



# Program Roll-Up

Jan 1, 2025 - Mar 31, 2025



Program	Total Users	New Users	Sessions	Engagement Rate
Army Family Team Building	1,057	508	1,378	66.84%
Army Family Action Plan	1,523	853	1,796	63.75%
Army Family Web Portal	315	145	360	73.61%
Army Volunteer Corps	4,694	2,974	5,575	69.45%
Exceptional Family Member Program	8,923	6,101	11,834	58.72%
Information and Referral	791	311	924	69.37%
MD&SSO	2,047	1,151	2,472	61.93%
Relocation Readiness	4,276	2,537	5,532	63.32%
Survivor Outreach Services	2,690	2,027	3,308	58.16%
Soldier and Family Assistance Center	1,586	613	1,870	73.9%



# Program Roll-Up

Jan 1, 2025 - Mar 31, 2025



Employment Readiness	Total Users	New Users	Sessions	Engagement Rate
Employment Readiness Program	42,978	23,834	58,130	70.39%
Army Spouse Employment, Career and Education Information	4,304	462	5,300	83.13%
Family Advocacy Program	Total Users	New Users	Sessions	Engagement Rate
Family Advocacy Program	10,133	6,621	13,039	57.86%
New Parent Support Program	1,767	916	2,408	60.55%
Victim Advocacy Program	1,167	655	1,461	63.52%
Financial Readiness Program	Total Users	New Users	Sessions	Engagement Rate
Financial Readiness Program	9,450	5,476	12,906	61.51%
Army Emergency Relief	6,039	3,516	8,578	63.5%



ARMY MWR

Army Community Service

Views

195,119

Visits (pageviews) to your page

Engagement rate

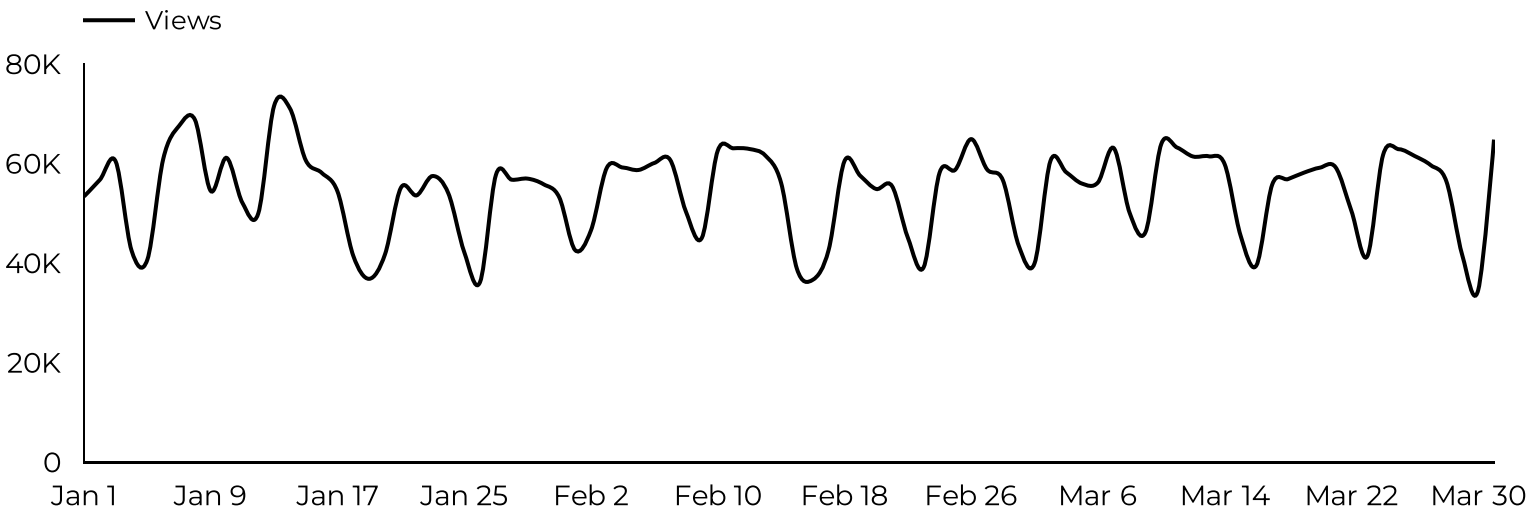
60%

User Activity Level

Total users

102,692

The total number of users who visited your website



Visits from social media.

Social Media	Total users ▾
Facebook	4,541
X	94
Instagram	42
LinkedIn	34
YouTube	5
Reddit	2

What programs are users visiting?





Views

1,696

↓ -9.3%

Sessions

1,378

↓ -15.9%

Total users

1,057

↓ -17.6%

New users

508

↓ -23.4%

Avg. Session Time

02:08

↑ 9.4%

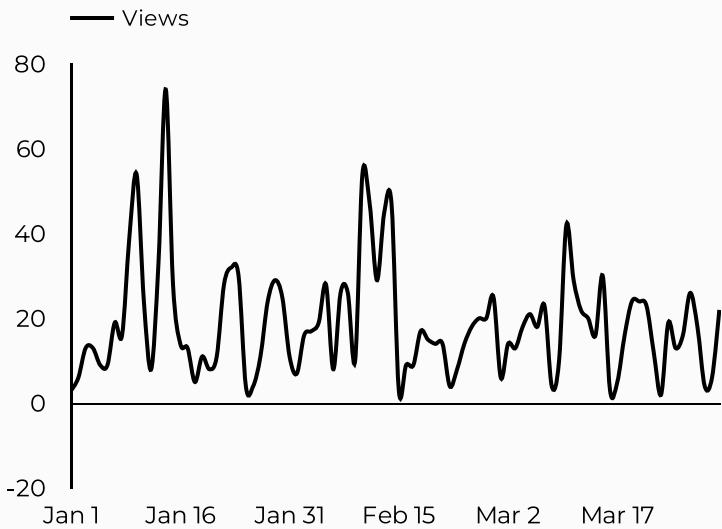
Engagement rate

67%

↑ 2.9%

Compared Y-o-Y

How is site traffic trending?

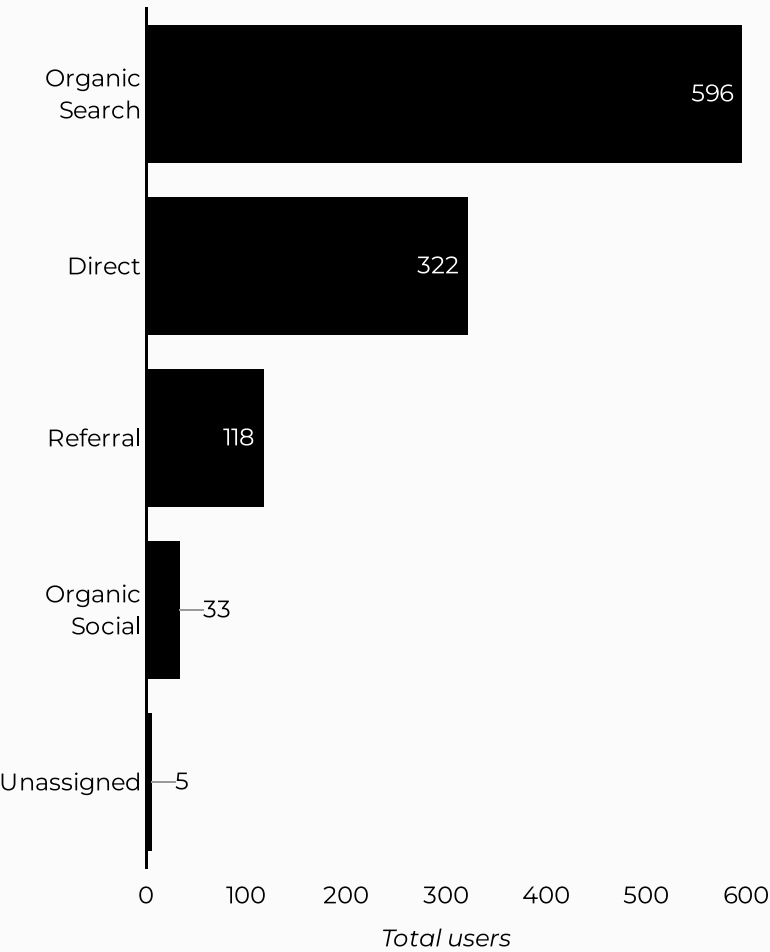


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	491
bliss.armymwr.com	97
hawaii.armymwr.com	69
campbell.armymwr.com	50
cavazos.armymwr.com	41
carson.armymwr.com	35
humphreys.armymwr.com	30
wiesbaden.armymwr.com	29
stuttgart.armymwr.com	26
eisenhower.armymwr.com	21

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	487
(direct)	322
bing	98
armyfamilywebportal.com	32
home.army.mil	31
facebook.com	14
safe.menlosecurity.com	12
l.facebook.com	8
installations.militaryonesource.mil	7
m.facebook.com	7





Views

2,220

↑ 52.5%

Sessions

1,796

↑ 39.7%

Total users

1,523

↑ 44.6%

New users

853

↑ 102.1%

Avg. Session Time

01:59

↓ -17.5%

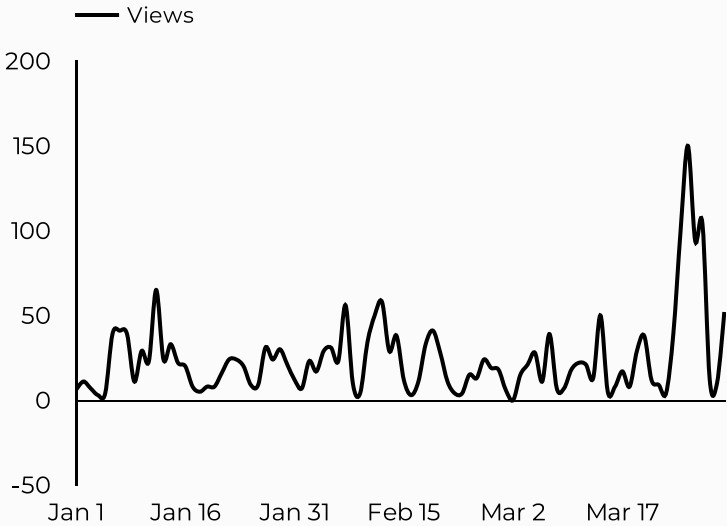
Engagement rate

64%

↓ -10.3%

Compared Y-o-Y

How is site traffic trending?

