%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	13,129
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	6,805
Booking Rates :: Seward Military Resort	6,536
Tickets & Tours :: Seward Military Resort	2,830
Eligibility :: Seward Military Resort	2,618
Contact Us :: Seward Military Resort	2,084
Fishing Destination :: Seward Military Resort	1,660
Amenities :: Seward Military Resort	1,569
Your Stay :: Seward Military Resort	989

What are the top sources?

Session source	Total users
google	7,567
(direct)	6,021
bing	658
(not set)	636
militaryonesource.mil	576
res.windsurfercrs.com	517
m.facebook.com	470
duckduckgo	192
yahoo	181
lm.facebook.com	125