



Summer Reading Program

May 1, 2026 - August 31, 2026

Performance Summary

The Summer Reading program experienced an overall negative traffic trend during the 2026 campaign period, though with a notable bright spot in audience acquisition. The program reached a total of 14,963 users, representing a 10.8% decrease year over year. **New users rose to 7,584, an 8.0% increase** year over year. These figures show that the decline was driven by returning visitors, whose numbers fell sharply compared to 2025. Sessions decreased 13.5% to 20,849, and total views fell 19.1% to 24,055 year over year, with views declining faster than sessions. This suggests users are visiting fewer pages per session, a signal of shallower content exploration and reduced repeat engagement with campaign content.

The engagement rate held at 59%, with the majority of visits continuing to include meaningful interaction with campaign content, while average session time increased to 1 minute and 51 seconds (+4.6% YoY), showing that visitors spent more time actively engaging with reading program resources once they arrived.

User interaction with reading resources remained a highlight of the campaign, with registration activity accelerating as the season progressed.

- The Summer Reading campaign achieved 70,190 total stripe impressions across Army installations worldwide.
- Total **Beanstack link clicks reached 8,259, a 9.9% increase year over year**, reflecting growing conversion of campaign visibility into program registrations.
- Total sponsored (T-Mobile) link clicks reached 2,258, led by strong performance of the image placement (2,020 clicks).
- Mobile devices drove 69.9% of all views, reflecting the program's strong accessibility for on-the-go families.

Several installations posted standout growth in Beanstack registrations this season. Belvoir (+2,140.0% YoY), Campbell (+21,700.0% YoY), and Stewart-Hunter (+503.3% YoY) each saw

dramatic increases in click activity, pointing to especially effective local promotion at these garrisons that other installations could look to replicate for 2027.

Table 1: Top Installations by Stripe Impressions

Installation	Stripe Impressions ▾
hawaii.armymwr.com	7,846
stewarhunter.armymwr.com	7,553
humphreys.armymwr.com	6,150
rucker.armymwr.com	5,057
wiesbaden.armymwr.com	3,906
kaiserslautern.armymwr.com	3,286
belvoir.armymwr.com	3,125
benning.armymwr.com	2,874
bliss.armymwr.com	2,703
gordon.armymwr.com	2,702
sill.armymwr.com	1,666
brussels.armymwr.com	1,391
redstone.armymwr.com	1,374
whitesands.armymwr.com	1,353
jackson.armymwr.com	1,309
drum.armymwr.com	1,146
baumholder.armymwr.com	1,140
knox.armymwr.com	1,133
wainwright.armymwr.com	925
stuttgart.armymwr.com	910
leonardwood.armymwr.com	835
campbell.armymwr.com	825
riley.armymwr.com	813
huachuca.armymwr.com	740
chievres.armymwr.com	722

Table 2: Top Installations by Beanstack Link Clicks

Installation	Clicks
www.armymwr.com	4,111
humphreys.armymwr.com	1,085
jblm.armymwr.com	600
bragg.armymwr.com	583
leonardwood.armymwr.com	383
belvoir.armymwr.com	224
campbell.armymwr.com	218
stewarhunter.armymwr.com	181
wiesbaden.armymwr.com	142
kaiserslautern.armymwr.com	138
stuttgart.armymwr.com	135
hood.armymwr.com	122
gordon.armymwr.com	66
hawaii.armymwr.com	51
yuma.armymwr.com	46
baumholder.armymwr.com	44
hohenfels.armymwr.com	32
sill.armymwr.com	29
garmisch.armymwr.com	23
grafenwoehr.armymwr.com	22
buchanan.armymwr.com	8
polk.armymwr.com	4
benning.armymwr.com	3
leavenworth.armymwr.com	3
redstone.armymwr.com	2