



Program Roll-Up

Jan 1, 2025 - Mar 31, 2025 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	12,206	9,275	14,888	65.45%
CEAT	4,277	1,267	5,202	76.24%
Home Based Business	5,677	2,765	6,991	65.17%



Views

23,122

↓ -18.2%

Sessions

14,888

↓ -13.2%

Total users

12,206

↓ -16.2%

New users

9,275

↓ -14.6%

Avg. Session Time

02:34

↑ 0.4%

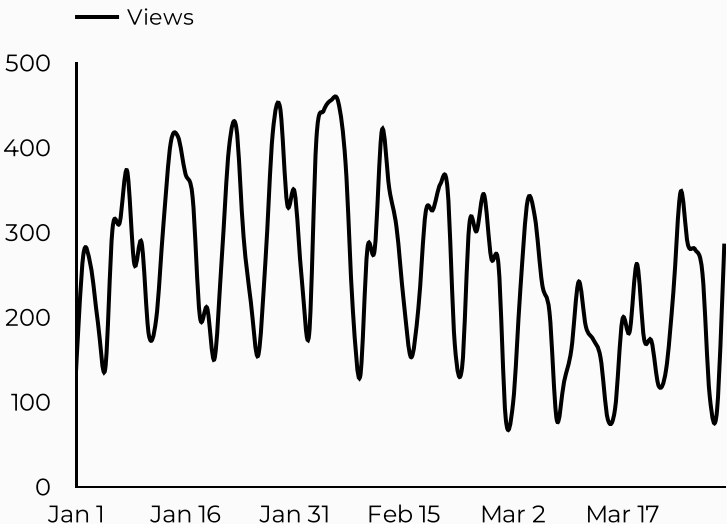
Engagement rate

65%

↓ -2.2%

Compared Y-o-Y

How is site traffic trending?

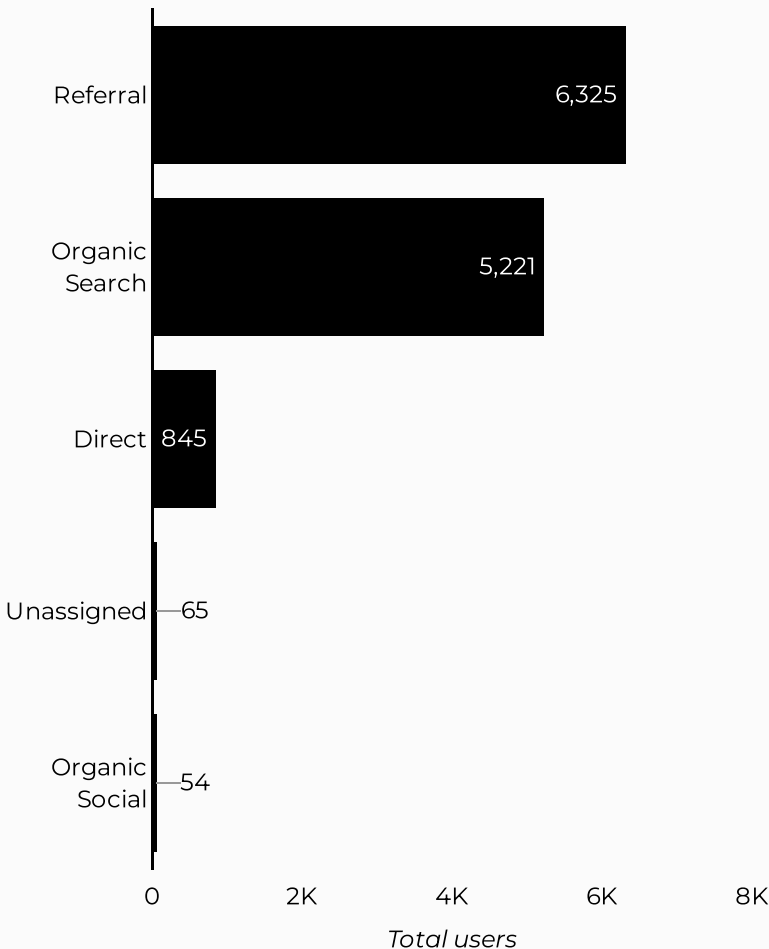


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	7,811
/employee-portal/naf-personnel-services/naf-retirement	2,783
/employee-portal/naf-personnel-services/office-locations	1,122
/employee-portal/naf-personnel-services/health-insurance	800
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	708
/employee-portal/naf-personnel-services/naf-retirement/401k	567
/employee-portal/naf-personnel-services/retirement/retiree-annuity-	492