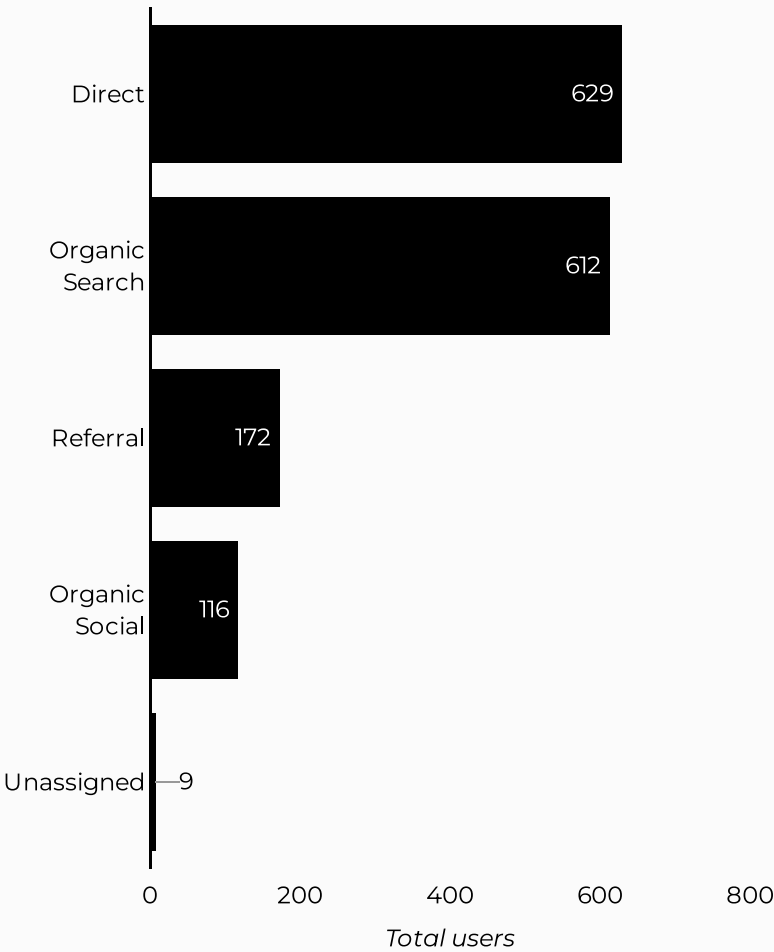


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	851	45.0% ↑
campbell.armymwr.com	67	13.6% ↑
wiesbaden.armymwr.com	63	80.0% ↑
bliss.armymwr.com	50	16.3% ↑
carlisle.armymwr.com	47	80.8% ↑
miami.armymwr.com	40	3,900.0%...
carson.armymwr.com	38	-2.6% ↓
cavazos.armymwr.com	37	-7.5% ↓
jblm.armymwr.com	35	169.2% ↑
hawaii.armymwr.com	32	-28.9% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	629
google	478
bing	117
m.facebook.com	70
home.army.mil	56
lm.facebook.com	26
armyfamilywebportal.co...	22
installations.militaryone...	17
safe.menlosecurity.com	14
army.mil	12



Views

399

↑ 50.0%

Sessions

360

↑ 43.4%

Total users

315

↑ 37.0%

New users

145

↑ 61.1%

Avg. Session Time

01:37

↑ 18.2%

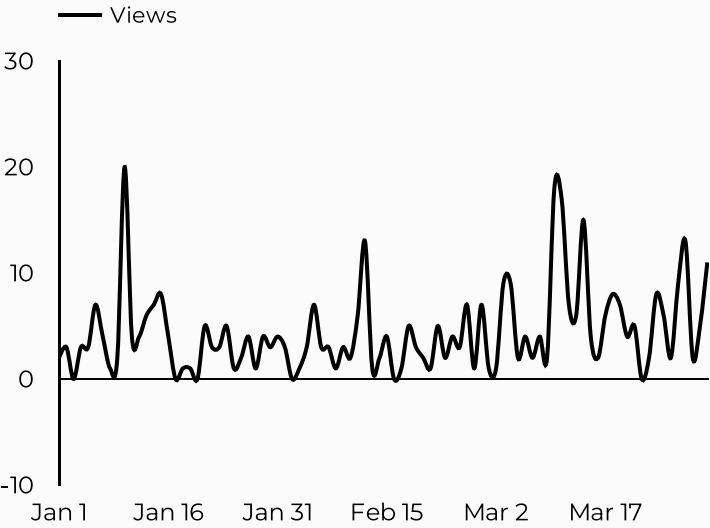
Engagement rate

74%

↓ -3.8%

Compared Y-o-Y

How is site traffic trending?

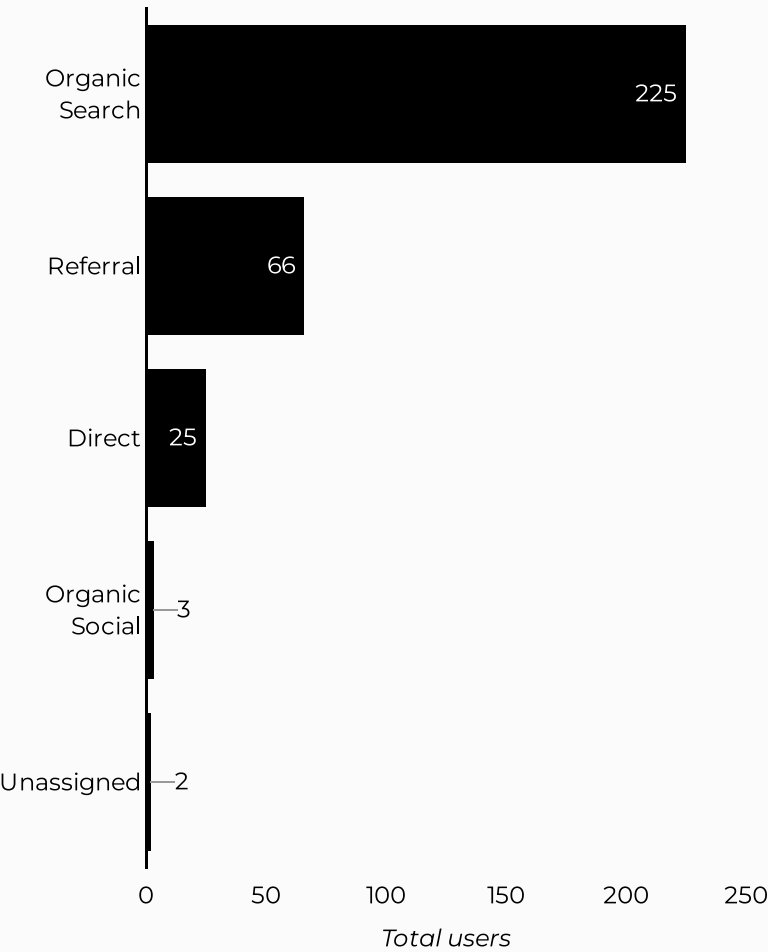


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	278
cavazos.armymwr.com	18
training.armymwr.com	13
jblm.armymwr.com	11

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	200
armyfamilywebportal.com	42
(direct)	25
bing	23
myarmybenefits.us.army.mil	9
home.army.mil	7
(not set)	2
m.facebook.com	2
safe.menlosecurity.com	2
army.mil	1



Views

6,712

↑ 87.0%

Sessions

5,575

↑ 70.2%

Total users

4,694

↑ 83.5%

New users

2,974

↑ 87.6%

Avg. Session Time

02:21

↓ -8.4%

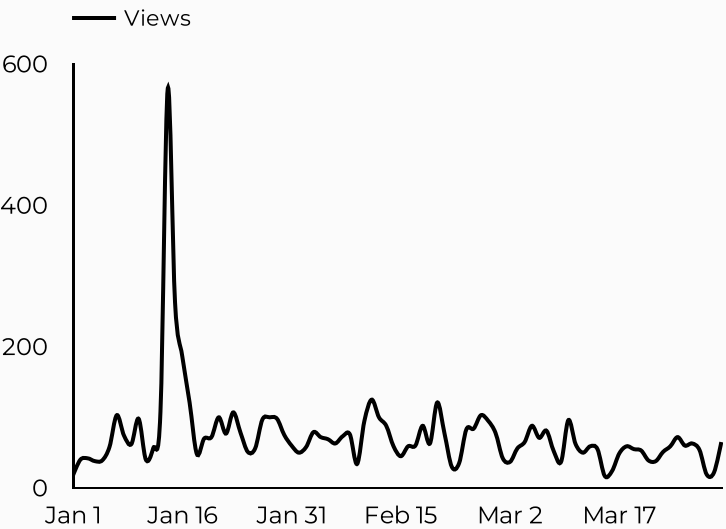
Engagement rate

69%

↑ 0.9%

Compared Y-o-Y

How is site traffic trending?

