



# Program Roll-Up

Apr 1, 2025 - Jun 30, 2025



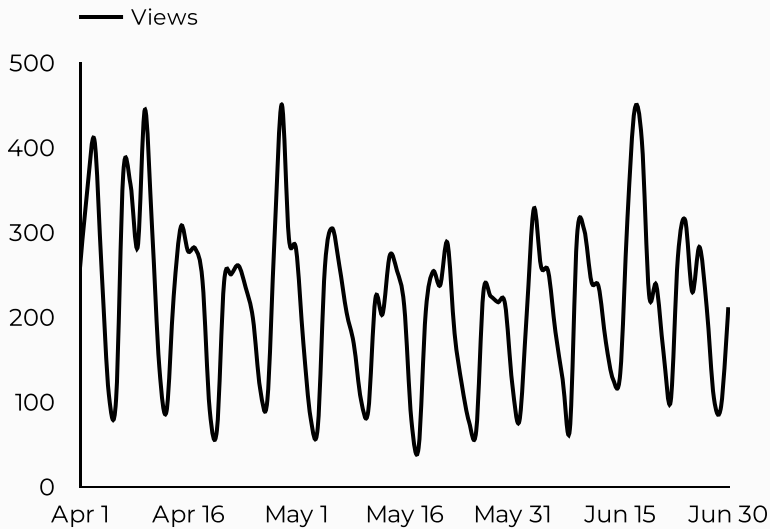
<b>PROGRAM</b>	<b>Total Users</b>	<b>New Users</b>	<b>Sessions</b>	<b>Engagement Rate</b>
NAF Personnel Services	10,916	8,210	13,583	65%
CEAT	4,410	962	5,234	77.63%
Home Based Business	7,192	2,146	8,691	73.34%



Views <b>19,770</b> ↓ -24.2%	Sessions <b>13,583</b> ↓ -19.6%	Total users <b>10,916</b> ↓ -25.3%	New users <b>8,210</b> ↓ -25.2%	Avg. Session Time <b>02:54</b> ↑ 27.0%	Engagement rate <b>65%</b> ↓ -3.3%
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Compared Y-o-Y

### How is site traffic trending?

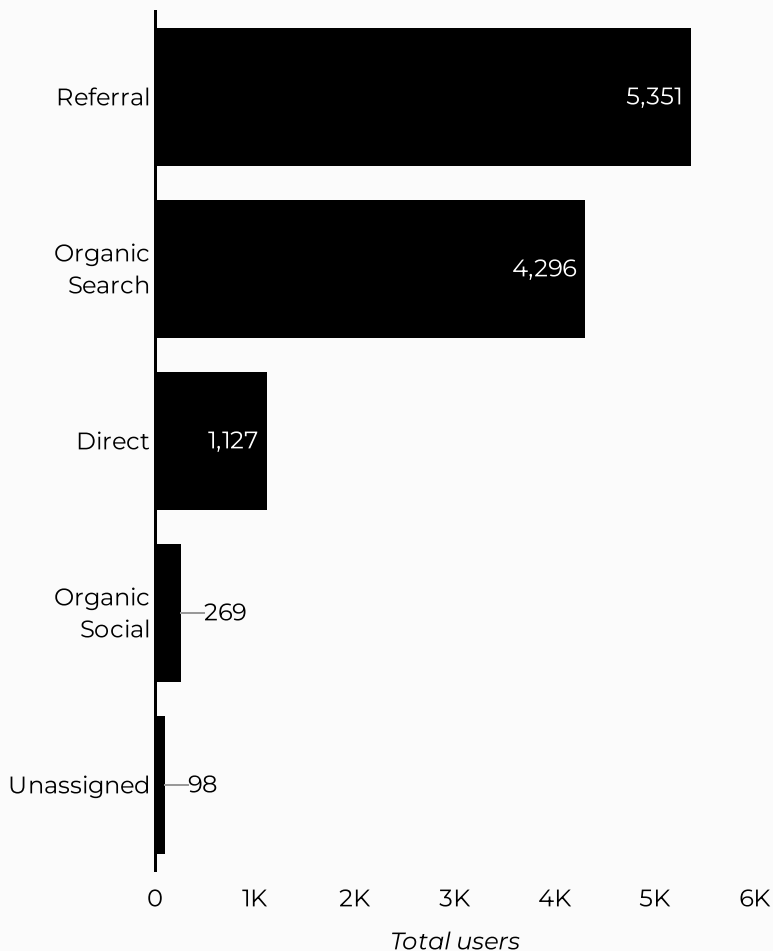


### Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	6,622
/employee-portal/naf-personnel-services/naf-retirement	3,012
/employee-portal/naf-personnel-services/office-locations	842
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	630
/employee-portal/naf-personnel-services/naf-retirement/401k	565
/employee-portal/naf-personnel-services/health-insurance	558
/employee-portal/naf-personnel-services/retirement/retiree-annuity-	360

