



ARMY MWR

Business and Recreation

Views
2,357,439

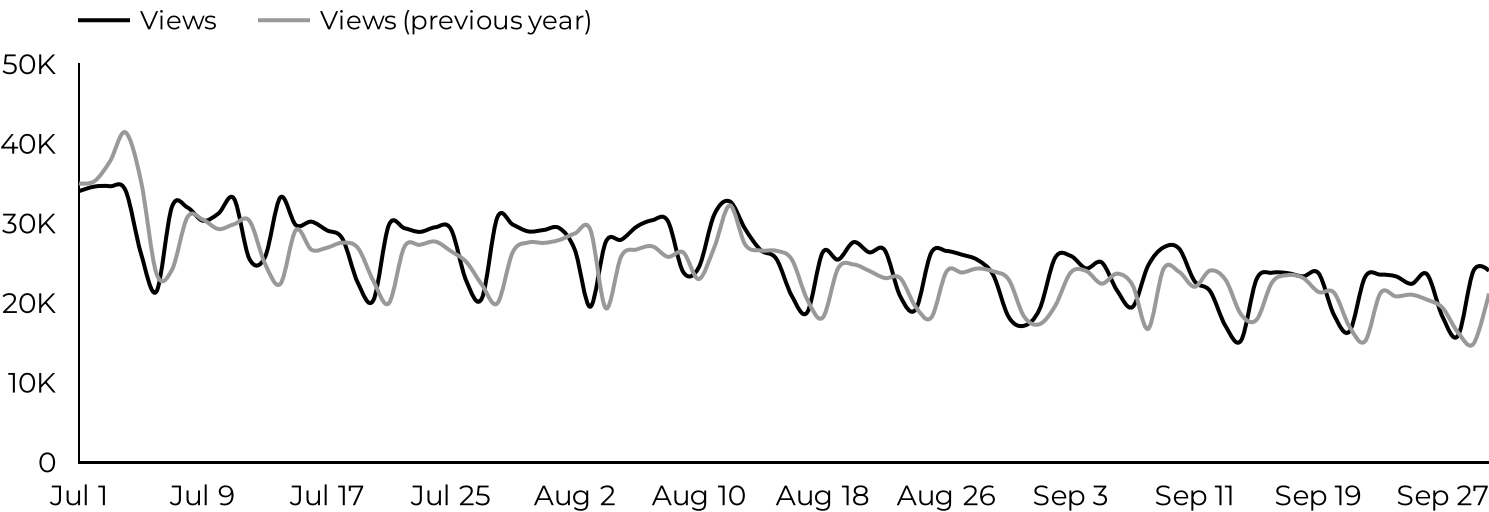
Visits (pageviews) to
your page

Engagement rate
61%

Average time people
are engaged on your
website

Total users
1,051,893

The total number of users
who visited your website



Visits from social media.

Social Media	Total users ▾
Facebook	44,694
X	2,637
Instagram	1,667
LinkedIn	56
Reddit	56
YouTube	43
Pinterest	1

What programs are
users visiting?

Recreational
Lodging

167,125

Leisure
Travel

182,414

Fitness
Centers

88,401

Libraries

44,721

American
Forces Travel

9,876



Program Roll-Up

Jul 1, 2025 - Sep 30, 2025



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	9,876	3,721	11,687	78.1%
Arts & Crafts	20,436	10,163	27,522	63.12%
Auto Skills	59,485	40,007	86,447	56.79%
BOSS	23,999	11,302	30,169	65.95%
Food and Beverage	447,015	305,996	641,891	65%
Healthy Army Communities	2,250	1,877	2,980	60.34%
Leisure Travel	182,414	105,388	265,139	72.31%
Libraries	44,721	24,164	65,044	61.96%
Warrior Zone	12,704	7,560	15,647	56.91%
Army Ten Miler (ATM)	92,097	88,651	164,783	44.26%
World Class Athlete Program	14,869	14,639	18,103	53.61%



Sports and Fitness Program Roll-Up

Jul 1, 2025 - Sep 30, 2025 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	7,931	5,407	10,061	62.21%
Aquatics	80,596	41,086	122,847	61.43%
Bowling	51,935	32,554	73,486	57.36%
Fitness Centers	88,401	53,180	127,142	62.61%
Golf	134,505	107,919	207,703	62.22%
Intramural Sports	5,192	1,354	6,334	78.48%
Strong BANDS	2,122	558	2,241	69.75%
Warrior Zone	12,704	7,560	15,647	56.91%
World Class Athlete Program	14,869	14,639	18,103	53.61%