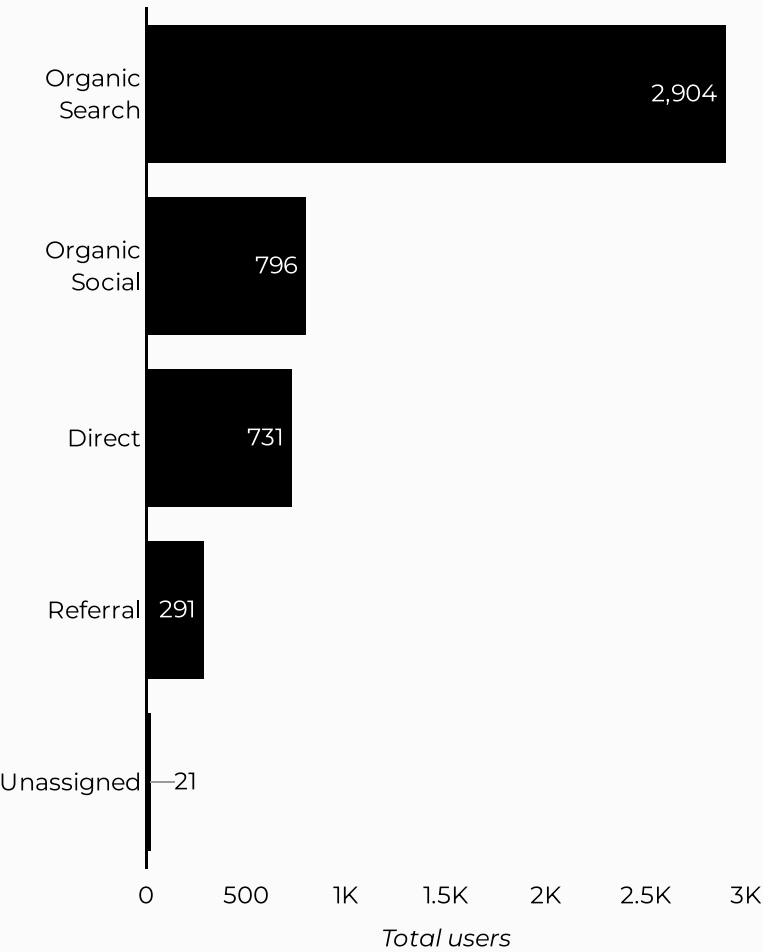


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	2,453
carson.armymwr.com	366
bliss.armymwr.com	353
humphreys.armymwr.com	239
hawaii.armymwr.com	202
eisenhower.armymwr.com	190
wiesbaden.armymwr.com	181
cavazos.armymwr.com	155
campbell.armymwr.com	116
jackson.armymwr.com	80

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	2,545
(direct)	731
m.facebook.com	533
bing	302
lm.facebook.com	160
home.army.mil	96
armyfamilywebportal.co...	74
l.facebook.com	72
yahoo	31
statics.dod.teams.micros...	28



Views

74,235

↑ 9.9%

Sessions

58,130

↑ 7.3%

Total users

42,978

↓ -1.4%

New users

23,834

↓ -1.6%

Avg. Session Time

02:15

↓ -3.4%

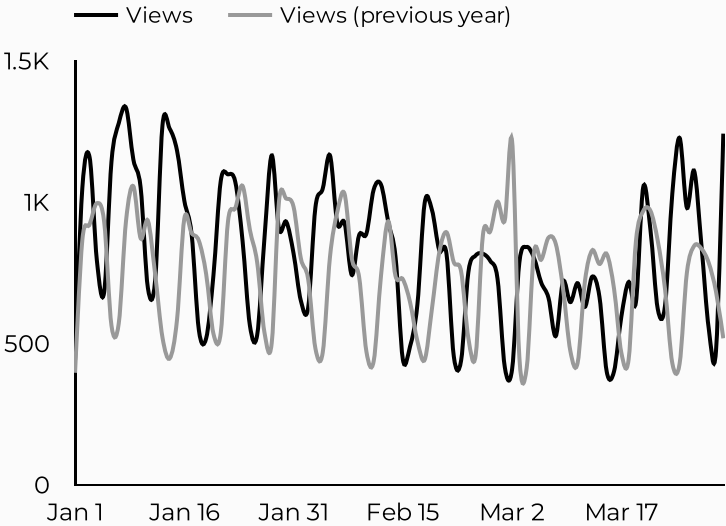
Engagement rate

70%

↓ -0.6%

Compared Y-o-Y

How is site traffic trending?

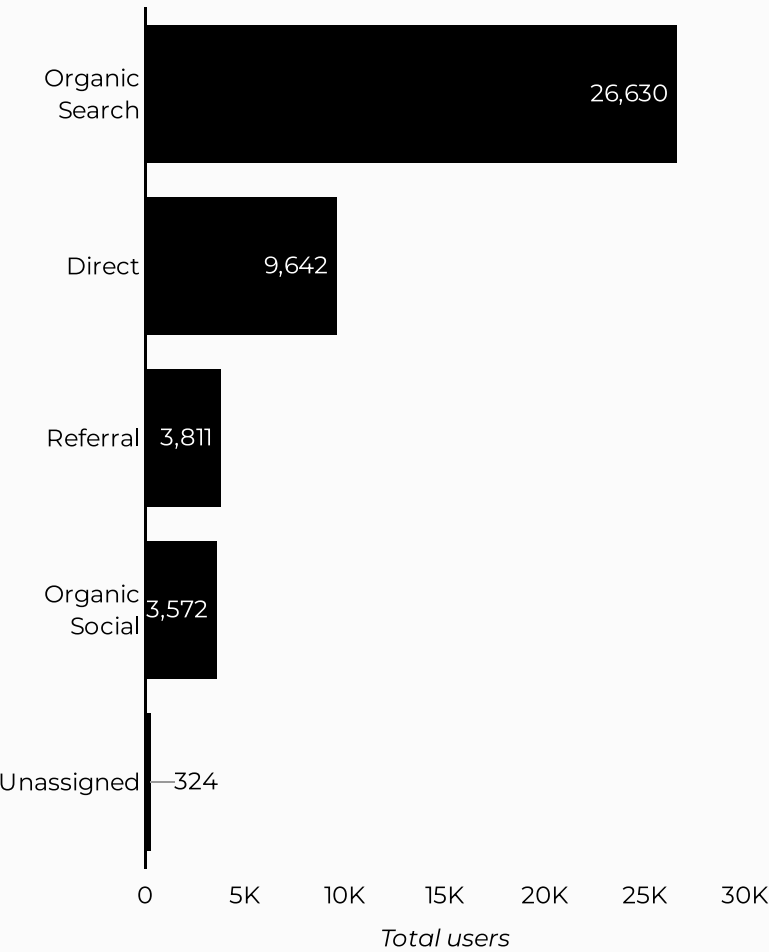


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾	% Δ
www.armymwr.com	13,898	-10.1% ↓
jblm.armymwr.com	4,276	-4.3% ↓
stewarthunter.armymwr.co...	2,501	29.5% ↑
hawaii.armymwr.com	2,498	8.3% ↑
redstone.armymwr.com	2,388	-4.9% ↓
carson.armymwr.com	1,855	10.3% ↑
humphreys.armymwr.com	1,790	71.3% ↑
bliss.armymwr.com	1,746	66.4% ↑
campbell.armymwr.com	1,266	55.3% ↑
jackson.armymwr.com	903	5.0% ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾	% Δ
google	23,041	-6.7% ↓
(direct)	9,642	2.7% ↑
bing	2,780	28.1% ↑
m.facebook.com	2,245	14.2% ↑
home.army.mil	1,399	-6.4% ↓
lm.facebook.com	654	15.5% ↑
yahoo	468	0.0%
installations.militaryone...	431	36.8% ↑
l.facebook.com	426	-5.5% ↓
usajobs.gov	299	-25.3% ↓

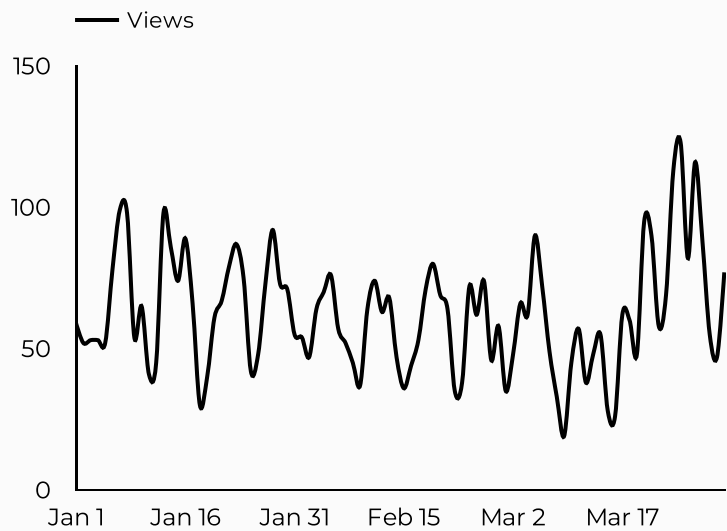


# ARMY MWR

## Army Spouse Employment, Career and Education Information

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,629	5,300	4,304	462	02:14	83%
↓ -2.9%	↓ -0.6%	↓ -4.7%	↓ -14.3%	↑ 11.7%	↑ 0.7%
Compared Y-o-Y					

