



# Program Roll-Up

Oct 1, 2024 - Dec 31, 2024



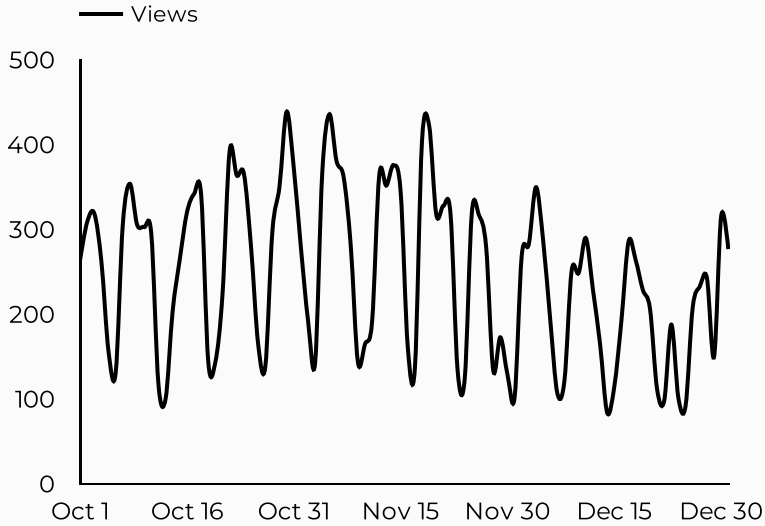
<b>PROGRAM</b>	<b>Total Users</b>	<b>New Users</b>	<b>Sessions</b>	<b>Engagement Rate</b>
NAF Personnel Services	13,081	9,811	14,953	64.94%
CEAT	3,639	862	4,100	81.9%
Home Based Business	4,739	2,221	5,648	71.25%



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
22,750	14,953	13,081	9,811	02:16	65%
↓ -2.8%	↑ 5.5%	↑ 9.9%	↑ 21.1%	↓ -10.0%	↓ -0.9%