Outdoor Rec Program Roll-Up

Jul 1, 2025 - Sep 30, 2025 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	8,669	5,483	10,904	51.36%
Equipment Rental	20,256	8,290	29,747	72.14%
Recreational Lodging	167,125	107,645	249,917	69.12%



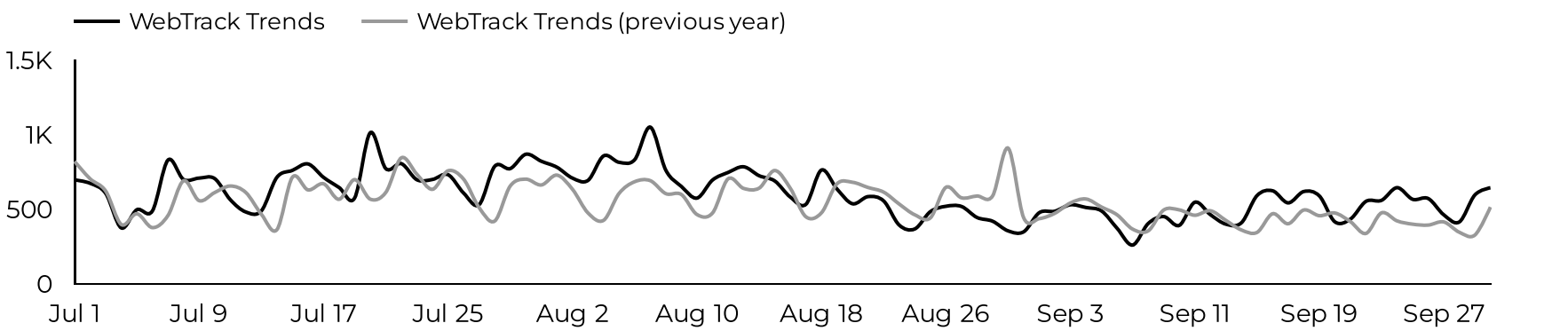
ARMY MWR

BRD WebTrac KPI Dashboard

Total WebTrac clicks on pages.

55,690

10.0%



Top installations with the highest number of WebTrac link clicks on pages.

Installation	Clicks on WebTrac Links. ▾	% Δ
westpoint.armymwr.com	12,741	32.1% ↑
carson.armymwr.com	6,515	9.8% ↑
bragg.armymwr.com	5,320	-
mccoy.armymwr.com	5,108	-4.7% ↓
belvoir.armymwr.com	4,323	-0.7% ↓
campbell.armymwr.com	3,953	-15.1% ↓
stuttgart.armymwr.com	2,260	-3.5% ↓
picatinny.armymwr.com	2,053	19.0% ↑
leavenworth.armymwr.com	1,058	-23.4% ↓
jackson.armymwr.com	1,004	-10.1% ↓
kaiserslautern.armymwr.com	946	-26.3% ↓
grafenwoehr.armymwr.com	932	-19.8% ↓
rockisland.armymwr.com	915	18,200.0% ↑
hood.armymwr.com	908	-
benning.armymwr.com	809	-
jblm.armymwr.com	804	-50.9% ↓
knox.armymwr.com	745	-28.9% ↓
meade.armymwr.com	616	1.8% ↑
humphreys.armymwr.com	567	-15.4% ↓
stewarthunter.armymwr.com	521	-19.6% ↓