### How is site traffic trending?

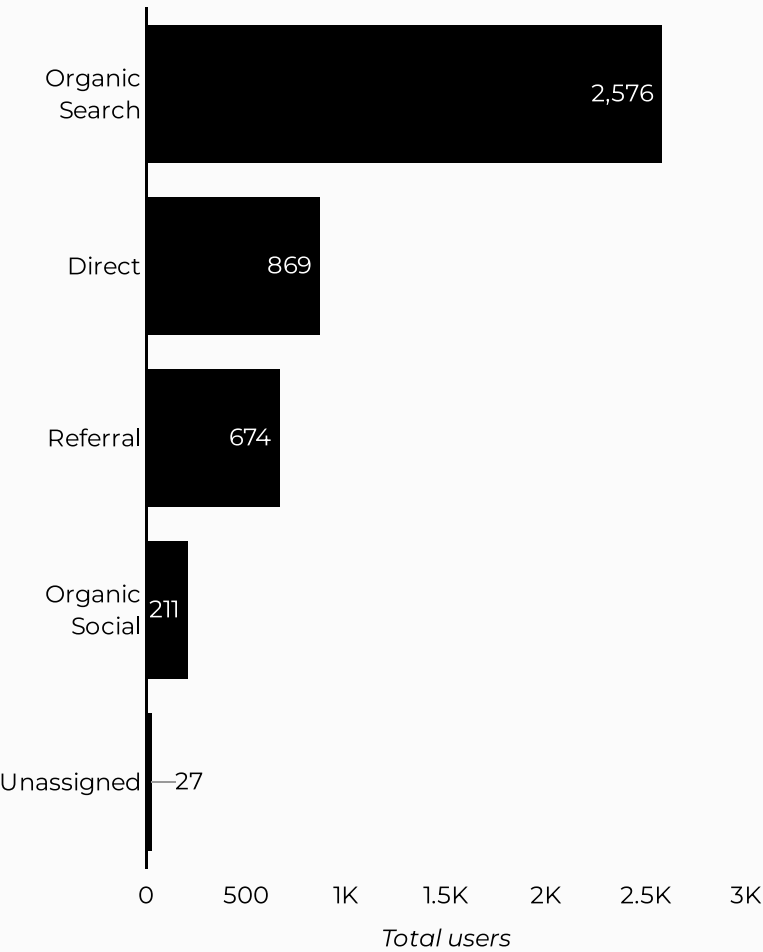


### Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	4,304

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users ▾
google	2,315
(direct)	869
home.army.mil	384
bing	203
m.facebook.com	128
installations.militaryonesource.mil	94
l.facebook.com	48
yahoo	34
military.com	27
lm.facebook.com	25



Views

14,175

↓ -6.3%

Sessions

11,834

↓ -14.9%

Total users

8,923

↓ -11.9%

New users

6,101

↓ -12.3%

Avg. Session Time

02:40

↑ 9.7%

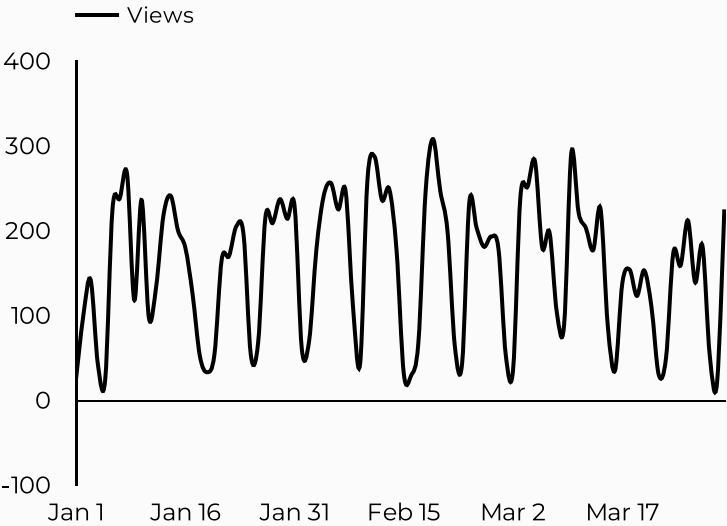
Engagement rate

59%

↓ -1.0%

Compared Y-o-Y

How is site traffic trending?

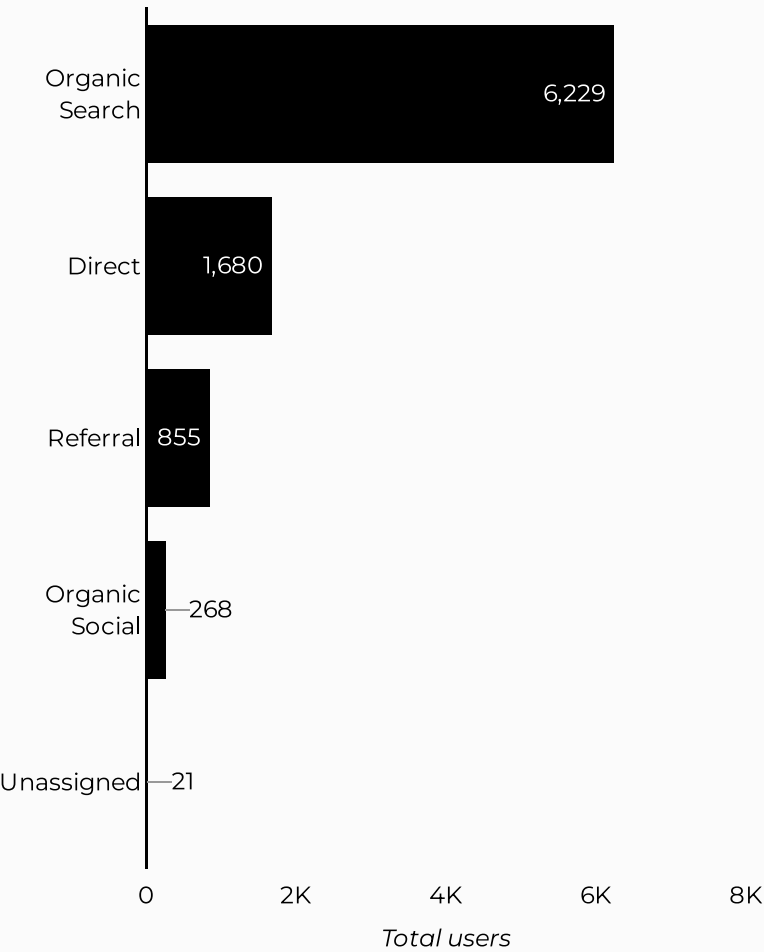


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	823
cavazos.armymwr.com	820
bliss.armymwr.com	761
hawaii.armymwr.com	689
www.armymwr.com	629
carson.armymwr.com	626
campbell.armymwr.com	424
humphreys.armymwr.com	422
moore.armymwr.com	365
eisenhower.armymwr.com	332

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,489
(direct)	1,680
bing	682
installations.militaryone...	186
home.army.mil	146
m.facebook.com	136
myarmybenefits.us.army...	116
efmp.army.mil	66
facebook.com	59
safe.menlosecurity.com	48



Views

16,041

↑ 22.9%

Sessions

13,039

↑ 11.4%

Total users

10,133

↑ 15.4%

New users

6,621

↑ 14.9%

Avg. Session Time

02:27

↑ 0.5%

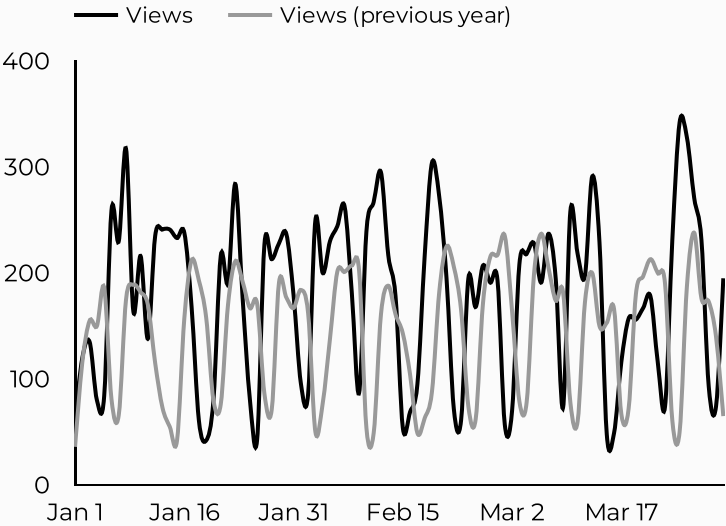
Engagement rate

58%

↓ -4.1%

Compared Y-o-Y

How is site traffic trending?



Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	2,569
bliss.armymwr.com	1,032
jblm.armymwr.com	985
campbell.armymwr.com	757
cavazos.armymwr.com	663
hawaii.armymwr.com	344
moore.armymwr.com	314
humphreys.armymwr.com	310
wiesbaden.armymwr.com	220
jackson.armymwr.com	180

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	6,082
(direct)	1,895
bing	756
home.army.mil	329
installations.militaryone...	213
m.facebook.com	174
safe.menlosecurity.com	114
yahoo	71
myarmybenefits.us.army...	58
armyfamilywebportal.co...	56