Compared Y-o-Y

**How is site traffic trending?**

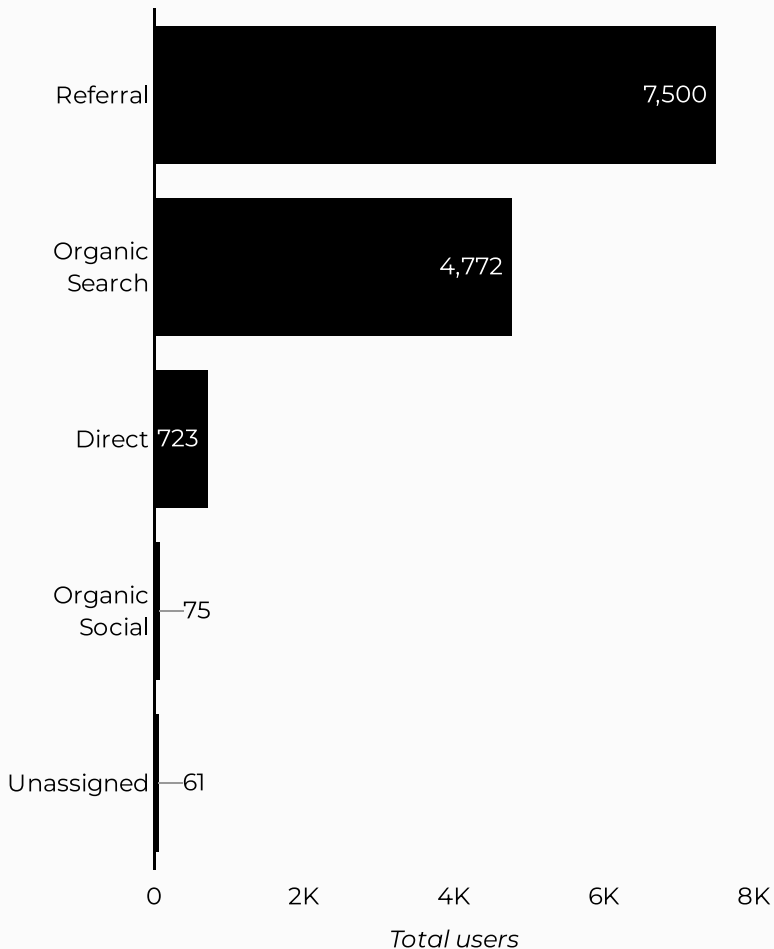


**Top Pages**

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	8,873
/employee-portal/naf-personnel-services/naf-retirement	2,264
/employee-portal/naf-personnel-services/health-insurance	1,025
/employee-portal/naf-personnel-services/office-locations	1,022
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	637
/employee-portal/naf-personnel-services/naf-retirement/401k	561
/employee-portal/naf-personnel-services/life-insurance	481

**Which channels are driving traffic?**



**What are the top sources?**

Session source	Total users
nafbenefits.com	7,192
google	4,036
(direct)	723
bing	602
yahoo	97
usajobs.gov	72
(not set)	59
home.army.mil	48
duckduckgo	37
m.facebook.com	37



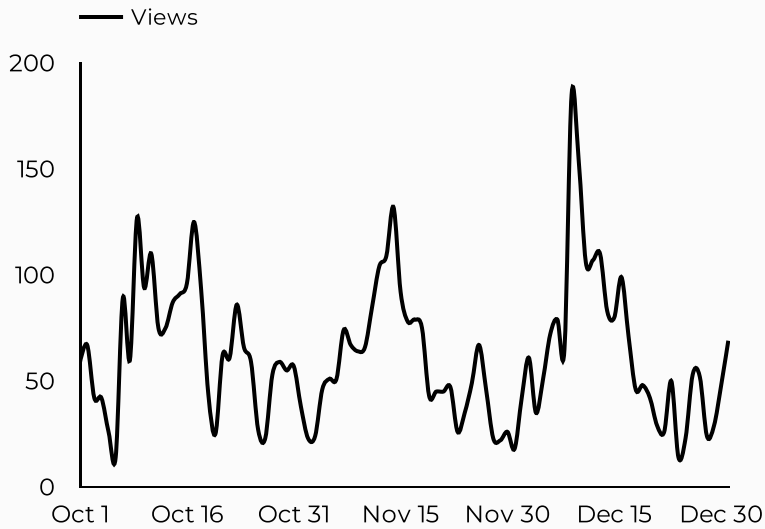
# ARMY MWR

# CEAT

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,752	4,100	3,639	862	01:38	82%
↑ 60.1%	↑ 23.6%	↑ 26.9%	↑ 84.6%	↑ 17.8%	↓ -0.8%

