

Army MWR Unit A Program Launch

June, 2026

BLUF

The Unit A program content updates are delivering measurable, enterprise-wide results. Across all eight programs, updated pages generated more than 412,000 users and exceeded one million total views, representing an **average increase of 22.4% in total users year over year**. Engagement rates held strong between 60% and 73% across all programs, and new user growth indicates the updated content is successfully reaching first-time audiences. The data reflects a content update that is working.

Employment Readiness Program Content updates are driving measurable results. Traffic is up significantly across all metrics, new user growth is strong, and patrons are actively downloading resources and engaging with career services content. Heatmap analysis identified an opportunity to make section icons linkable, which would convert existing click behavior into direct service pathways.

Libraries The updated content is retaining and re-engaging a loyal audience, with views and direct traffic both growing year over year. Engagement quality strengthened post-launch, with users spending more time on page. Heatmap analysis at JBLM identified an opportunity to make the Connect to Online Resources icon linkable, directly connecting patrons to the DoW MWR Digital Library.

Youth Sports and Fitness The program delivered broad growth across all metrics with the highest engagement rate of all eight programs. Parents and youth are actively clicking through to sports and fitness content, and the updated pages are driving strong registration and scheduling activity. Moving the How to Get Started section higher on the page would surface the registration pathway at the point of highest user intent.

Financial Readiness Program Early post-launch data is positive with strong growth in total users, new users, and views. Patrons are engaging with the updated content and following through to contact financial counselors directly. The Schedule an Appointment tile is drawing strong click activity, confirming the updated layout is connecting Soldiers with accredited financial counselors effectively.

Fitness Centers The highest-traffic program in this report, with strong growth across all metrics and the broadest installation-level reach enterprise-wide. Users are navigating deeply across individual facility and class pages, and heatmap analysis confirms the updated content across the main landing page, classes page, and individual facility pages is driving direct action toward registrations and reservations.

Parent and Outreach Services Strong early growth following the content update, with new users and views both up significantly year over year. The Register with CYS tile is the primary driver of visits, confirming the updated registration pathway is successfully reaching military Families. Direct traffic growth indicates the content is being shared actively within Family networks.

Better Opportunities for Single Service Members (BOSS) The updated content is reaching new Service Members and bringing them back. Direct traffic growth is strong, and installation-level gains at Bragg and Stewart-Hunter reflect concentrated program momentum. Heatmap analysis shows users clicking directly on the Get Involved and Events icons, presenting a clear opportunity to link those icons directly to the Sign Up and Search Events pathways.

Leisure Travel Services The highest view count and longest average session time of all eight programs, with downloads exceeding 60,000, reflecting exceptional patron engagement with the updated travel and ticketing content. Heatmap analysis confirms the Tickets tile is the primary driver of user interaction, and making the Tickets and Travel icons linkable would convert that existing click behavior into a direct and seamless booking experience.

Overview of Measurement Approach

Performance data for all eight Unit A programs is measured against the same prior-year period to provide consistent year-over-year comparisons.

Each program is tracked across four core metric categories:

- Traffic volume (total users, new users, sessions, and views),
- Acquisition channels (organic search, direct, referral, and organic social),

- Engagement quality (engagement rate and average time on page), and user actions (downloads, clicks, phone, and mail).
- Heatmap and UX analysis supplements the traffic data by providing a visual layer of user behavior at the page level, helping identify how patrons are interacting with specific content elements such as navigation tiles, icons, and calls to action.

Each quarter, a formal performance and user experience report is produced for all programs that captures these metrics, identifies experience trends, and delivers program-specific recommendations grounded in both quantitative data and observed user behavior. Those recommendations are reviewed by program managers and the marketing team and used to inform content updates, layout refinements, and campaign priorities that continuously improve the patron experience. This quarterly reporting cycle serves as the primary input to the program sustainment strategy, ensuring that content ownership, update decisions, and improvement priorities are always driven by current data rather than assumption.

Employment Readiness Program

BLUF: Strong New User Growth & High-Impact Action Identified

The updated program is attracting first-time visitors at a significantly higher rate, with **new users growing 69.7% YoY** (to 51,270). Users are actively engaging by consuming and downloading resources, evidenced by **17,530 downloads**. Heatmap analysis reveals an opportunity to convert existing user click behavior by making key icons linkable.