# ARMY MWR

## New Parent Support Program (NPSP)

Views

2,842

↑ 52.9%

Sessions

2,408

↑ 41.6%

Total users

1,767

↑ 40.7%

New users

916

↑ 74.8%

Avg. Session Time

02:28

↑ 19.0%

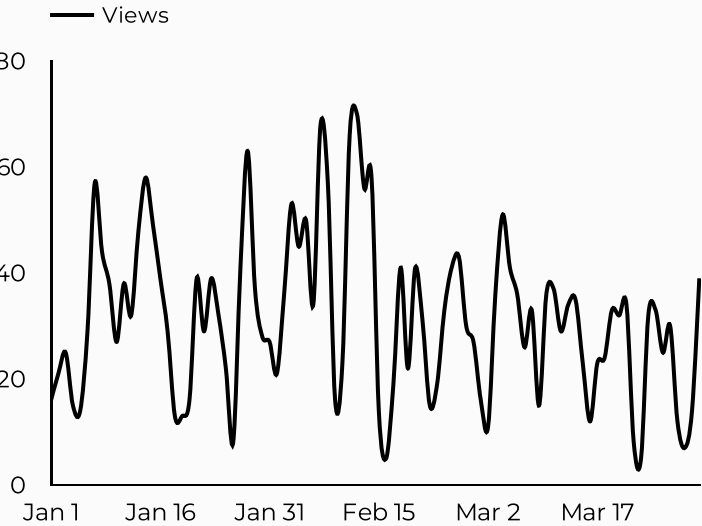
Engagement rate

61%

↓ -6.1%

Compared Y-o-Y

### How is site traffic trending?

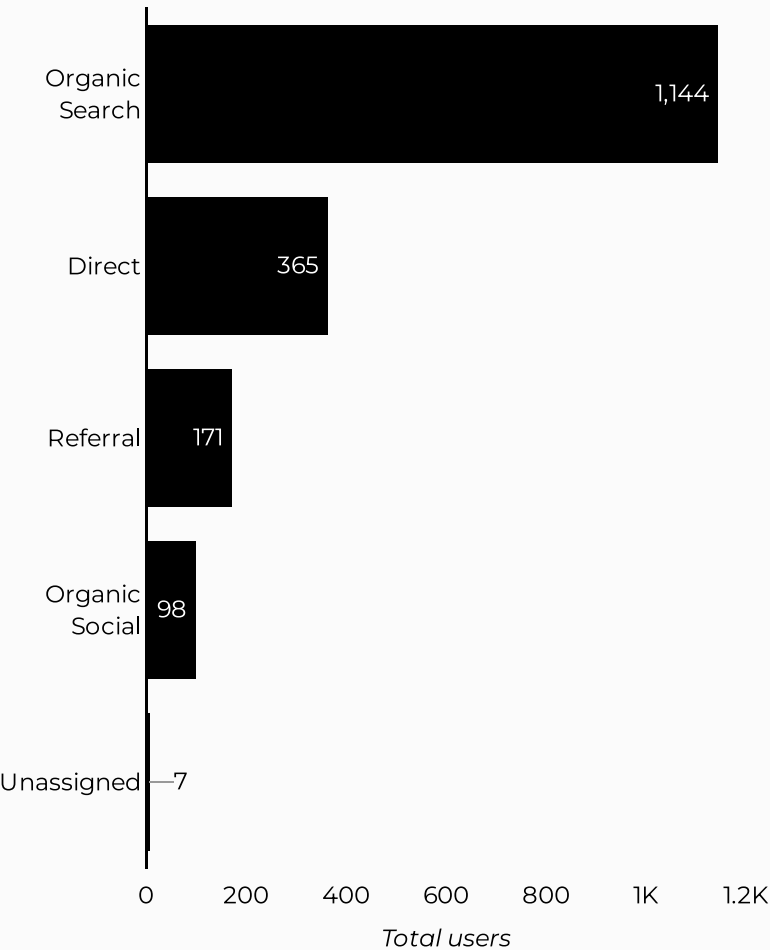


### Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	224
hawaii.armymwr.com	205
cavazos.armymwr.com	196
campbell.armymwr.com	150
eisenhower.armymwr.com	108
bliss.armymwr.com	90
stuttgart.armymwr.com	72
moore.armymwr.com	61
novosel.armymwr.com	54
sill.armymwr.com	49

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users ▾
google	1,000
(direct)	365
bing	126
m.facebook.com	61
home.army.mil	52
installations.militaryonesource.mil	51
safe.menlosecurity.com	21
l.facebook.com	15
lm.facebook.com	14
armyresilience.army.mil	10





Views

1,659

↑ 12.6%

Sessions

1,461

↑ 5.8%

Total users

1,167

↑ 4.6%

New users

655

↑ 1.6%

Avg. Session Time

02:30

↑ 1.1%

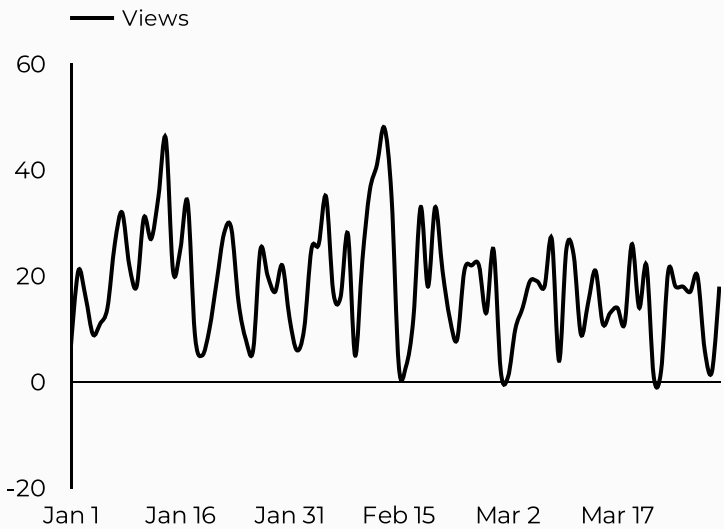
Engagement rate

64%

↓ -3.2%

Compared Y-o-Y

How is site traffic trending?

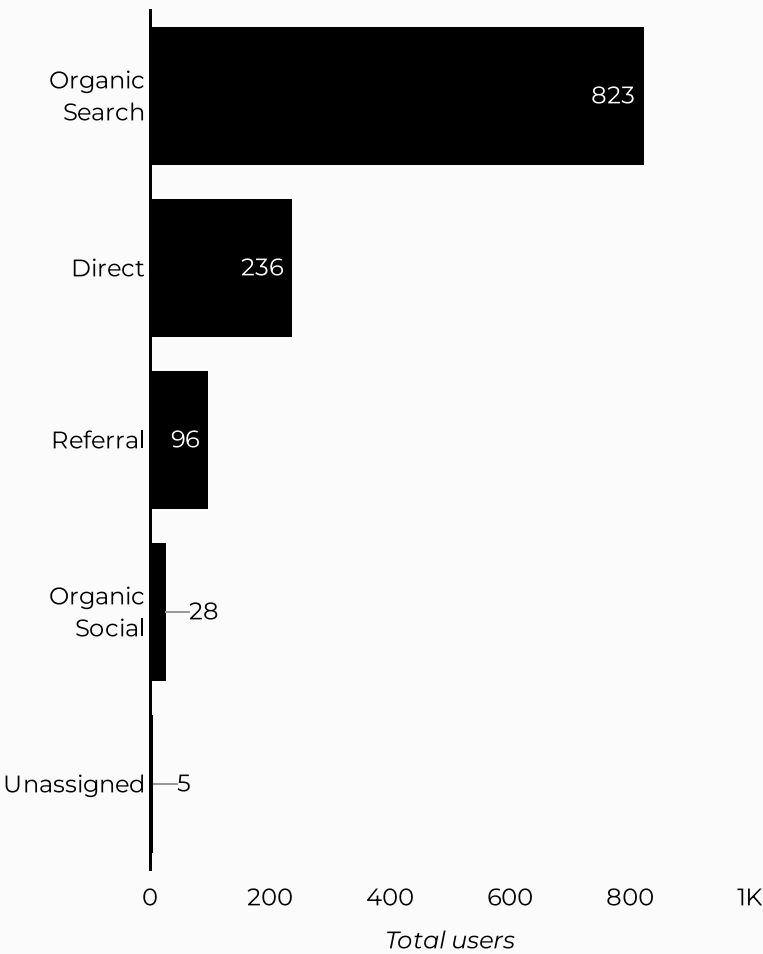


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	251
carson.armymwr.com	132
cavazos.armymwr.com	123
hawaii.armymwr.com	96
redstone.armymwr.com	81
meade.armymwr.com	38
bliss.armymwr.com	36
wiesbaden.armymwr.com	34
drum.armymwr.com	29
grafenwoehr.armymwr.com	29

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	698
(direct)	236
bing	113
home.army.mil	27
installations.militaryonesource.mil	14
m.facebook.com	13
armyresilience.army.mil	11
safe.menlosecurity.com	8
facebook.com	7
duckduckgo	6



Views

14,534

↑ 6.8%

Sessions

12,906

↑ 4.1%

Total users

9,450

↑ 6.1%

New users

5,476

↑ 3.9%

Avg. Session Time

02:38

↓ -2.4%

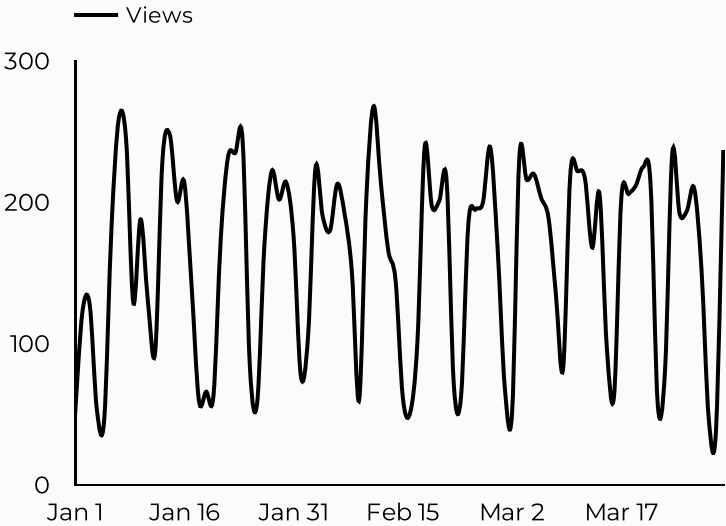
Engagement rate

62%

↓ -1.8%

Compared Y-o-Y

How is site traffic trending?

