



Program Roll-Up

Jan 1, 2026 - Mar 31, 2026

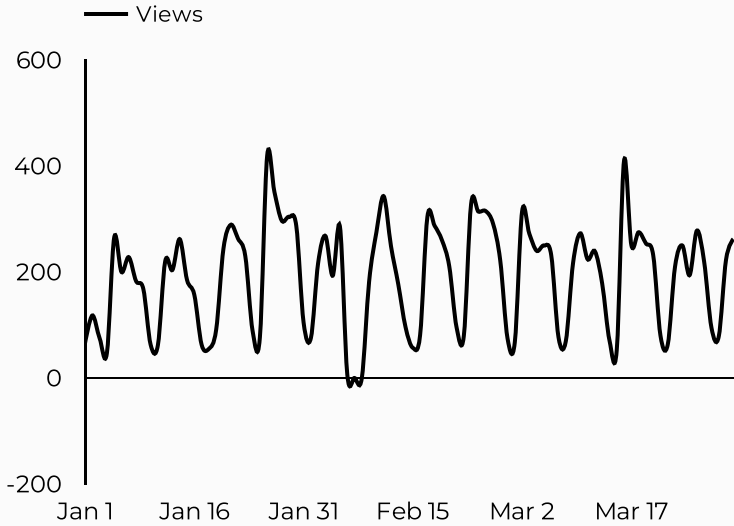
PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	9,331	7,389	11,542	56.77%
CEAT	4,356	1,455	4,811	68.36%
Home Based Business	6,739	2,742	8,201	64.63%



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
17,104	11,542	9,331	7,389	02:41	57%
↓ -26.0%	↓ -22.5%	↓ -23.6%	↓ -20.3%	↑ 4.4%	↓ -13.3%

Compared Y-o-Y

How is site traffic trending?

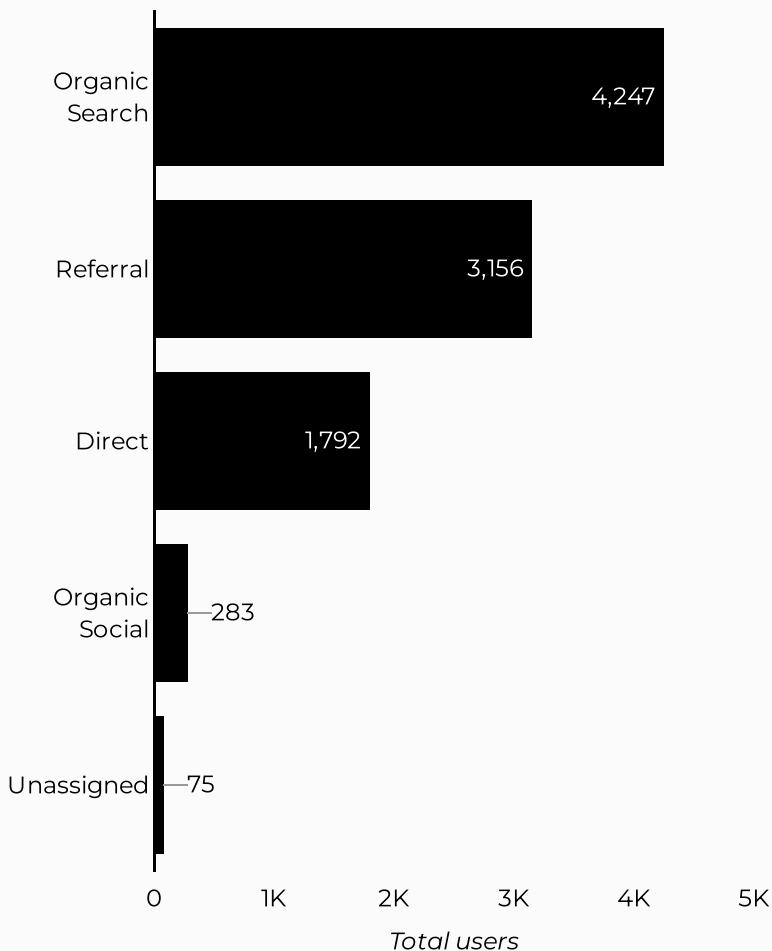


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	4,464
/employee-portal/naf-personnel-services/naf-retirement	2,420
/employee-portal/naf-personnel-services/naf-retirement/401k	1,089
/employee-portal/naf-personnel-services/office-locations	833
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	579
/employee-portal/naf-personnel-services/retirement/retiree-annuity-information-update	360
/programs/employee-portal	356

Which channels are driving traffic?



What are the top sources?