1. Performance Highlights (Top Metrics)

- **Exceptional User Growth:** Total users reached 84,590 (+40.7% YoY)
- **New Audience Engagement: New users grew to 51,270 (+69.7% YoY)**
- **Content Consumption:** Total views climbed to 149,551 (+37.1% YoY)
- **Highest Action:** Downloads were the top user action at 17,530
- **Engagement Rate:** Held strong at 65.92% with an average time on page of 2 minutes and 6 seconds.

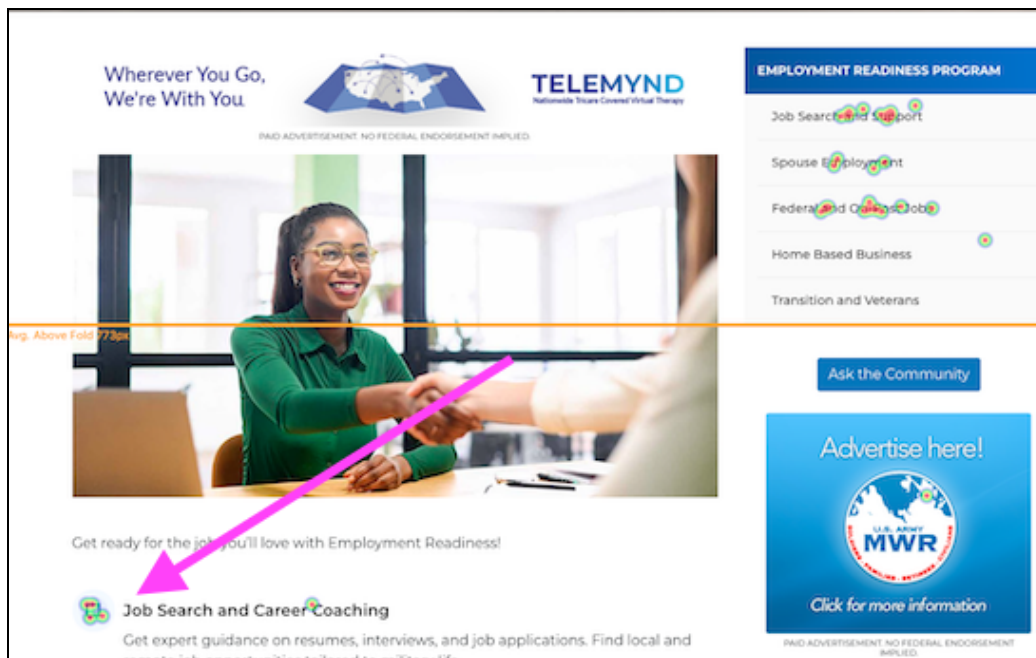
2. Acquisition & Device Mix

- **Key Growth Channels:** Organic Social saw the **largest increase (+287.2% YoY)**, while Organic Search remained the largest overall source (39,530 users)
- **Traffic Distribution:** Content is used across both work and personal devices, with Desktop at 56.6% and Mobile at 42.5%

3. Actionable Recommendation

- **Priority Fix:** Heatmap analysis shows visitors are clicking on the section icons for Job Search and Career Coaching
- **Recommendation:** Make these two icons immediately **clickable and linkable** to their corresponding service pages to convert this strong, existing user intent into direct navigation.

Figure 1: User Behavior Heatmap, Employment Readiness Program



Libraries

BLUF: Strong Retention and Engagement with Actionable Icon Fix

The updated program is retaining and re-engaging a loyal audience, with direct traffic up 42.4% YoY and total views growing 8.4% YoY. The increased average time on page (2:29) and improved engagement rate (63.83%) confirms patrons are spending more time with the refreshed content. Heatmap analysis identified a high-impact opportunity to make the "Connect to Online Resources" icon directly linkable.

1. Performance Highlights (Top Metrics)

- **Audience Loyalty:** Direct traffic, a sign of returning users, led acquisition and grew **42.4% YoY** (13,794 users).
- **Engagement Quality:** Average time on page rose **5.0% to 2 minutes and 29 seconds** and engagement rate improved to 63.83%.
- **Content Consumption:** Total views grew to 85,355 (+8.4% YoY).
- **User Actions:** Downloads led user actions at 1,735, reflecting an engaged audience actively accessing resources.