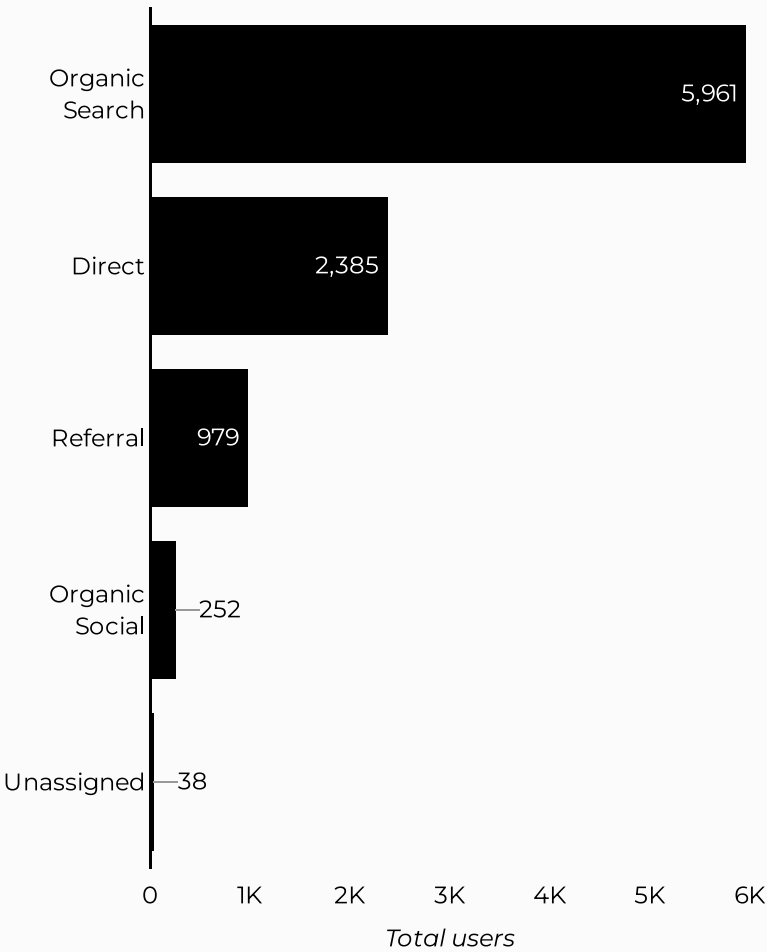


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,417
bliss.armymwr.com	1,154
carson.armymwr.com	895
liberty.armymwr.com	637
jblm.armymwr.com	522
campbell.armymwr.com	505
bragg.armymwr.com	488
moore.armymwr.com	397
humphreys.armymwr.com	346
wiesbaden.armymwr.com	336

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,111
(direct)	2,385
bing	781
home.army.mil	290
installations.militaryonesource.mil	136
m.facebook.com	133
myarmybenefits.us.army.mil	123
armyfamilywebportal.com	96
facebook.com	52
safe.menlosecurity.com	51



Views

9,539

↓ -7.9%

Sessions

8,578

↓ -10.1%

Total users

6,039

↓ -6.8%

New users

3,516

↓ -12.8%

Avg. Session Time

02:33

↑ 11.8%

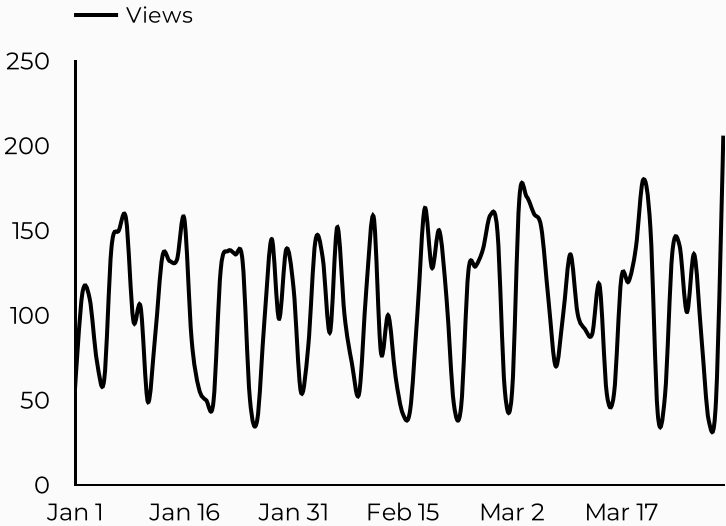
Engagement rate

63%

↑ 4.1%

Compared Y-o-Y

How is site traffic trending?

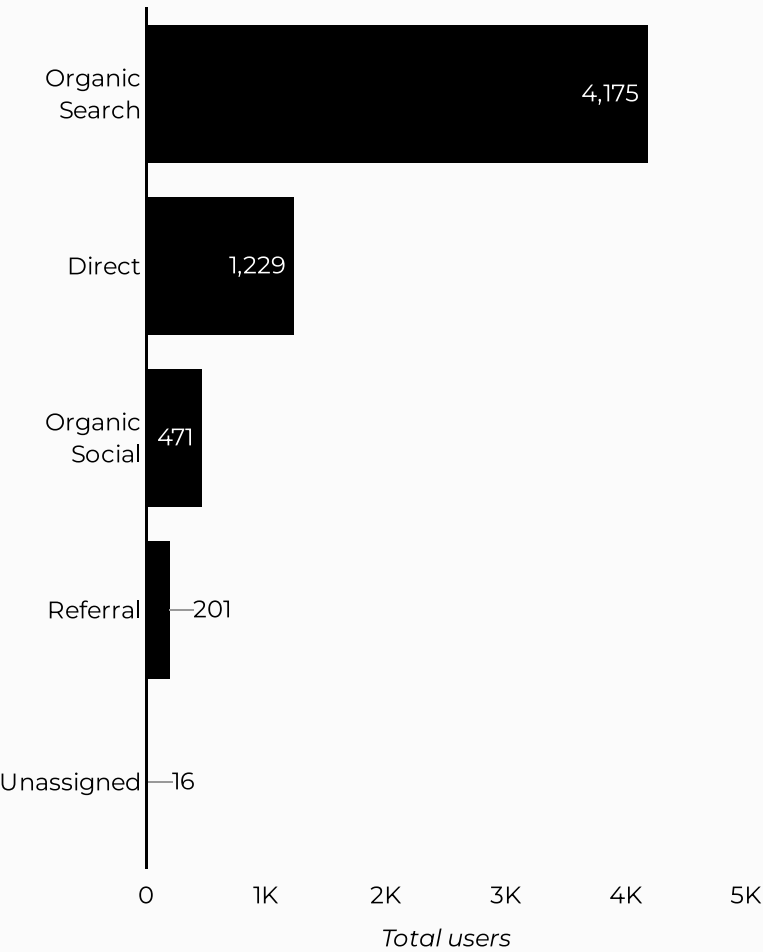


Top US Army Installations

Sorted by Total Users

Installation	Total users
humphreys.armymwr.com	1,676
carson.armymwr.com	895
bliss.armymwr.com	670
liberty.armymwr.com	390
bragg.armymwr.com	252
moore.armymwr.com	212
eisenhower.armymwr.com	210
wiesbaden.armymwr.com	188
sill.armymwr.com	166
redstone.armymwr.com	126

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,729
(direct)	1,229
bing	388
m.facebook.com	308
lm.facebook.com	66
home.army.mil	60
facebook.com	53
l.facebook.com	43
yahoo	36
installations.militaryonesource.mil	33



Views

1,038

↑ 3.0%

Sessions

924

↑ 1.2%

Total users

791

↑ 7.8%

New users

311

↑ 21.5%

Avg. Session Time

01:50

↑ 8.3%

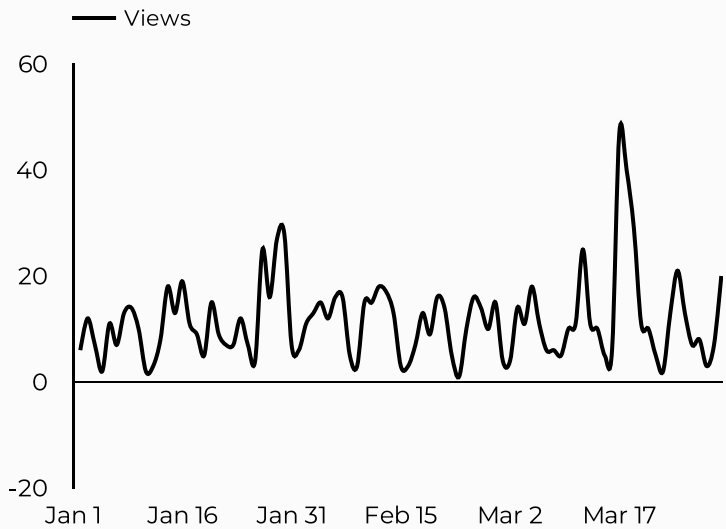
Engagement rate

69%

↓ -4.8%

Compared Y-o-Y

How is site traffic trending?

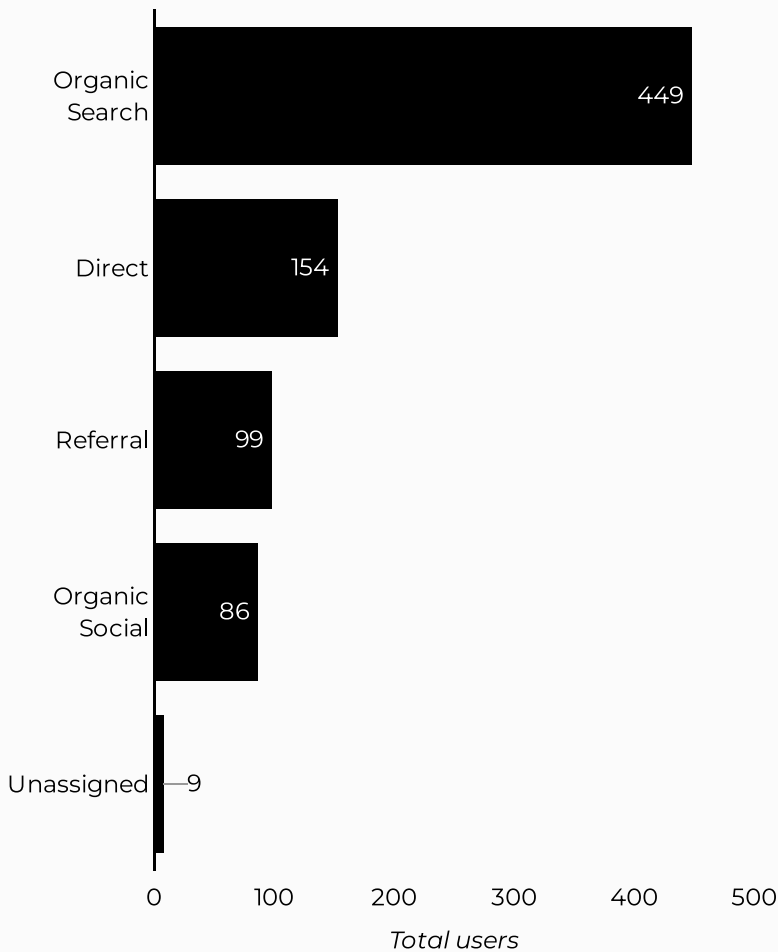


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	253
cavazos.armymwr.com	225
eisenhower.armymwr.com	64
carson.armymwr.com	44
humphreys.armymwr.com	43
liberty.armymwr.com	37
bragg.armymwr.com	35
jblm.armymwr.com	35
novosel.armymwr.com	22
gregg-adams.armymwr.com	17

