Program Roll-Up

Oct 1, 2025 - Sep 30, 2026

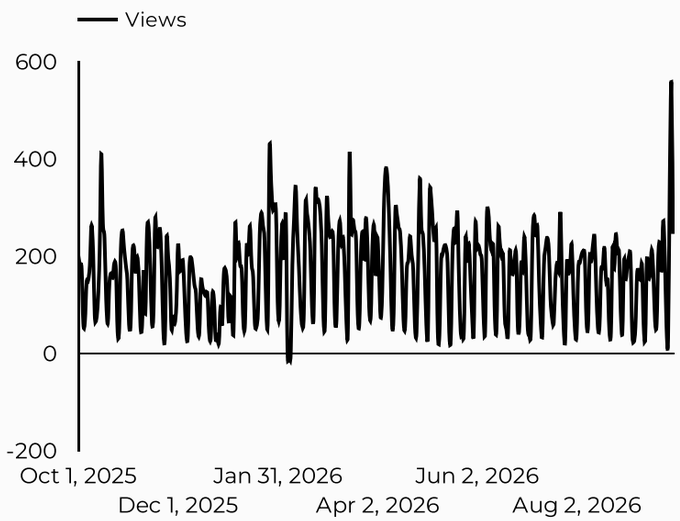
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	33,146	25,678	41,085	58.83%
CEAT	22,138	8,740	23,886	55.3%
Home Based Business	31,337	12,449	37,103	65.3%

ARMY MWR NAF Personnel Services

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
60,569	41,085	33,146	25,678	02:55	59%
-27.0%	-26.2%	-27.8%	-26.7%	11.8%	-10.3%

Compared Y-o-Y

How is site traffic trending?

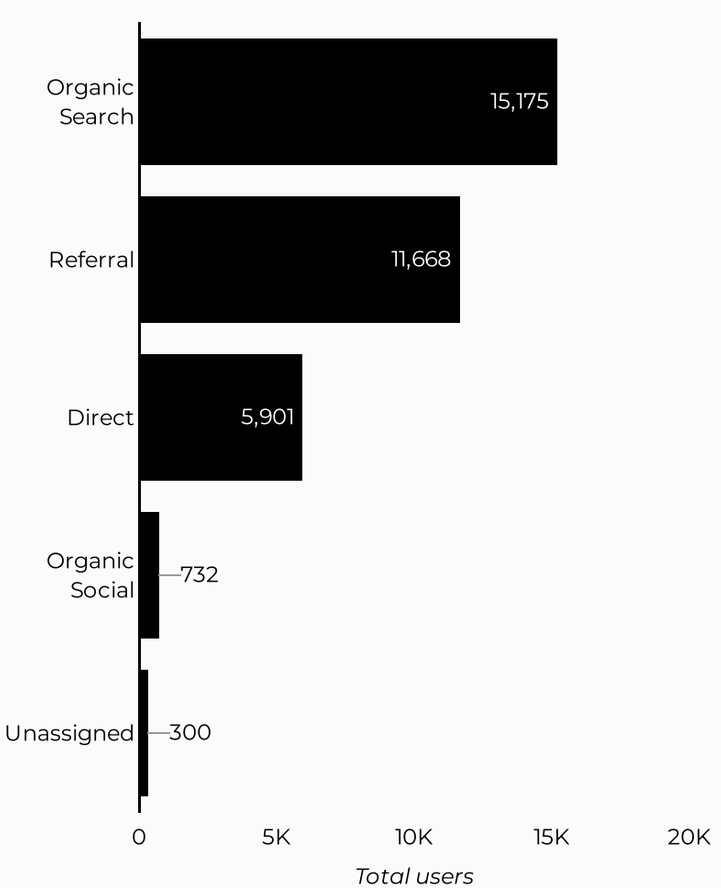


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	16,204
/employee-portal/naf-personnel-services/naf-retirement	8,857
/employee-portal/naf-personnel-services/naf-retirement/401k	2,969
/employee-portal/naf-personnel-services/office-locations	2,579
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	2,182
/programs/employee-portal	1,681
/employee-portal/naf-personnel-services/retirement/retiree-annuity-information-update	1,116

Which channels are driving traffic?



What are the top sources?