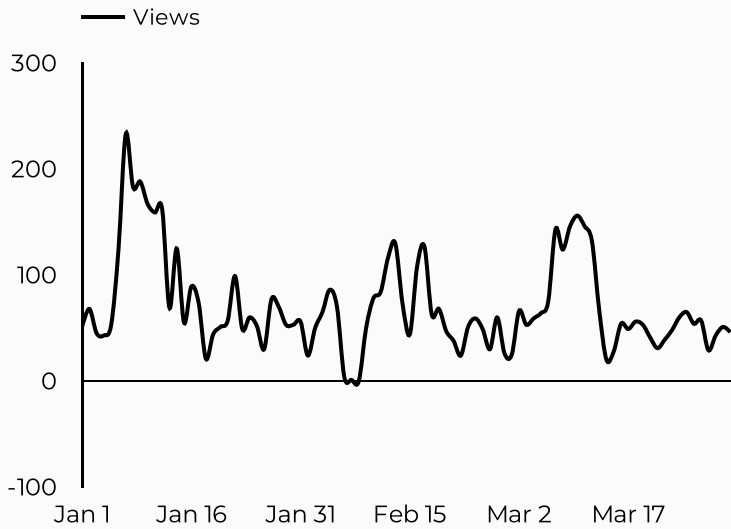
Session source	Total users
google	3,063
nafbenefits.com	2,884
(direct)	1,792
bing	1,039
m.facebook.com	195
yahoo	102
safe.menlosecurity.com	64
(not set)	46
lm.facebook.com	45
home.army.mil	35



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
6,365	4,811	4,356	1,455	01:19	68%
↓ -8.4%	↓ -7.5%	↑ 1.8%	↑ 14.8%	↓ -19.6%	↓ -10.3%

Compared Y-o-Y

How is site traffic trending?

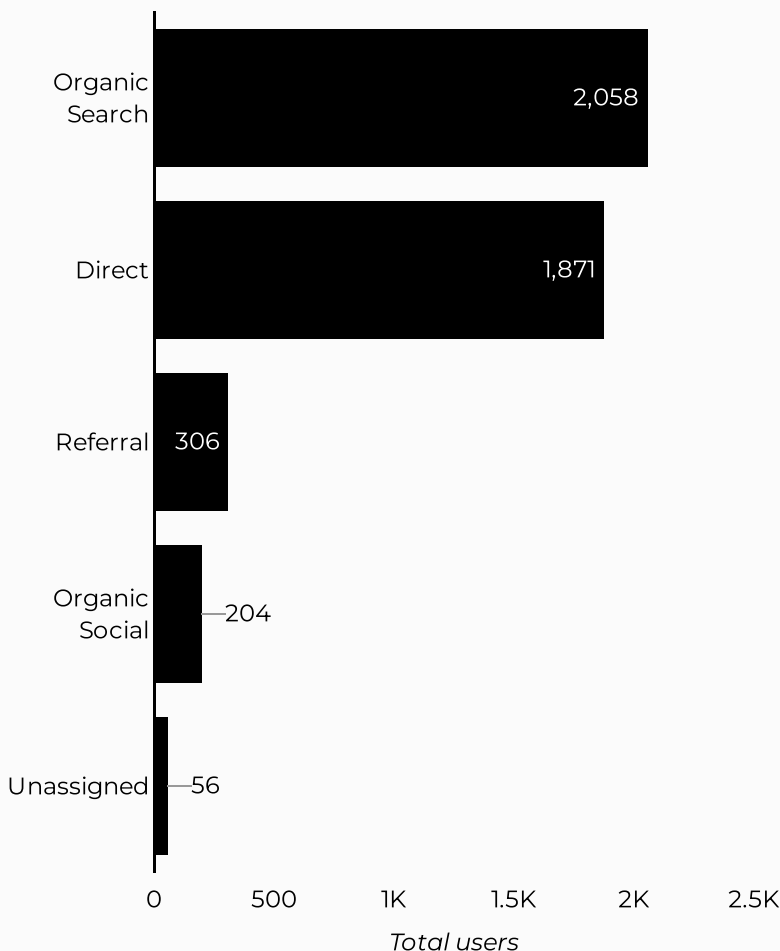


Top US Army Installations

Sorted by Total Users

Installation	Total us...	% Δ
www.armymwr.com	1,476	-15.9%...
bragg.armymwr.com	161	80.9%...
stewarhunter.armymwr.co...	137	18.1% ↑
bliss.armymwr.com	119	58.7%...
baumholder.armymwr.com	113	-16.9%...
campbell.armymwr.com	94	34.3%...
benning.armymwr.com	93	745.5...
hood.armymwr.com	91	-
kaiserslautern.armymwr.co...	85	51.8% ↑
hawaii.armymwr.com	79	-9.2% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	1,871
google	1,682
bing	338
m.facebook.com	137
home.army.mil	87
lm.facebook.com	34
yahoo	33
nafbenefits.com	30
installations.militaryonesource.mil	28
(not set)	25