Views

13,238

↑ 108.4%

Sessions

11,687

↑ 104.7%

Total users

9,876

↑ 111.9%

New users

3,721

↑ 142.4%

Avg. Session Time

01:53

↓ -10.2%

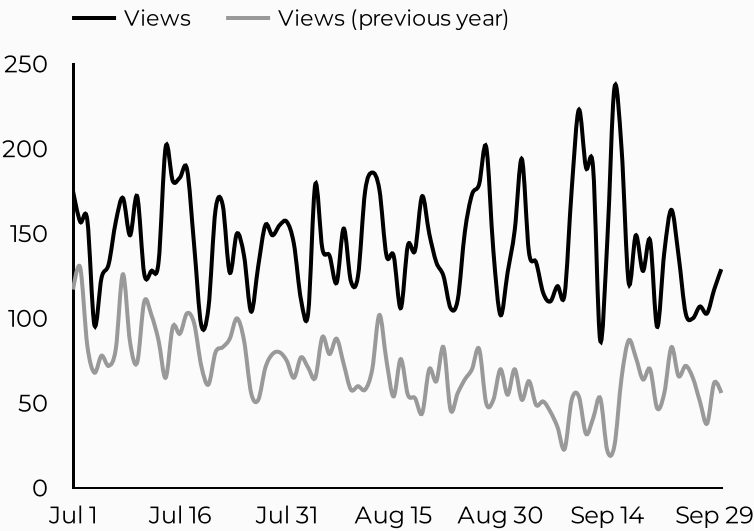
Engagement rate

78%

↑ 0.4%

Compared Y-o-Y

How is site traffic trending?

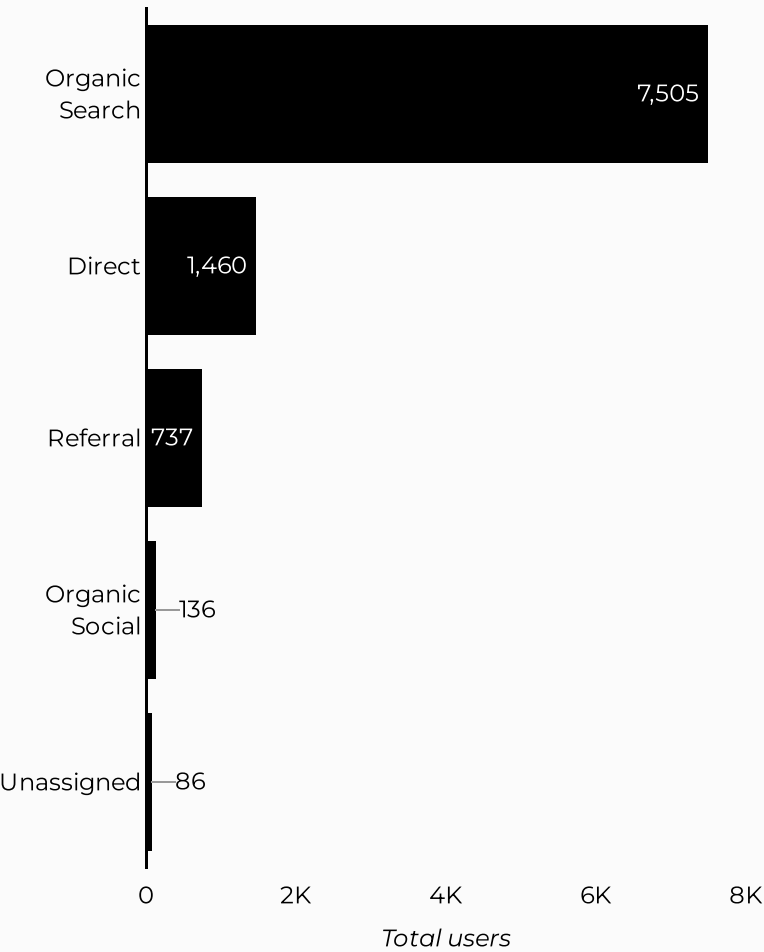


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	9,528
italy.armymwr.com	45
westpoint.armymwr.com	32
aberdeen.armymwr.com	25
detroit.armymwr.com	25
drum.armymwr.com	20
meade.armymwr.com	19
jbmhh.armymwr.com	18
training.armymwr.com	15
rucker.armymwr.com	14

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	6,637
(direct)	1,460
bing	646
home.army.mil	219
militaryonesource.mil	180
yahoo	104
duckduckgo	92
safe.menlosecurity.com	67
m.facebook.com	63
chatgpt.com	60