Compared Y-o-Y

## How is site traffic trending?

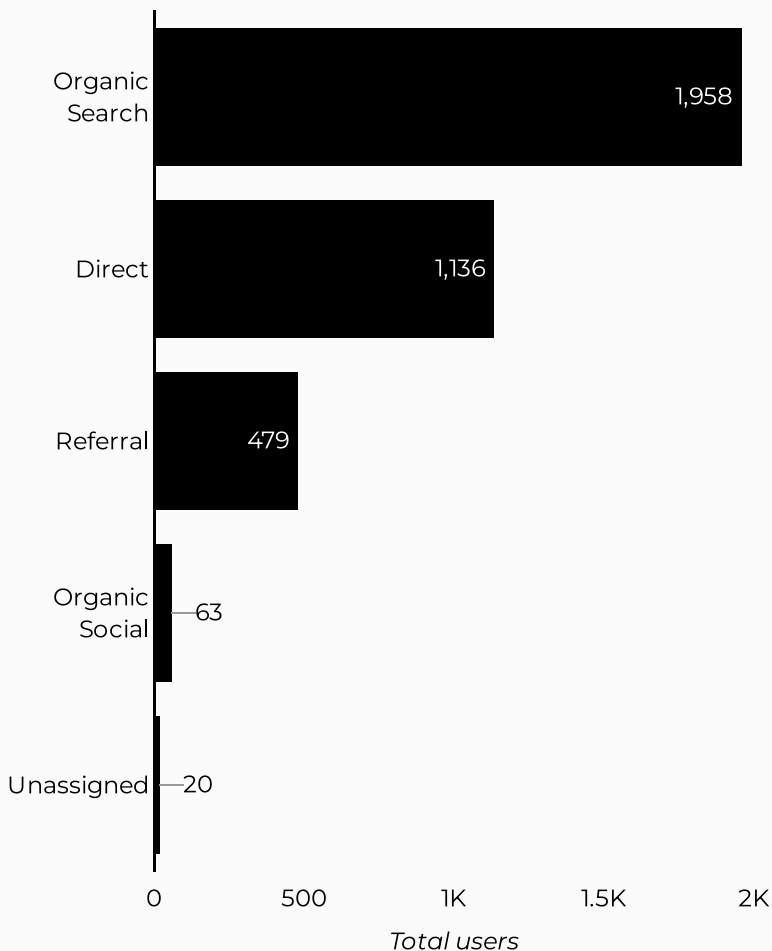


## Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,385
liberty.armymwr.com	143
stewarhunter.armymwr.com	104
hawaii.armymwr.com	99
cavazos.armymwr.com	76
redstone.armymwr.com	69
wiesbaden.armymwr.com	69
kaiserslautern.armymwr.com	67
bliss.armymwr.com	65
campbell.armymwr.com	62

## Which channels are driving traffic?



## What are the top sources?

Session source	Total users
google	1,582
(direct)	1,136
bing	304
nafbenefits.com	142
home.army.mil	98
yahoo	57
usajobs.gov	45
m.facebook.com	35
(not set)	18
installations.militaryonesource.mil	18



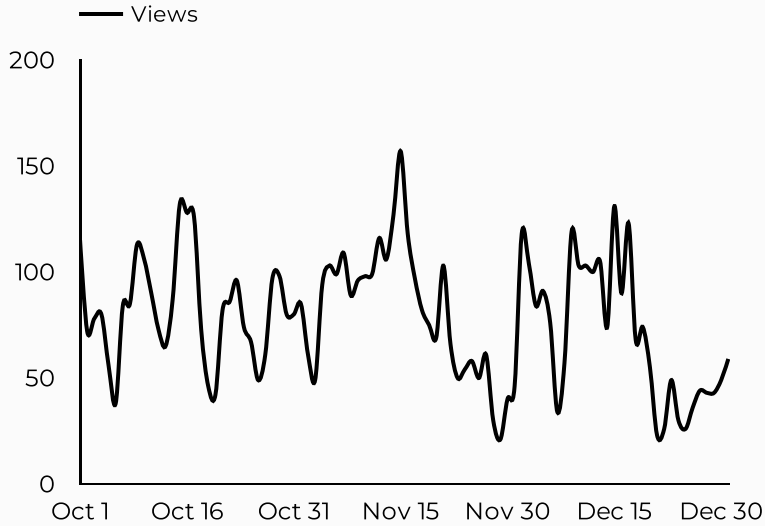
# ARMY MWR

## Home Based Business (HBB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
7,204	5,648	4,739	2,221	02:20	71%
↑ 14.0%	↓ -0.4%	↑ 2.9%	↑ 4.9%	↑ 18.4%	↑ 2.1%