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	6,051
google	4,230
(direct)	845
bing	810
yahoo	124
(not set)	61
home.army.mil	52
usajobs.gov	50
duckduckgo	43
m.facebook.com	35



Views

6,949

↑ 39.1%

Sessions

5,202

↑ 20.3%

Total users

4,277

↑ 13.9%

New users

1,267

↑ 47.7%

Avg. Session Time

01:38

↑ 2.5%

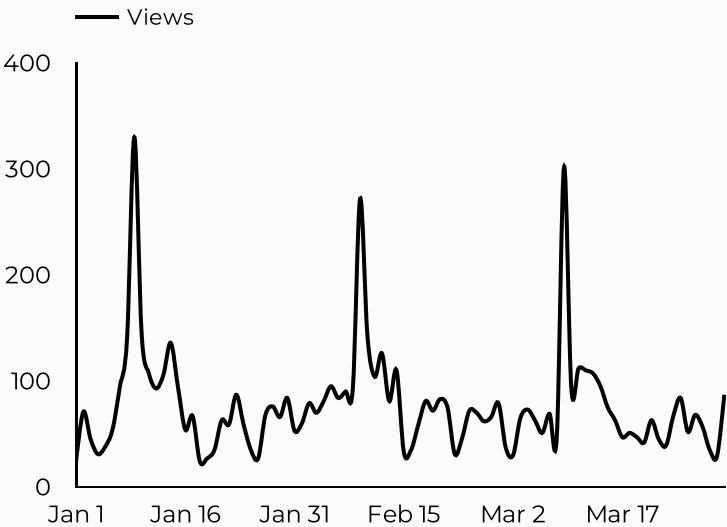
Engagement rate

76%

↓ -4.0%

Compared Y-o-Y

How is site traffic trending?

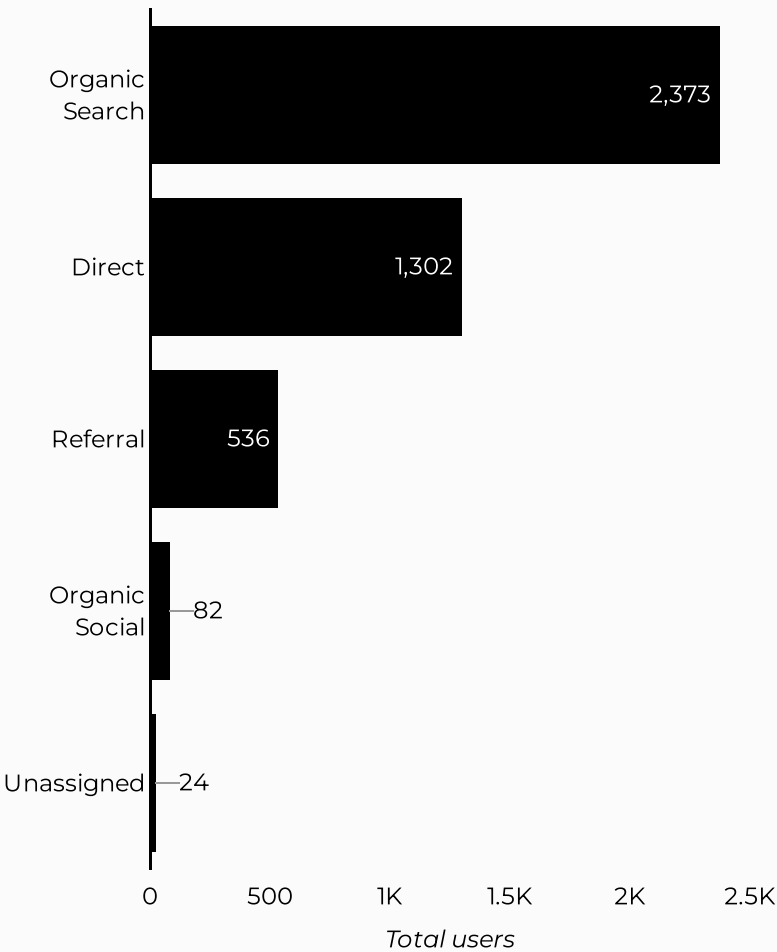


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,755
baumholder.armymwr.com	136
stewarthunter.armymwr.com	116
bragg.armymwr.com	89
hawaii.armymwr.com	87
cavazos.armymwr.com	84
redstone.armymwr.com	80
liberty.armymwr.com	79
bliss.armymwr.com	75
campbell.armymwr.com	70

Which channels are driving traffic?



What are the top sources?