Arts & Crafts

Views

33,458

⬆️ 13.5%

Sessions

27,522

⬆️ 15.8%

Total users

20,436

⬆️ 11.1%

New users

10,163

⬆️ 2.8%

Avg. Session Time

02:16

⬆️ 9.9%

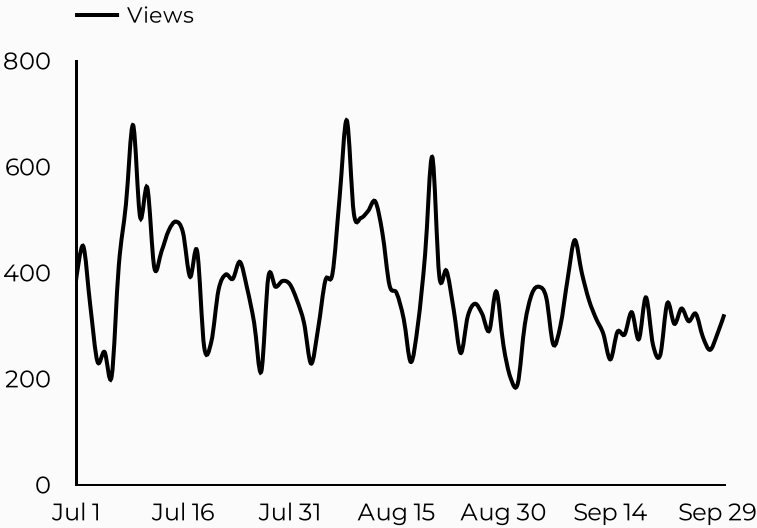
Engagement rate

63%

⬇️ -1.0%

Compared Y-o-Y

How is site traffic trending?

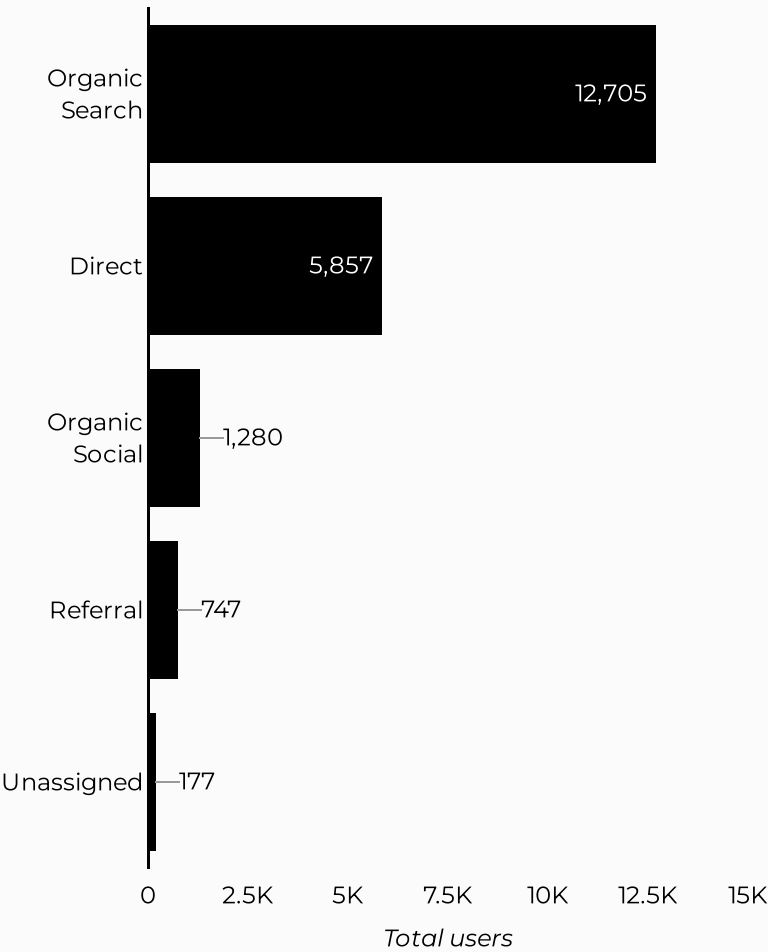


Top US Army Installations

Sorted by Total Users

Installation	Total users
hood.armymwr.com	2,299
hawaii.armymwr.com	1,656
stuttgart.armymwr.com	1,490
jblm.armymwr.com	1,452
humphreys.armymwr.com	1,360
bliss.armymwr.com	909
meade.armymwr.com	893
knox.armymwr.com	854
www.armymwr.com	688
leavenworth.armymwr.com	675

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	11,536
(direct)	5,857
bing	917
m.facebook.com	780
home.army.mil	337
lm.facebook.com	211
facebook.com	128
l.facebook.com	125
yahoo	108
duckduckgo	106