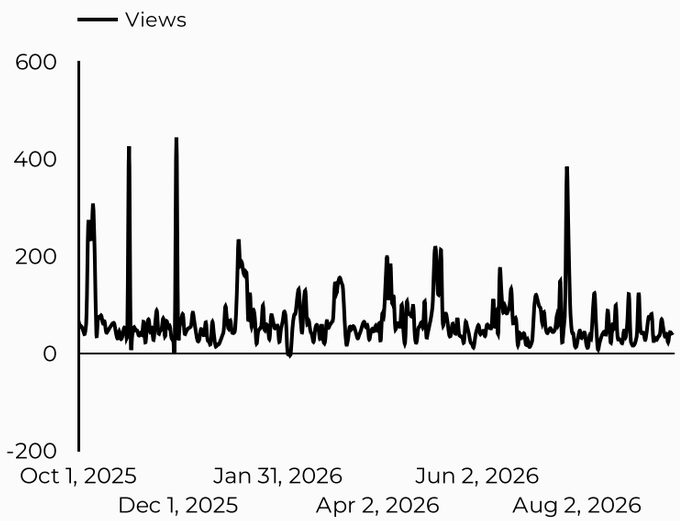
Session source	Total users
google	10,981
nafbenefits.com	10,490
(direct)	5,901
bing	3,810
m.facebook.com	428
yahoo	300
safe.menlosecurity.com	228
(not set)	227
armyeitaas.sharepoint-mil.us	124
duckduckgo	122

ARMY MWR CEAT

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
24,541	23,886	22,138	8,740	54	55%
-6.7%	20.4%	30.1%	98.8%	-40.5%	-27.5%

Compared Y-o-Y

How is site traffic trending?

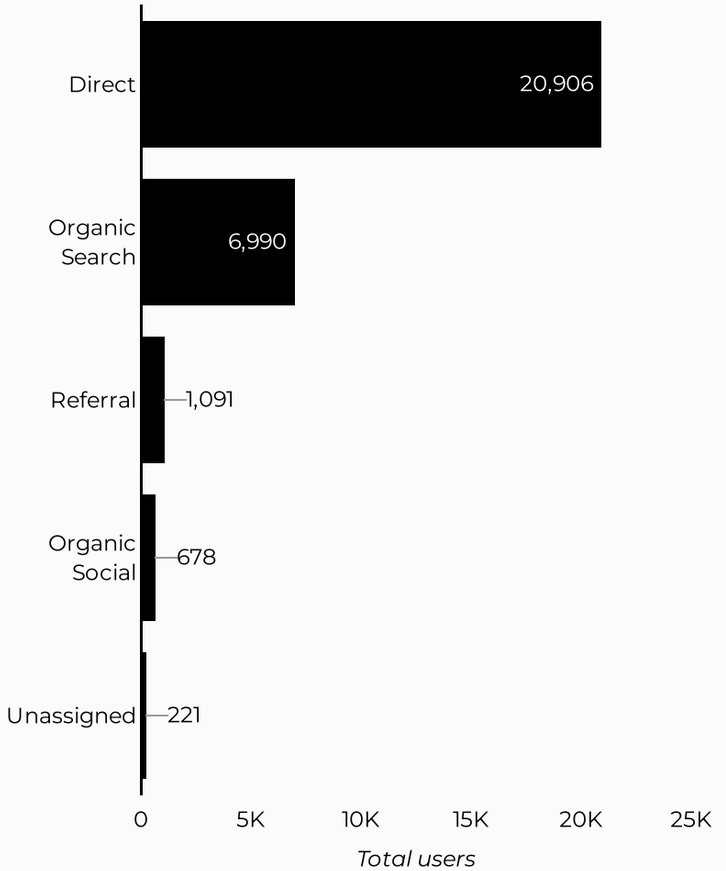


Top US Army Installations

Sorted by Total Users

Installation	Total us...	% Δ
www.armymwr.com	5,624	-10.8%...
baumholder.armymwr.com	4,281	1,356.1...
stewarthunter.armymwr.co...	608	31.6%
bragg.armymwr.com	596	31.0%
hood.armymwr.com	474	330.9...
bliss.armymwr.com	451	14.5%
hawaii.armymwr.com	361	-1.6%
benning.armymwr.com	359	127.2%...
campbell.armymwr.com	336	-1.2%
westpoint.armymwr.com	330	51.4%

Which channels are driving traffic?



What are the top sources?