2. Acquisition & Device Mix

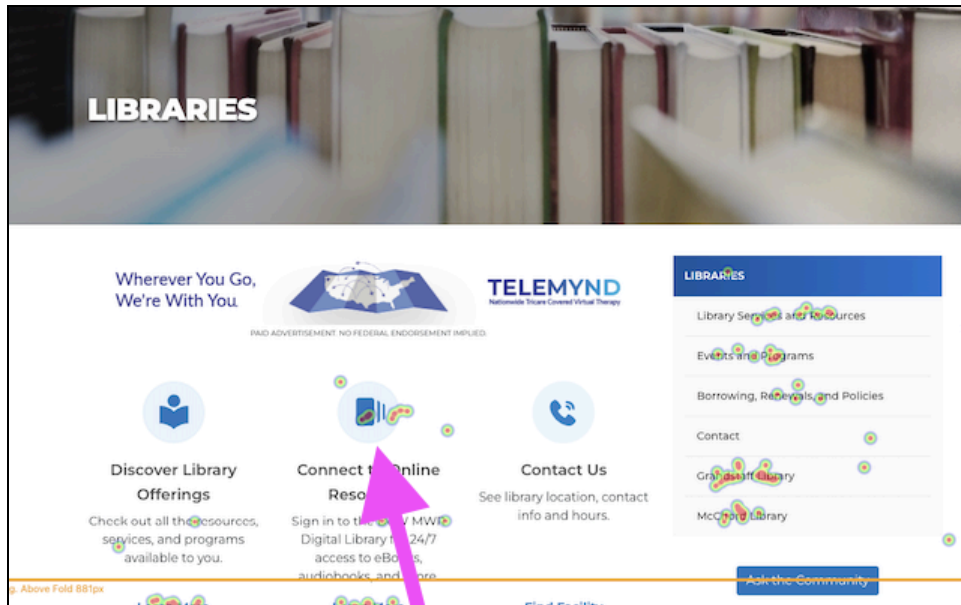
- **Key Growth Channels:** Direct traffic growth signals growing familiarity and loyalty with the updated content. Referral (+23.3% YoY) and Organic Social (+11.4% YoY) also contributed.
- **Installation Reach:** hawaii.armymwr.com saw significant growth (+72.4% YoY).
- **Traffic Distribution:** Content is accessible across a healthy range of devices (Desktop 52%, Mobile 47.3%).

3. Actionable Recommendation

- **Priority Fix:** Heatmap analysis confirms users are clicking on the **Connect to Online Resources** icon, which is positioned above the average fold line.

- **Recommendation:** Make the **Connect to Online Resources** icon immediately **clickable and linkable** to the corresponding service page (e.g., the DoW MWR Digital Library) to convert existing user intent.

Figure 2: User Behavior Heatmap, Libraries



BOSS

BLUF: Strong Retention and New User Growth with High-Impact Icon Fix Identified

The updated BOSS content is successfully reaching new Service Members (new users up 22.6% YoY) and driving exceptional audience loyalty, with Direct traffic growing 77.4% YoY. Installation-level momentum is strong at Bragg and Stewart-Hunter. Heatmap analysis confirmed a high-impact opportunity to convert existing user click behavior by making the **Get Involved** and **Events** icons directly linkable.

1. Performance Highlights (Top Metrics)

- **New Audience Reach:** New users grew to 10,923 (+22.6% YoY), outpacing total user growth.
- **Content Consumption:** Total views climbed to 41,205 (+33.6% YoY).

- **Engagement Quality:** Engagement rate held strong at 65.96% with an average time on page of 1 minute and 51 seconds.
- **User Actions:** Well-balanced actions led by Mail (566), followed closely by phone, clicks, and downloads.