Compared Y-o-Y

### How is site traffic trending?

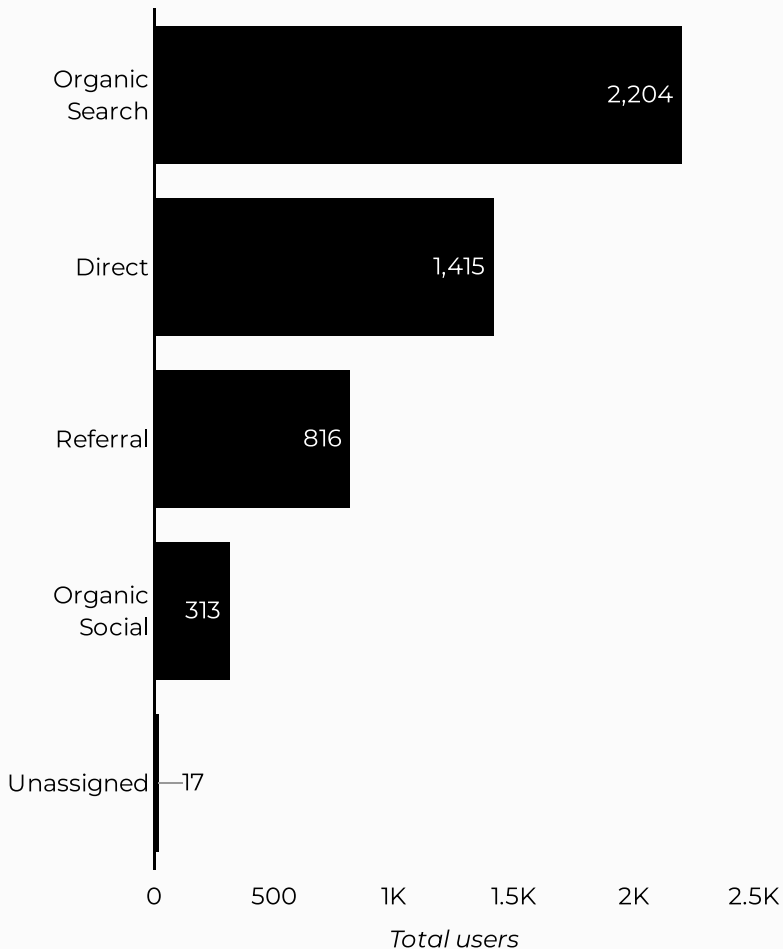


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,118
stuttgart.armymwr.com	433
grafenwoehr.armymwr.com	430
jblm.armymwr.com	233
irwin.armymwr.com	222
johnson.armymwr.com	188
humphreys.armymwr.com	176
hohenfels.armymwr.com	121
cavazos.armymwr.com	116
hawaii.armymwr.com	94

### Which channels are driving traffic?



### What are the top sources?

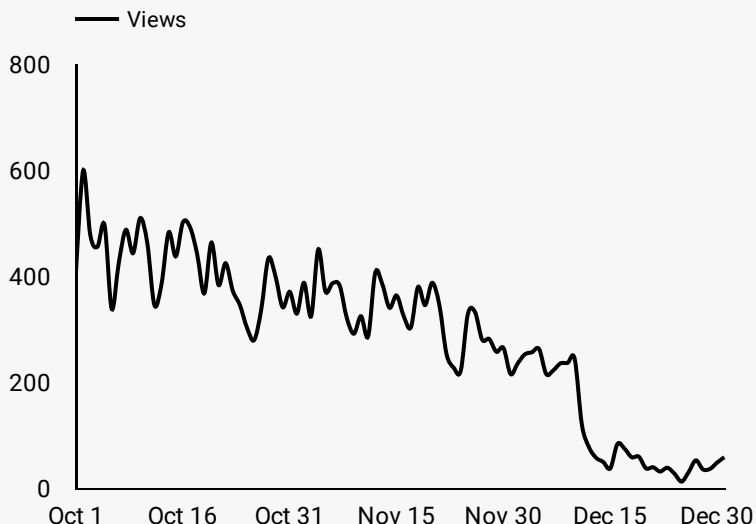
Session source	Total users
google	2,021
(direct)	1,415
home.army.mil	634
m.facebook.com	183
bing	137
lm.facebook.com	46
facebook.com	40
l.facebook.com	37
yahoo	28
installations.militaryonesource.mil	21