### Which channels are driving traffic?



### What are the top sources?

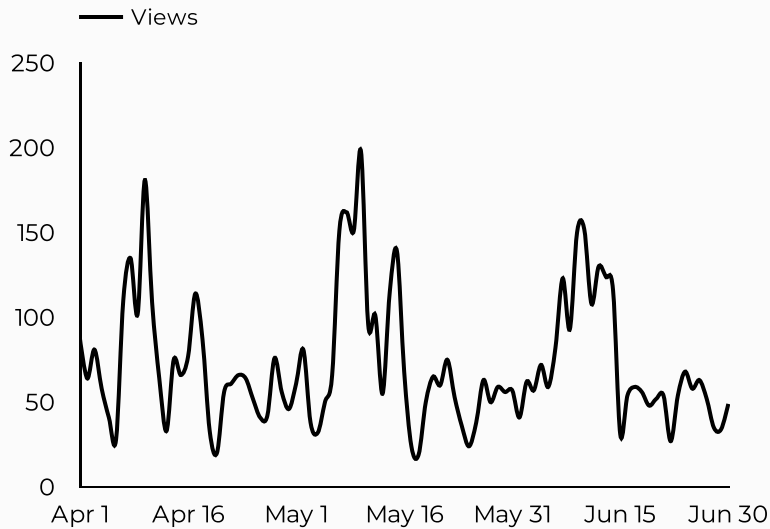
Session source	Total users
nafbenefits.com	5,066
google	3,444
(direct)	1,127
bing	741
m.facebook.com	150
(not set)	91
yahoo	78
usajobs.gov	75
lm.facebook.com	70
safe.menlosecurity.com	43



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,581	5,234	4,410	962	01:34	78%
↑ 26.4%	↑ 17.4%	↑ 11.3%	↑ 13.4%	↓ -2.7%	↓ -4.2%

Compared Y-o-Y

### How is site traffic trending?

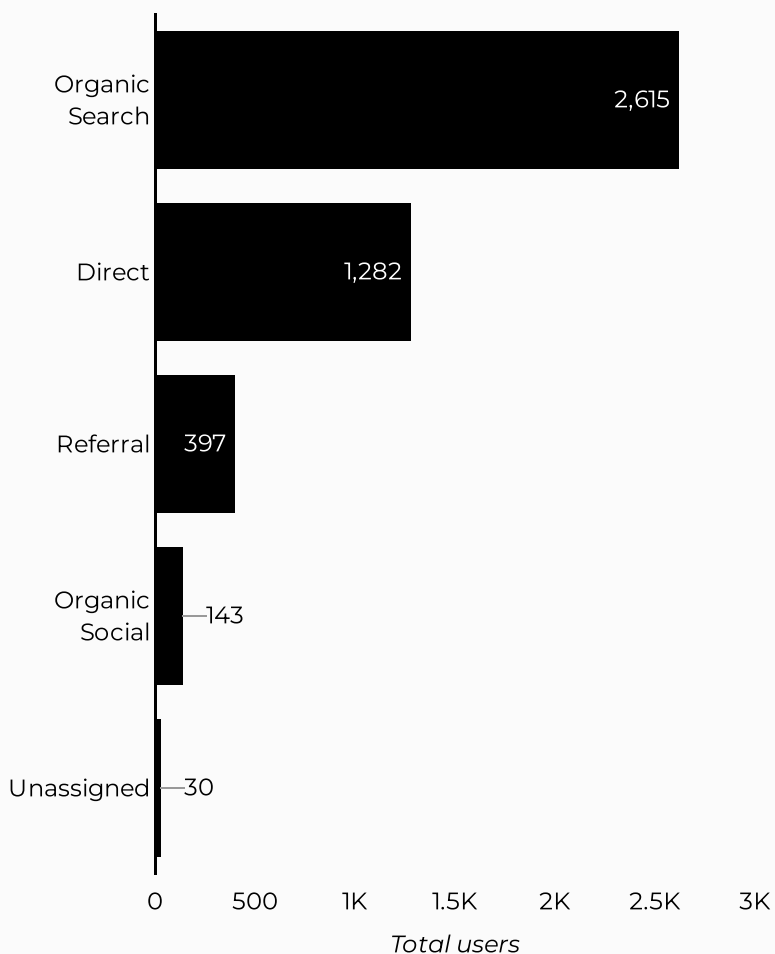


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,641
bragg.armymwr.com	183
stewarhunter.armymwr.com	130
bliss.armymwr.com	118
hawaii.armymwr.com	110
redstone.armymwr.com	103
campbell.armymwr.com	100
cavazos.armymwr.com	90
eisenhower.armymwr.com	77
carson.armymwr.com	75