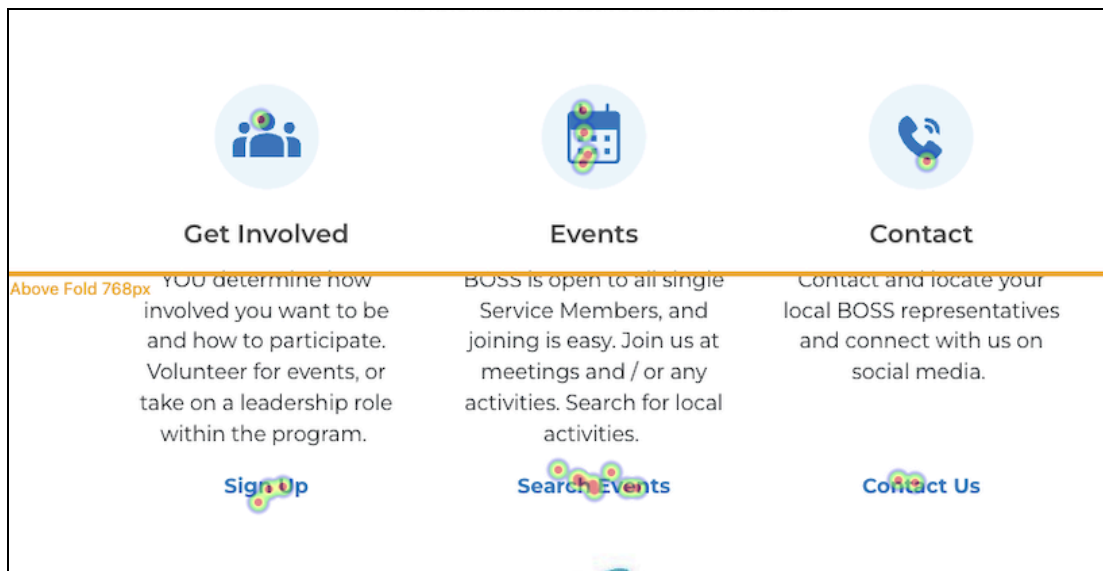
2. Acquisition & Device Mix

- **Audience Loyalty:** Direct traffic led acquisition and grew **77.4% YoY** (9,752 users).
- **Installation Momentum:** Bragg (**+442.8% YoY**) and Stewart-Hunter (**+226.1% YoY**) posted exceptional, concentrated installation-level growth.
- **Traffic Distribution:** Content is used across a healthy mix of devices (Desktop 59.4%, Mobile 40.2%).

3. Actionable Recommendation

- **Priority Fix:** Heatmap analysis confirms users are clicking directly on the **Get Involved** and **Events** icons.
- **Recommendation:** Make both the **Get Involved** and **Events** icons immediately **clickable and linkable** to their corresponding service pages (**Sign Up** and **Search Events**) to convert this strong, existing user intent.

Figure 3: User Behavior Heatmap, Better Opportunities for Single Service Members (BOSS)



Youth Sports and Fitness

BLUF: Highest Engagement Rate and Clear Opportunity to Surface Registration

The Youth Sports and Fitness program achieved the **highest engagement rate of all eight programs at 70.47%** (+1.7% YoY), demonstrating that the content strongly resonates with its audience. Total views grew significantly by 55.5% YoY, and high Direct traffic (+83.9% YoY) shows parents are returning for registration and scheduling information. The primary opportunity identified is a layout fix to increase sign-ups.

1. Performance Highlights (Top Metrics)

- **Highest Engagement Rate:** Achieved a 70.47% engagement rate (+1.7% YoY), indicating high user quality.
- **Deep Content Discovery:** Total views climbed to 79,033 (+55.5% YoY), showing users are exploring multiple pages per visit.
- **Strong User Action:** Clicks led all user actions (12,938), reflecting active navigation toward program details.
- **Audience Loyalty:** Direct traffic, a sign of returning parents, grew sharply by **83.9% YoY** (7,868 users).

2. Acquisition & Device Mix

- **Key Growth Channels:** Organic Search remains the largest source (21,058 users), while Organic Social grew strongly by **51.1% YoY**.
- **Installation Momentum:** Bragg saw exceptional local growth at **+572.6% YoY**.
- **Mobile-First Audience:** 62.7% of traffic comes from mobile devices, reflecting the audience's on-the-go nature.

3. Actionable Recommendation

- **Priority Fix:** Heatmap analysis confirms the **How to Get Started** section, which contains the registration pathway, is currently placed at the bottom of a long page.

- **Recommendation:** Move the **How to Get Started** section higher on the page, closer to the top action tiles, to immediately surface the registration pathway at the point of highest user intent.