# ARMY MWR CHRA Employment Campaign

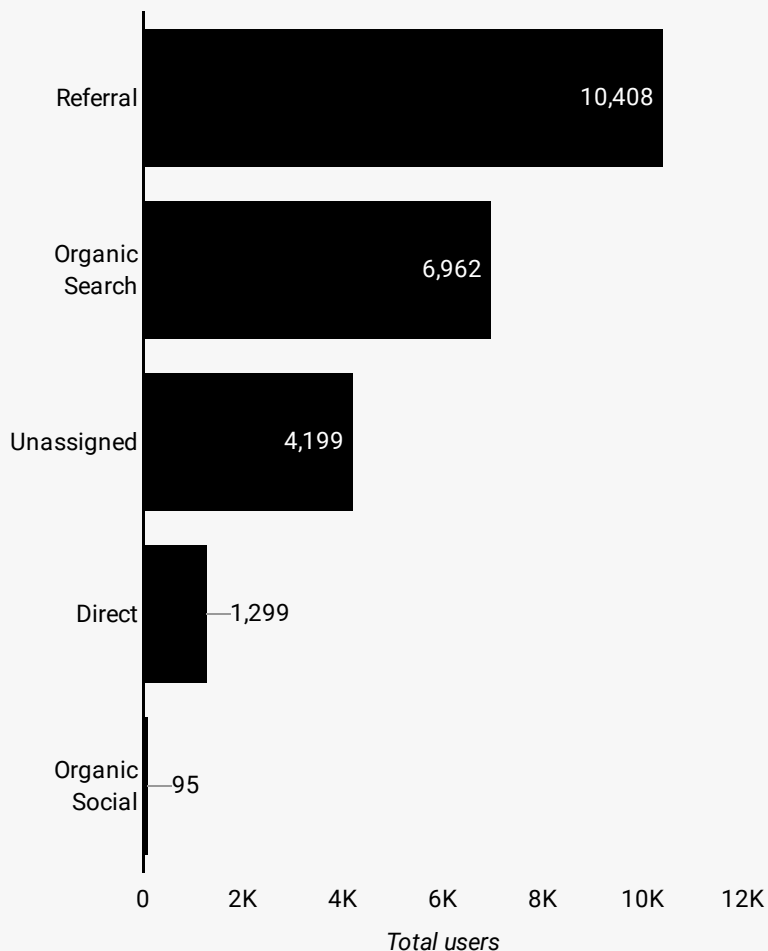
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
26,479	24,784	23,249	20,398	01:06	50%

## How is site traffic trending?



## Which Channels Are Driving Traffic?

Sorted by Total Users



## Top Link Clicks

Clicks	Total
<a href="https://armymwrcareers.usajobs.gov/">https://armymwrcareers.usajobs.gov/</a>	8,500
<a href="https://www.usajobs.gov/">https://www.usajobs.gov/</a>	266
<a href="https://www.usajobs.gov/help/working-in-government/unique-hiring-paths/students/">https://www.usajobs.gov/help/working-in-government/unique-hiring-paths/students/</a>	85
<a href="https://www.usajobs.gov/Help/working-in-government/unique-hiring-paths/individuals-with-disabilities">https://www.usajobs.gov/Help/working-in-government/unique-hiring-paths/individuals-with-disabilities</a>	22
<b>Grand total</b>	<b>8,873</b>

## Top Pages

Sorted by Total Users

Page path	Total users
/careers	22,751
/army-civilian-careers	735
/eyscareers	3
/careersSCAN	2
<b>Grand total</b>	<b>23,249</b>

## What are the top sources?

Session source	Total users
syndicatedsearch.goog	9,656
google	6,638
DSP_Display	3,859
(direct)	1,299
spotify	290
bing	226
nearbyjob.club	189
yahoo	72
home.army.mil	63
m.facebook.com	48
<b>Grand total</b>	<b>23,249</b>