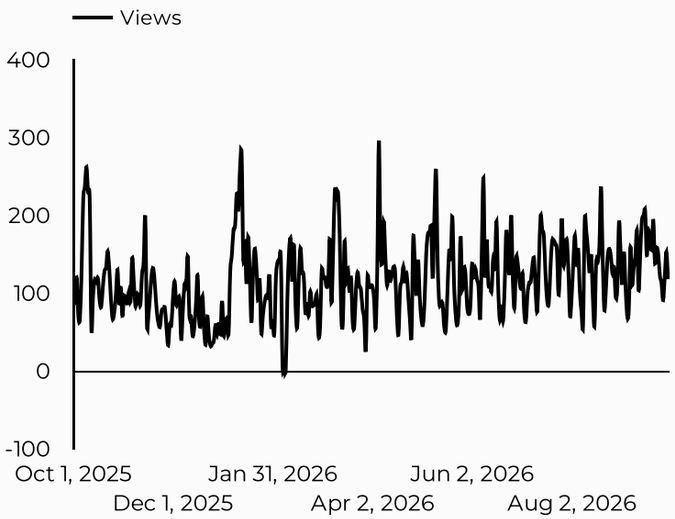
Session source	Total users
(direct)	20,906
google	5,410
bing	1,445
m.facebook.com	307
home.army.mil	265
(not set)	167
facebook.com	157
lm.facebook.com	111
nafbenefits.com	82
yahoo	81

ARMY MWR Home Based Business (HBB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
42,674	37,103	31,337	12,449	02:20	65%
▲ 14.3%	▲ 21.8%	▲ 23.0%	▲ 28.7%	▲ 12.1%	▼ -8.7%

Compared Y-o-Y

How is site traffic trending?

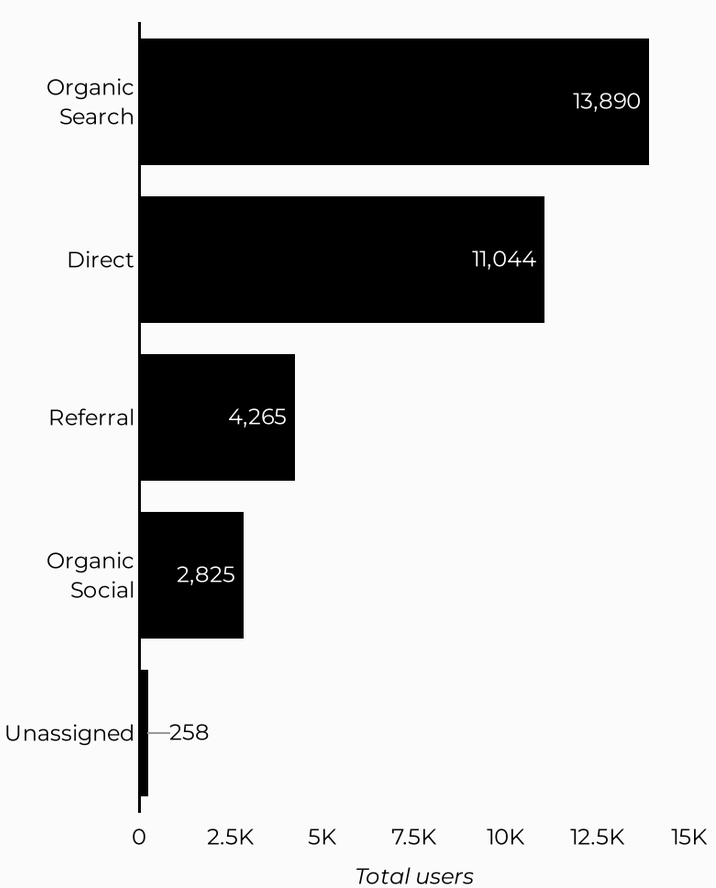


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	5,398
grafenwoehr.armymwr.c...	1,955
jblm.armymwr.com	1,679
stuttgart.armymwr.com	1,215
hawaii.armymwr.com	1,179
polk.armymwr.com	1,063
humphreys.armymwr.co...	894
campbell.armymwr.com	892
hood.armymwr.com	823
bliss.armymwr.com	790

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	12,230
(direct)	11,044
home.army.mil	2,597
bing	1,394
facebook.com	1,135
m.facebook.com	1,038
lm.facebook.com	397
chatgpt.com	377
l.facebook.com	224
myarmybenefits.us.army.mil	129