Figure 4: User Behavior Heatmap, Youth Sports and Fitness

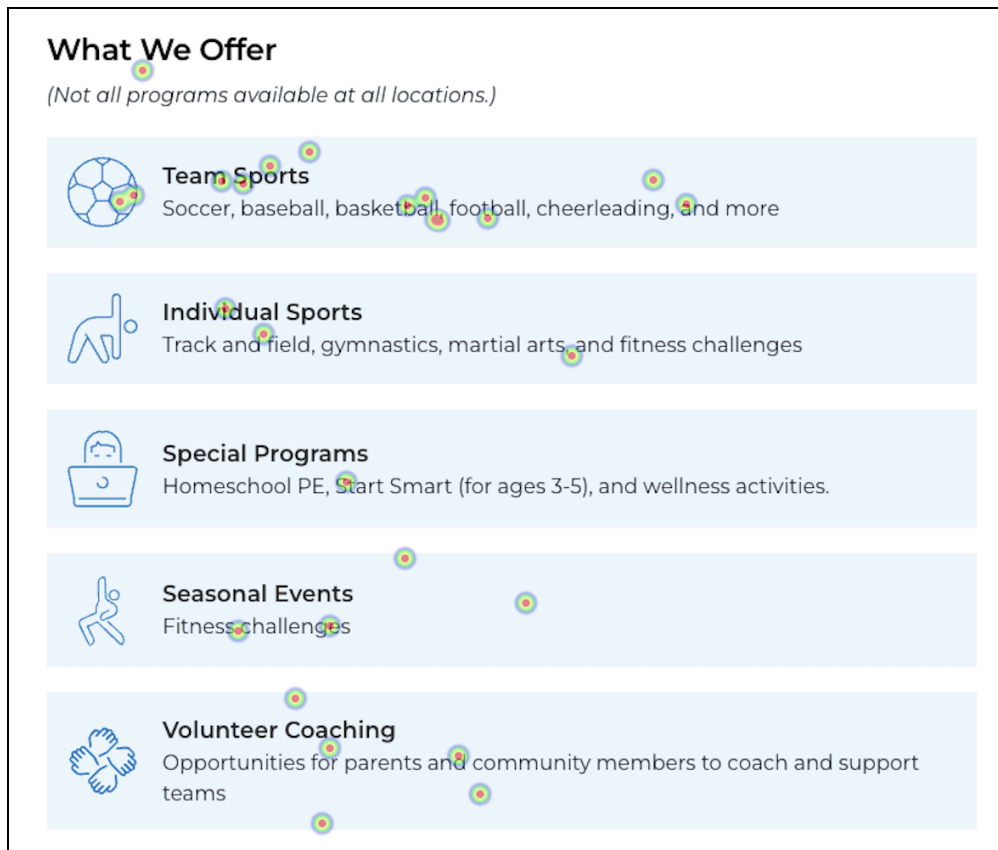
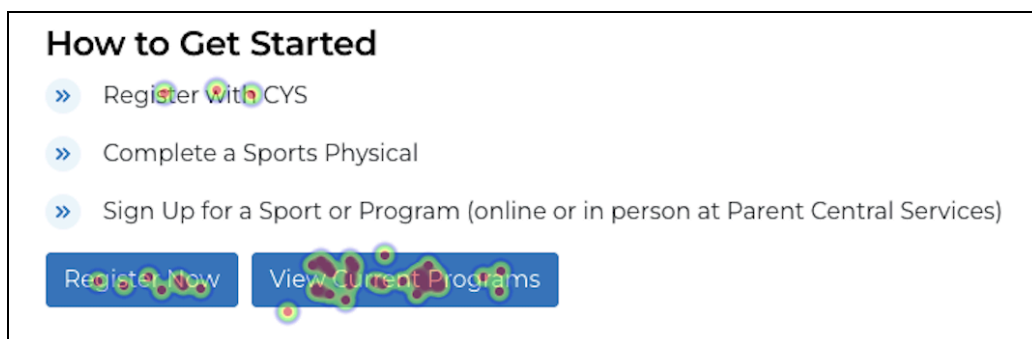


Figure 5: User Behavior Heatmap, Youth Sports and Fitness, How to Get Started



Financial Readiness Program

BLUF: Strong Audience Growth Driven by Direct Engagement with Counseling Services

The program achieved strong early adoption with **new users growing 38.7% YoY** (to 7,272) and Direct traffic surging **130.1% YoY**. Users are immediately following through to connect with counselors, evidenced by **1,205 phone calls**—the top user action. Heatmap analysis confirms the current layout is successful, with the **Schedule an Appointment** tile being a primary driver of visits.

1. Performance Highlights (Top Metrics)

- **Audience Growth:** Total users reached 13,428 (+36.4% YoY) and new users grew to **7,272 (+38.7% YoY)**.
- **High-Value User Action:** Phone calls led all user actions at **1,205**, confirming users are connecting directly with financial counselors.
- **Content Consumption:** Total views climbed to 18,394 (+25.9% YoY).
- **Engagement Quality:** Average time on page held steady at 2 minutes and 33 seconds.