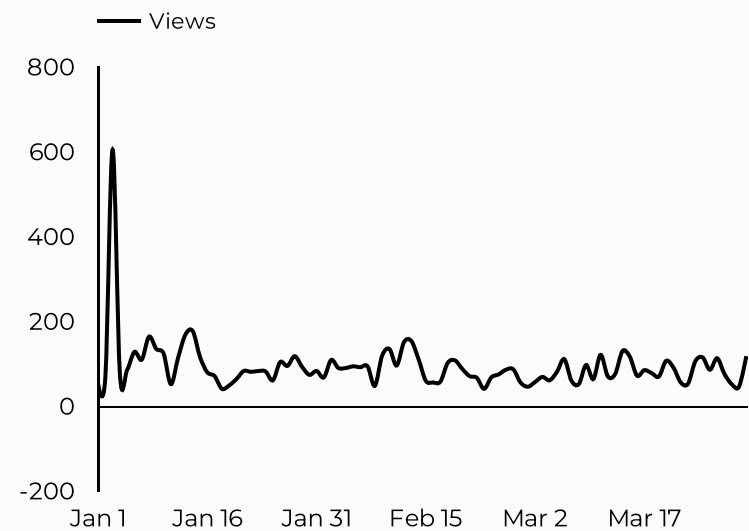
Session source	Total users
google	1,934
(direct)	1,302
bing	376
home.army.mil	129
nafbenefits.com	120
yahoo	47
installations.militaryonesource.mil	38
m.facebook.com	38
usajobs.gov	36
l.facebook.com	26



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
8,451	6,991	5,677	2,765	01:47	65%
↓ -22.3%	↓ -27.8%	↓ -27.3%	↓ -38.5%	↓ -2.1%	↑ 6.5%

Compared Y-o-Y

How is site traffic trending?

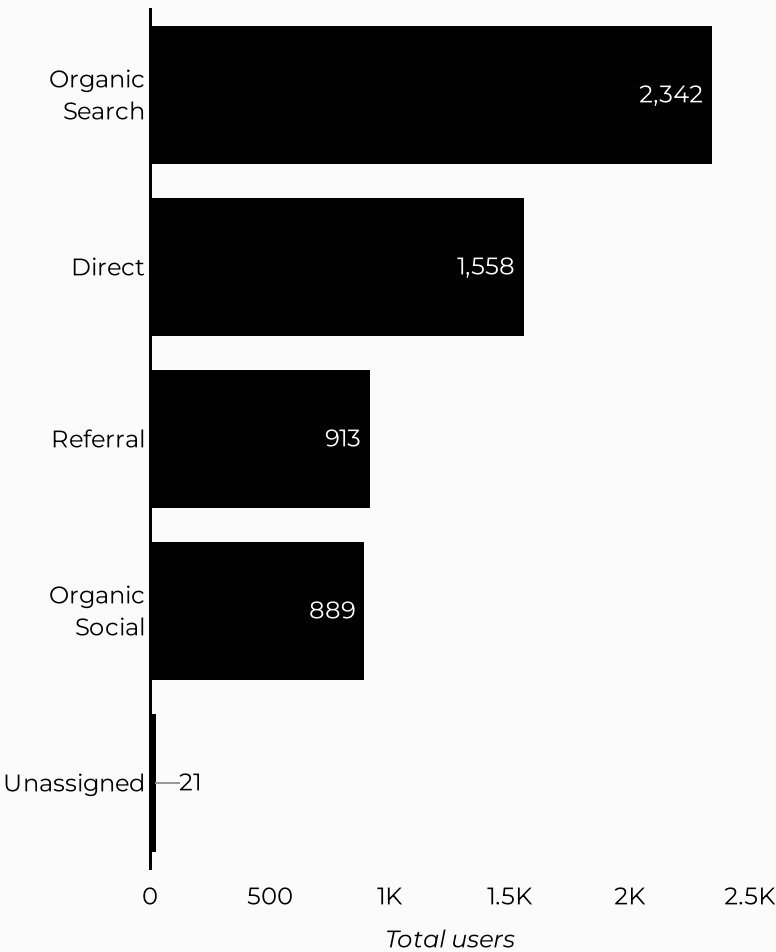


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,178
stuttgart.armymwr.com	520
grafenwoehr.armymwr.com	510
belvoir.armymwr.com	506
jblm.armymwr.com	244
irwin.armymwr.com	204
johnson.armymwr.com	153
hohenfels.armymwr.com	148
cavazos.armymwr.com	133
hawaii.armymwr.com	130

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,102
(direct)	1,558
home.army.mil	704
m.facebook.com	639
bing	184
lm.facebook.com	154
facebook.com	48
l.facebook.com	48
installations.militaryonesource.mil	31
yahoo	29