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	2,237
(direct)	1,282
bing	313
home.army.mil	93
nafbenefits.com	80
m.facebook.com	75
usajobs.gov	40
yahoo	38
l.facebook.com	29
lm.facebook.com	27



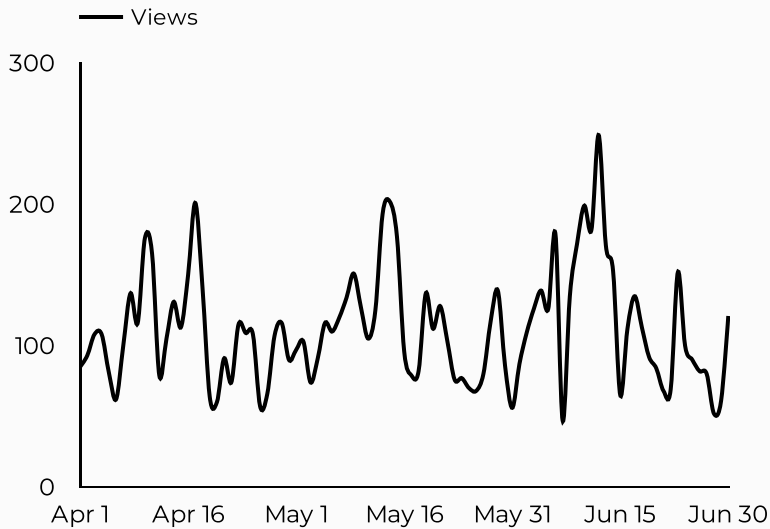
# ARMY MWR

## Home Based Business (HBB)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
10,189	8,691	7,192	2,146	02:15	73%
↑ 35.2%	↑ 24.8%	↑ 25.7%	↓ -18.7%	↑ 21.5%	↑ 10.5%

Compared Y-o-Y

### How is site traffic trending?

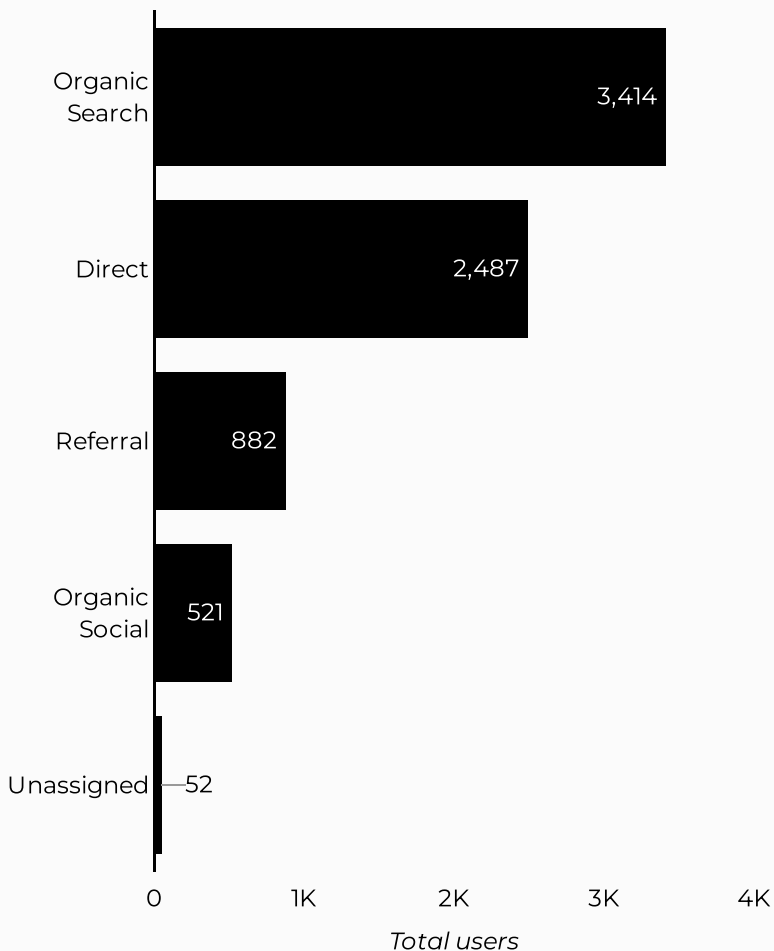


### Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,607
grafenwoehr.armymwr.com	454
stuttgart.armymwr.com	412
jblm.armymwr.com	382
bragg.armymwr.com	250
bliss.armymwr.com	247
johnson.armymwr.com	216
irwin.armymwr.com	214
riley.armymwr.com	208
hawaii.armymwr.com	184

### Which channels are driving traffic?



### What are the top sources?

Session source	Total users
google	3,049
(direct)	2,487
home.army.mil	622
m.facebook.com	335
bing	289
lm.facebook.com	67
facebook.com	59
l.facebook.com	55
chatgpt.com	46
installations.militaryonesource.mil	46