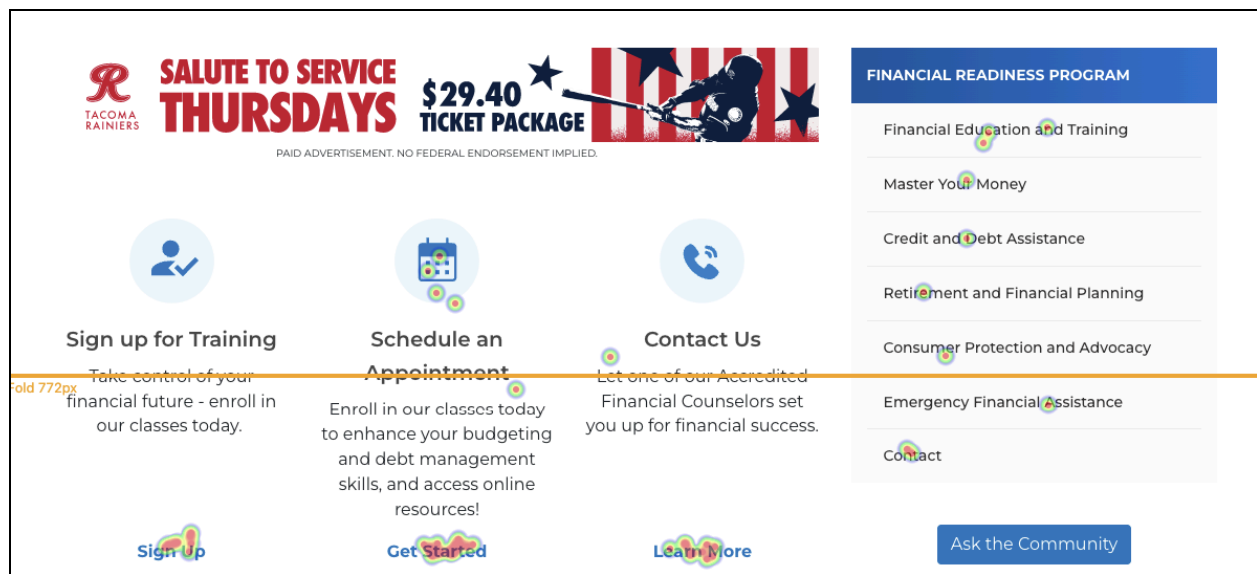
2. Acquisition & Device Mix

- **Key Growth Channel:** Direct traffic surged **130.1% YoY** (5,725 users), running nearly even with Organic Search (5,798 users), reflecting strong word-of-mouth and direct purpose-driven visits.
- **Installation Momentum:** redstone.armymwr.com posted exceptional local growth at **+436.2% YoY**.
- **Traffic Distribution:** Users primarily access content from work/home computers (Desktop 63.1%, Mobile 36.6%), consistent with financial planning tasks.

3. Key Insight and Next Step

- **Key Insight:** Heatmap analysis confirms the **Schedule an Appointment** tile is drawing strong click activity, aligning with the high volume of phone calls and validating the updated layout for connecting Soldiers with counselors.
- **Next Step:** Continue to monitor this program as it builds its post-launch data baseline, as engagement trends will become clearer over the next reporting period.

Figure 6: User Behavior Heatmap, Financial Readiness Program



Fitness Centers

BLUF: Highest Traffic Program Driving Deep Exploration and Direct Action

The Fitness Centers program is the highest-traffic program in this report, reaching over 101,000 users and confirming the broadest enterprise-wide reach. The program is successfully driving deep content exploration (**views up 39.1% YoY**) and high-value user actions like class schedule downloads and reservations. The audience is primarily mobile (71.7%), and heatmap analysis validates that the updated layout is effectively surfacing actionable content across facility and class pages.

1. Performance Highlights (Top Metrics)

- **Highest Traffic:** Reached 101,496 total users (+14.6% YoY), ranking as the highest-traffic program.
- **Deep Navigation:** Total views climbed to 222,919 (+39.1% YoY), indicating users are exploring multiple pages per visit.
- **Top User Action:** Downloads led user actions at **18,725**, followed by phone calls (8,007).
- **New Audience:** New users grew to 65,782 (+19.3% YoY).