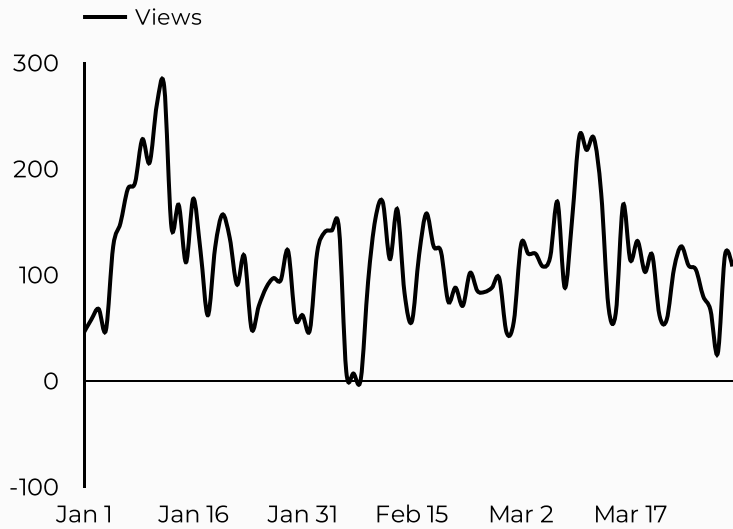
ARMY MWR

Home Based Business (HBB)

Views 10,243 ↑ 21.2%	Sessions 8,201 ↑ 17.3%	Total users 6,739 ↑ 18.7%	New users 2,742 ↓ -0.8%	Avg. Session Time 02:55 ↑ 63.2%	Engagement rate 65% ↓ -0.8%
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Compared Y-o-Y

How is site traffic trending?

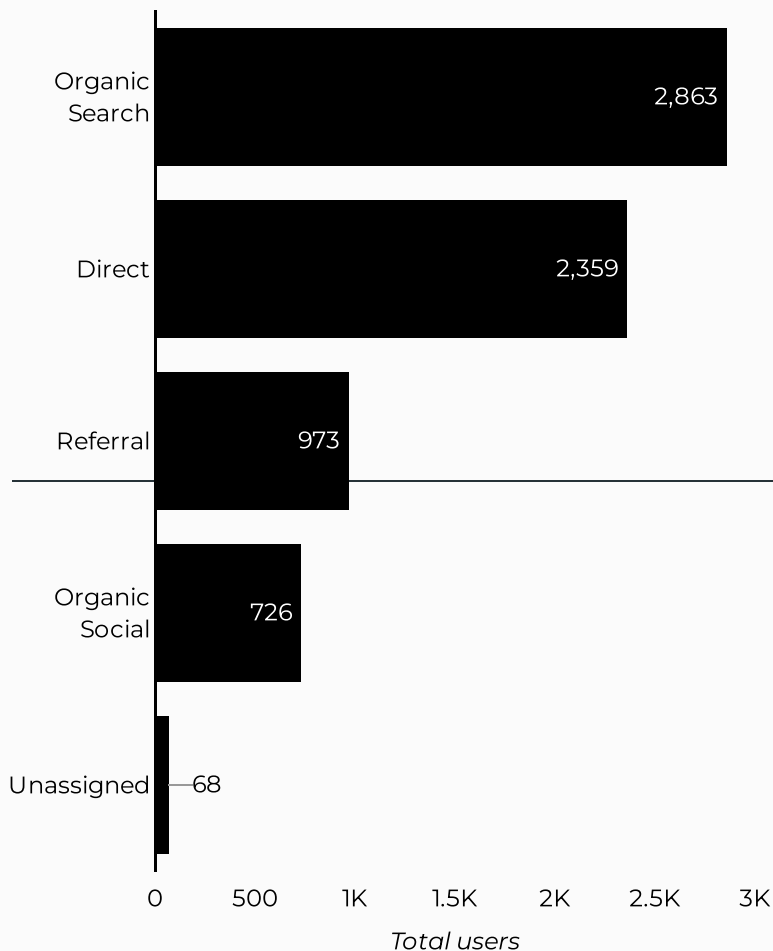


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,234
grafenwoehr.armymwr.c...	466
jblm.armymwr.com	400
kaiserslautern.armymwr....	320
stuttgart.armymwr.com	282
polk.armymwr.com	248
irwin.armymwr.com	205
bliss.armymwr.com	203
hawaii.armymwr.com	202
campbell.armymwr.com	175

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,526
(direct)	2,359
home.army.mil	656
m.facebook.com	511
bing	293
lm.facebook.com	103
l.facebook.com	57
chatgpt.com	53
facebook.com	47
myarmybenefits.us.army.mil	47