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	387
(direct)	154
m.facebook.com	62
bing	55
installations.militaryonesource.mil	30
home.army.mil	26
armyfamilywebportal.com	14
lm.facebook.com	12
l.facebook.com	8
(not set)	5



Views

2,984

↑ 28.6%

Sessions

2,472

↑ 20.8%

Total users

2,047

↑ 18.7%

New users

1,151

↑ 33.5%

Avg. Session Time

01:54

↓ -19.9%

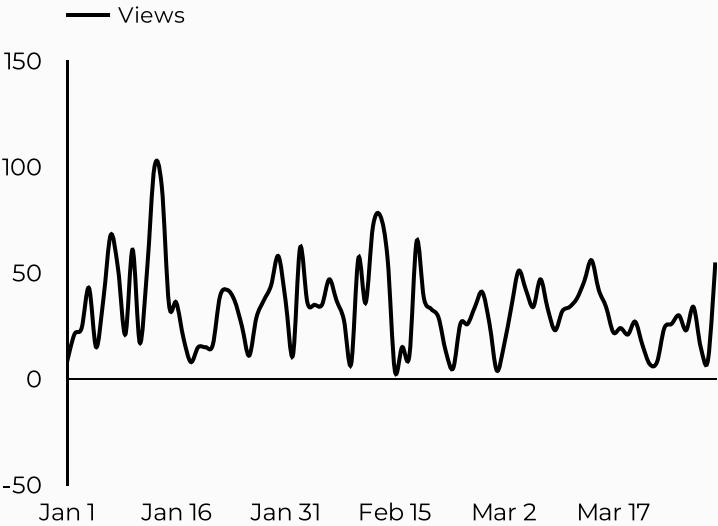
Engagement rate

62%

↓ -14.9%

Compared Y-o-Y

How is site traffic trending?

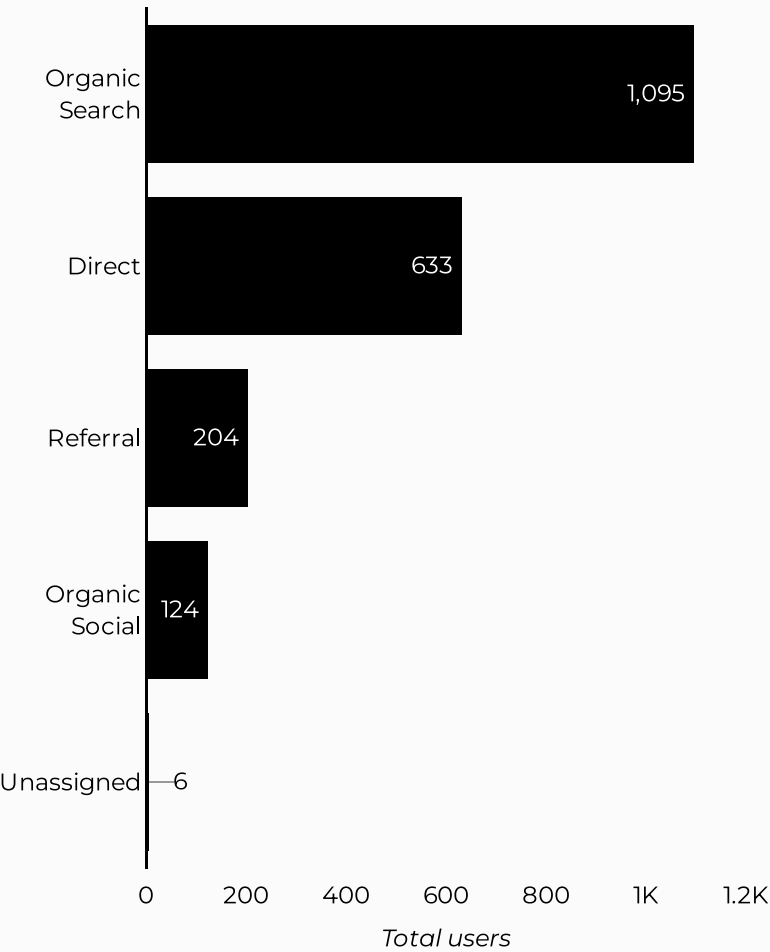


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	363
bliss.armymwr.com	185
carson.armymwr.com	185
cavazos.armymwr.com	183
bragg.armymwr.com	156
liberty.armymwr.com	156
hawaii.armymwr.com	107
jblm.armymwr.com	74
humphreys.armymwr.com	65
eisenhower.armymwr.com	42

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	866
(direct)	633
bing	206
m.facebook.com	86
installations.militaryonesource.mil	61
home.army.mil	45
armyfamilywebportal.com	28
myarmybenefits.us.army.mil	20
l.facebook.com	14
yahoo	14



Views

6,632

↑ 7.5%

Sessions

5,532

↑ 2.3%

Total users

4,276

↑ 5.3%

New users

2,537

↑ 6.1%

Avg. Session Time

02:48

↑ 6.0%

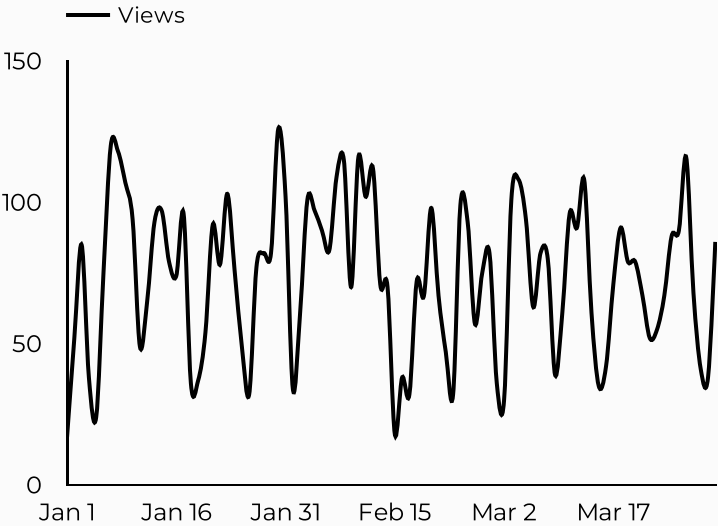
Engagement rate

63%

↑ 1.1%

Compared Y-o-Y

How is site traffic trending?

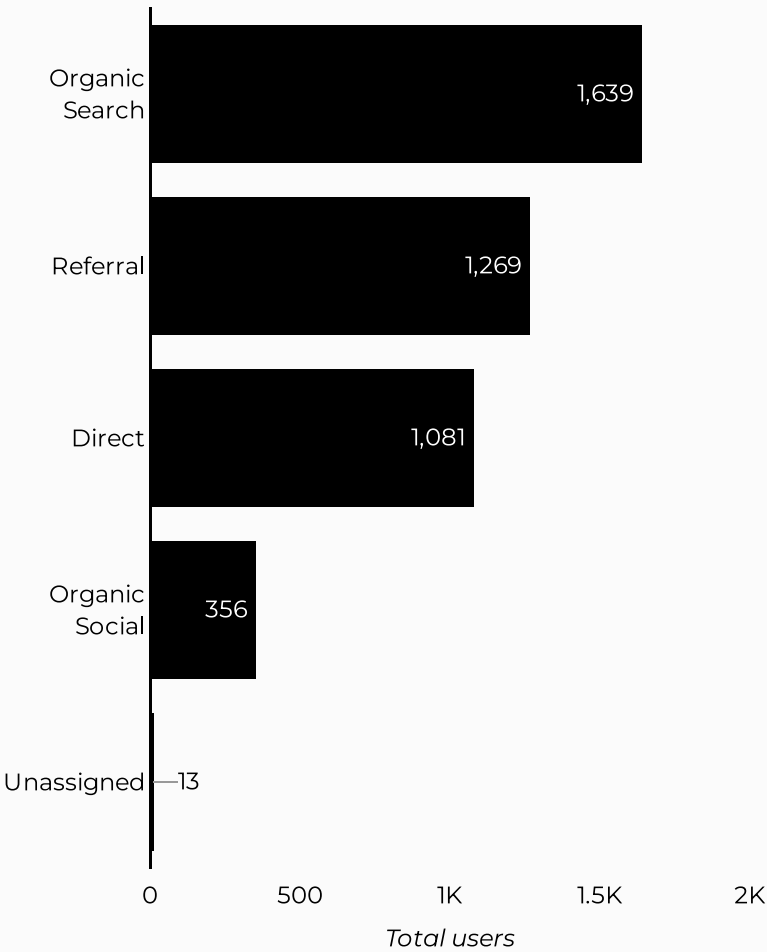


Top US Army Installations

Sorted by Total Users

Installation	Total users
carson.armymwr.com	1,127
www.armymwr.com	741
bliss.armymwr.com	517
hawaii.armymwr.com	437
eisenhower.armymwr.com	248
campbell.armymwr.com	208
wiesbaden.armymwr.com	189
humphreys.armymwr.com	99
moore.armymwr.com	98
gregg-adams.armymwr.com	92

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,404
(direct)	1,081
home.army.mil	740
installations.militaryonesource.mil	276
m.facebook.com	224
bing	211
lm.facebook.com	63
l.facebook.com	47
armyresilience.army.mil	27
europafrica.army.mil	24