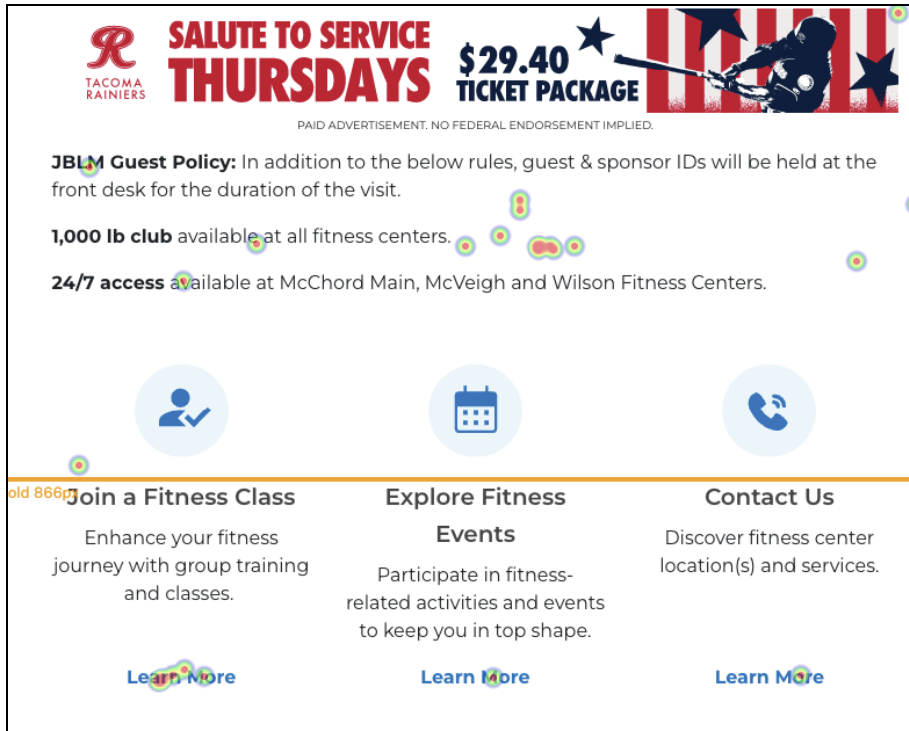
2. Acquisition & Device Mix

- **Mobile-First Audience:** 71.7% of traffic comes from mobile devices, reflecting on-the-go access by Soldiers and Families.
- **Loyalty & Familiarity:** Direct traffic surged **38.9% YoY** (31,509 users), signifying strong familiarity with the updated pages.
- **Key Installation Growth:** JBLM posted exceptional growth (+47.0% YoY), with Bragg leading overall traffic (6,895 users).
- **Acquisition Source:** Organic Search remains the largest source (63,111 users).

3. Key Insight and Next Step

- **Key Insight:** Heatmap analysis confirms the successful design and layout across three distinct page types:
 - Main landing page action tiles (Join a Fitness Class, Explore Fitness Events, Contact Us) are effectively surfacing actionable content just above the fold.
 - Class pages are driving engagement with schedule links.
 - Individual facility pages are driving direct action toward reservations and bookings.
- **Next Step:** Continue to monitor engagement across facility pages and explore ways to replicate this successful model of deep navigation and direct action in other programs.

Figure 7: User Behavior Heatmap, Fitness Centers



Parent Outreach Services

BLUF: Exceptional New User Growth and Confirmed Registration Driver

The program achieved strong early growth, with **new users surging 70.8% YoY** (to 4,175) and views up 66.0% YoY, successfully reaching military Families who had not previously engaged. The exceptional **181.3% YoY growth in Direct traffic** confirms the content is being actively shared within Family networks. Heatmap analysis validates that the **Register with CYS** tile is the primary driver of visits, confirming the updated pathway successfully surfaces this critical entry point.

1. Performance Highlights (Top Metrics)

- **New Audience Engagement:** New users grew sharply to **4,175 (+70.8% YoY)**.
- **Content Consumption:** Total views climbed to 15,806 (+66.0% YoY).

- **Audience Action:** Clicks led user actions at 2,488, followed by phone calls (1,270), indicating users are actively navigating content and contacting Parent Central Services.
- **Engagement Quality:** Engagement rate was strong at 66.37% with an average time on page of 2 minutes and 14 seconds.

