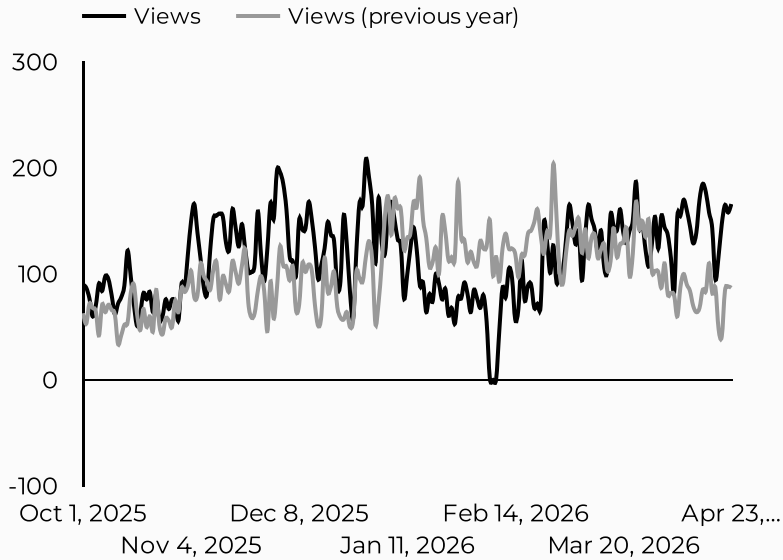




Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
23,518	21,548	17,758	6,320	02:12	79%
↑ 12.7%	↑ 15.6%	↑ 12.9%	↑ 78.1%	↑ 10.8%	↓ -5.5%

Compared Y-o-Y

How is site traffic trending?

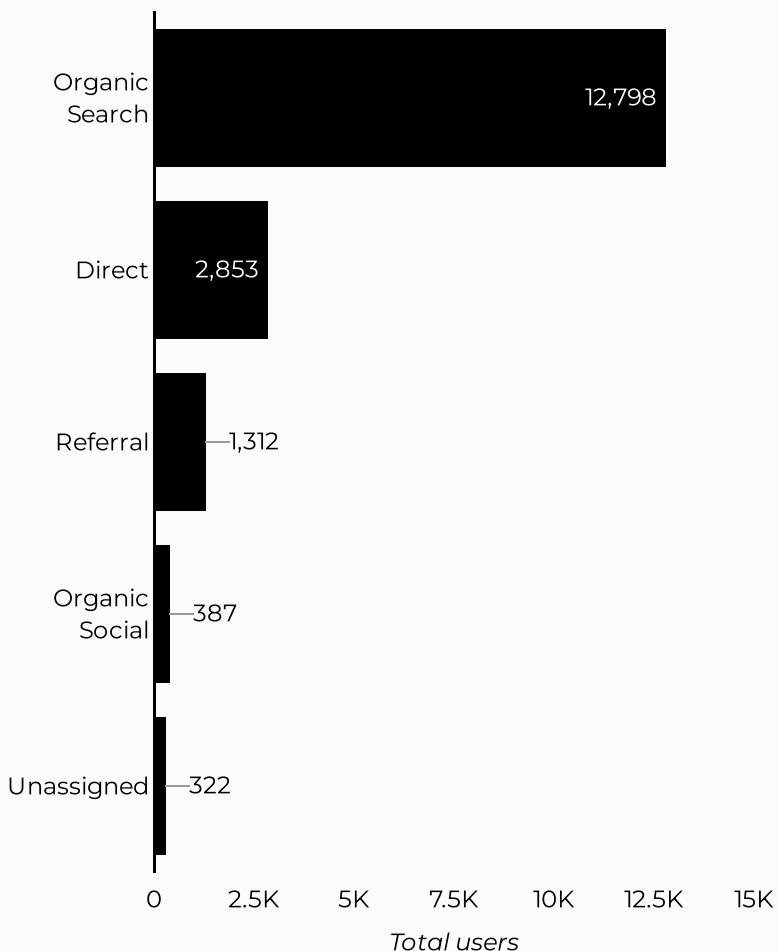


Top US Army Installations

Sorted by Total Users

Installation	Views
www.armymwr.com	21,574
jblm.armymwr.com	123
belvoir.armymwr.com	113
campbell.armymwr.com	111
meade.armymwr.com	103
jackson.armymwr.com	88
hood.armymwr.com	82
hawaii.armymwr.com	78
bragg.armymwr.com	73
benning.armymwr.com	64

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	10,769
(direct)	2,853
bing	1,516
home.army.mil	370
militaryonesource.mil	351
yahoo	288
chatgpt.com	281
duckduckgo	193
m.facebook.com	190
promo	153