Views

4,047

0.0%

Sessions

3,308

↓ -4.7%

Total users

2,690

↓ -9.2%

New users

2,027

↓ -10.4%

Avg. Session Time

03:06

↑ 49.5%

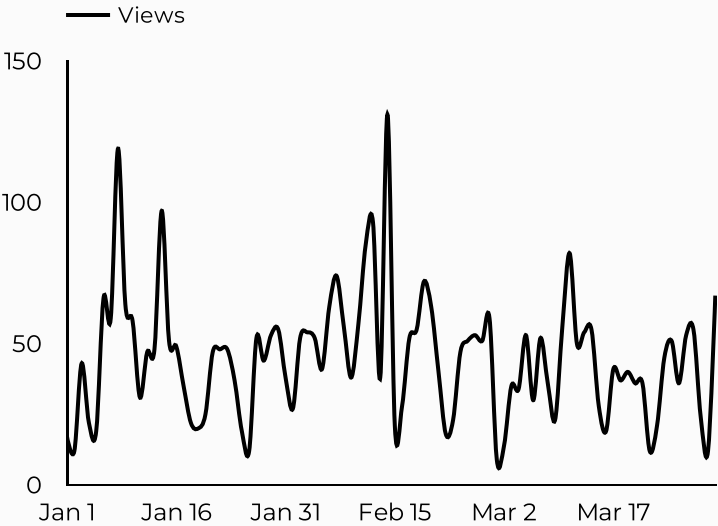
Engagement rate

58%

↓ -3.2%

Compared Y-o-Y

How is site traffic trending?

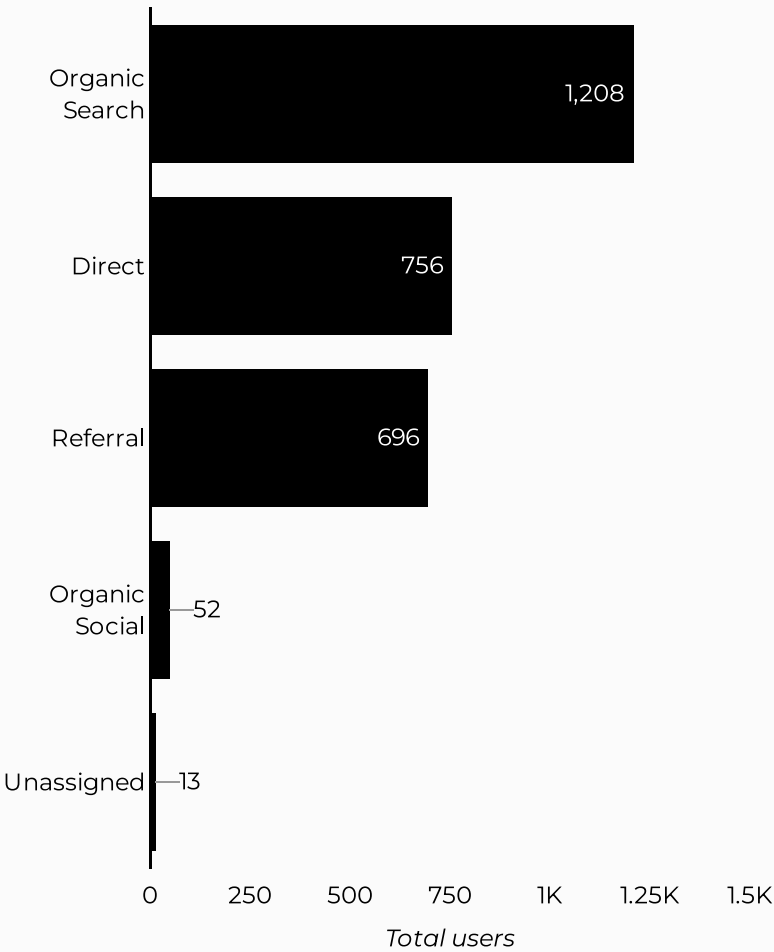


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	1,386
campbell.armymwr.com	119
bliss.armymwr.com	91
liberty.armymwr.com	82
bragg.armymwr.com	73
redstone.armymwr.com	69
hawaii.armymwr.com	66
jblm.armymwr.com	63
cavazos.armymwr.com	62
huachuca.armymwr.com	40

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	1,036
(direct)	756
home.army.mil	376
bing	134
army.mil	94
armylinks.com	88
m.facebook.com	27
yahoo	23
safe.menlosecurity.com	20
armyfamilywebportal.com	19



Views

2,090

↑ 0.8%

Sessions

1,870

↓ -1.4%

Total users

1,586

↓ -2.5%

New users

613

↓ -8.6%

Avg. Session Time

02:20

↑ 32.7%

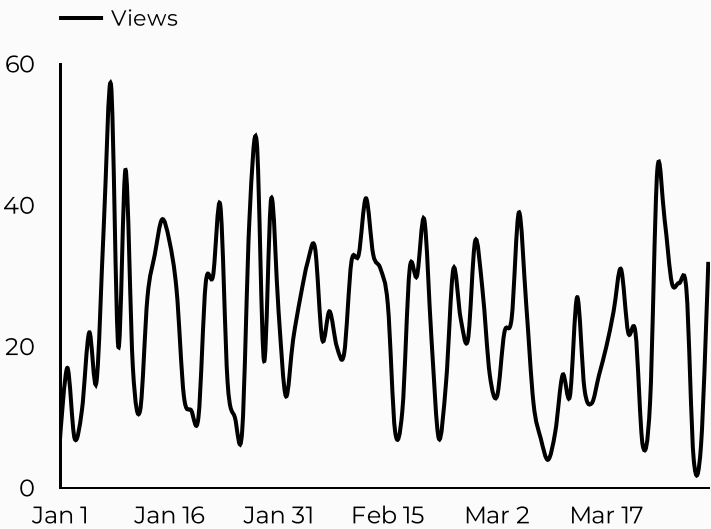
Engagement rate

74%

↓ -1.7%

Compared Y-o-Y

How is site traffic trending?

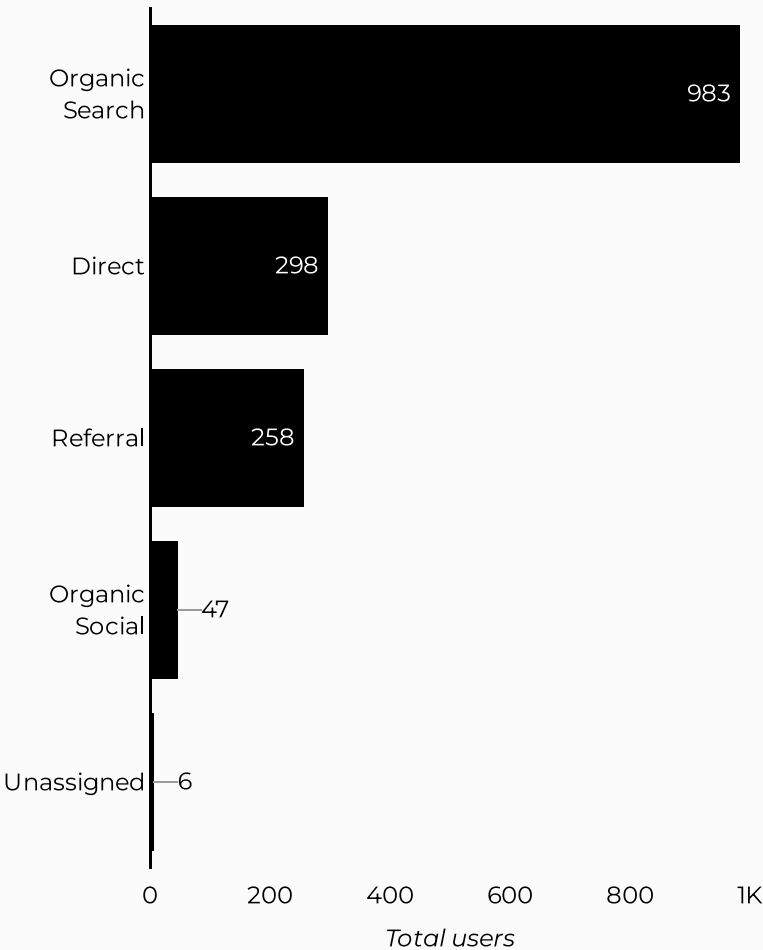


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾
www.armymwr.com	698
bliss.armymwr.com	399
cavazos.armymwr.com	252
belvoir.armymwr.com	109
carson.armymwr.com	72
drum.armymwr.com	44
mccoy.armymwr.com	24
wiesbaden.armymwr.com	21
irwin.armymwr.com	4
campbell.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	838
(direct)	298
bing	120
home.army.mil	71
installations.militaryonesource.mil	38
army.mil	36
m.facebook.com	23
yahoo	15
l.facebook.com	13
armyfamilywebportal.com	11



Search	Total Searches ▾	Total users	Search count per user	Bounce rate
discovery	90	13	6.92	0%
finance	68	49	1.39	5.88%
sfrg	43	32	1.34	2.94%
volunteer	42	29	1.45	0%
aer	35	29	1.21	3.33%
mflc	34	26	1.31	0%
tax	24	19	1.26	0%
emergency laon	23	1	23	85%
employment readiness	22	5	4.4	0%
command family readiness representative	22	1	22	0%
efmp	21	18	1.17	0%
financial services	19	2	9.5	0%
wic	18	10	1.8	7.14%
acs	17	14	1.21	0%
employment	17	11	1.55	0%
jobs	17	14	1.21	0%
financial	16	11	1.45	8.33%
counseling	15	14	1.07	50%
taxes	14	13	1.08	0%
anger management	13	8	1.63	11.11%
cpr	13	11	1.18	0%
job fair	11	11	1	0%
fap	11	9	1.22	0%
storage	11	2	5.5	45.45%
pcs	11	9	1.22	0%
job	11	8	1.38	0%
Grand total	2,511	1,700	1.48	3.69%