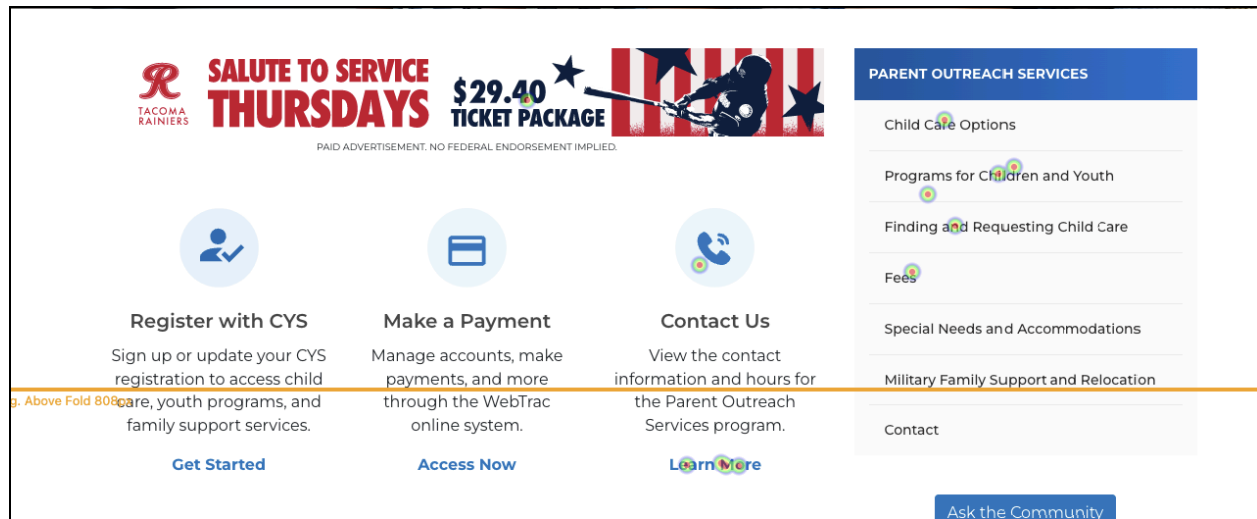
2. Acquisition & Device Mix

- **Key Growth Channels:** Direct traffic growth surged **181.3% YoY** (2,630 users), reflecting strong organic sharing and purposeful returns. Organic Search led overall acquisition (6,051 users).
- **Installation Momentum:** belvoir.armymwr.com posted solid growth (+27.6% YoY), and stuttgart.armymwr.com showed notable early momentum.
- **Traffic Distribution:** Content is used across a balanced mix of devices (Desktop 53.2%, Mobile 46.5%).

3. Key Insight and Next Step

- **Key Insight:** Heatmap analysis confirms the three primary action tiles (**Register with CYS, Make a Payment, Contact Us**) are positioned above the fold, with the **Register with CYS** tile receiving the strongest interaction.
- **Next Step:** Continue to monitor this program as it builds its post-launch data baseline. The current layout is highly effective in surfacing the critical registration pathway, and no immediate content or layout changes are required.

Figure 8: User Behavior Heatmap, Parent and Outreach Services



Leisure Travel Services (LTS)

BLUF: Highest View Count, Deepest Engagement, and Immediate Link Fix Identified

The Leisure Travel Services program generated the **highest view count** (435,417 views) and **longest average session time** (3 minutes, 49 seconds) of all programs, confirming exceptional patron engagement. Downloads exceeded **60,000**, the highest volume across all programs. Heatmap analysis confirms users are clicking on the **Tickets** and **Travel** icons, providing a clear opportunity to link them directly for seamless booking and planning.

1. Performance Highlights (Top Metrics)

- **Record Content Consumption:** Generated the highest view count at **435,417** (+95.4% YoY).
- **Deepest Engagement:** Achieved the highest average time on page at **3 minutes and 49 seconds** (+18.6% YoY).
- **Highest User Action:** Downloads led user actions at **60,564**, the highest volume across all programs.

- **Strong Engagement Rate:** Held strong at 73.48% (+1.0% YoY).

2. Acquisition & Device Mix

- **Acquisition Leader:** Organic Search led overall acquisition (79,174 users).
- **Audience Loyalty:** Direct traffic grew **20.0% YoY**, reflecting users returning purposefully for tickets and planning.
- **Installation Momentum:** campbell.armymwr.com showed strong positive growth (+23.6% YoY).
- **Traffic Distribution:** Consistent with research/planning, traffic is primarily Desktop (61.3%).

3. Actionable Recommendation

- **Priority Fix:** Heatmap analysis confirms users are clicking directly on the **Tickets** and **Travel** icons.
- **Recommendation:** Make the **Tickets, Travel, and Contact** icons **clickable and linkable**.

Figure 9: User Behavior Heatmap, Leisure Travel Services