Views

110,596

↑ 25.0%

Sessions

86,447

↑ 24.2%

Total users

59,485

↑ 17.3%

New users

40,007

↑ 12.7%

Avg. Session Time

02:39

↑ 5.6%

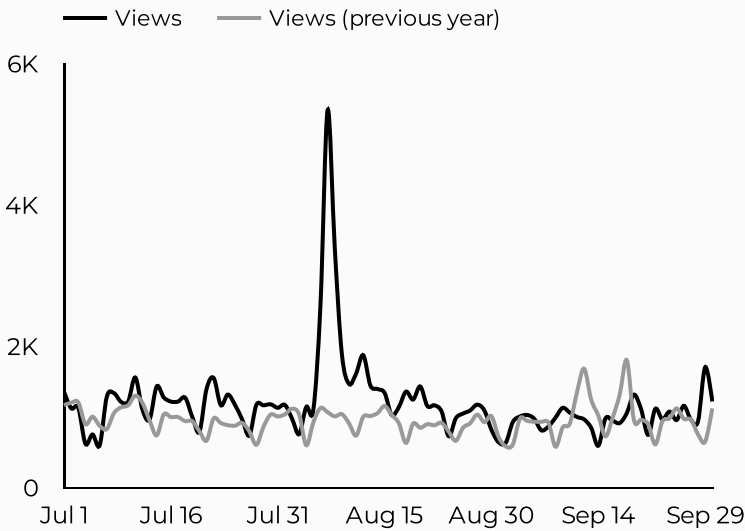
Engagement rate

57%

↓ -4.3%

Compared Y-o-Y

How is site traffic trending?

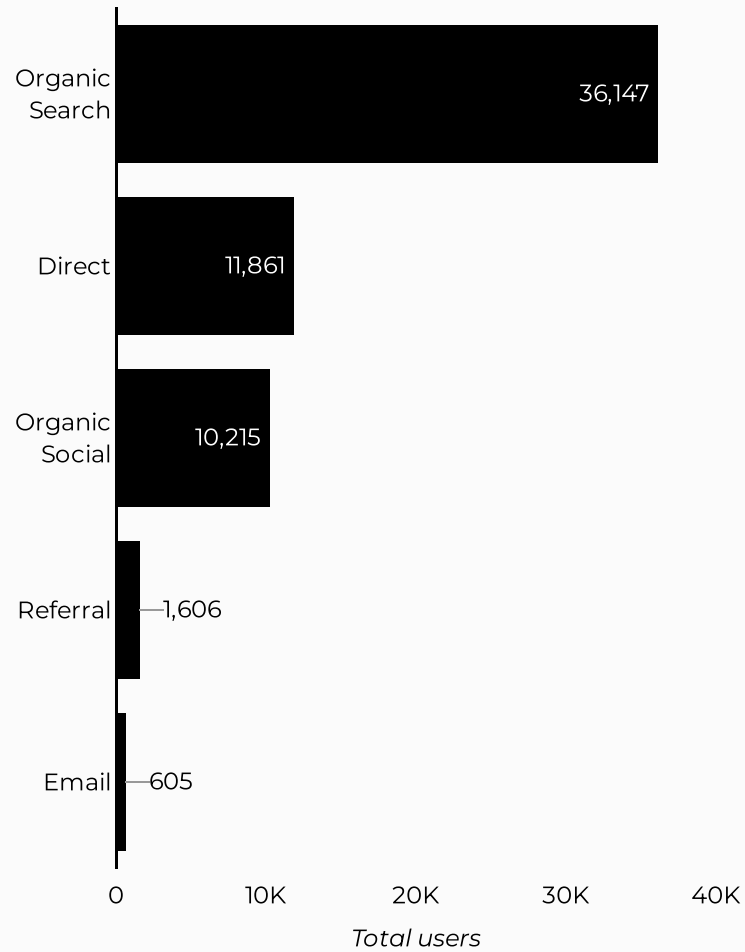


Top US Army Installations

Sorted by Total Users

Installation	Total users
bragg.armymwr.com	11,337
campbell.armymwr.com	4,418
kaiserslautern.armymwr.com	2,918
hood.armymwr.com	2,864
www.armymwr.com	2,827
stuttgart.armymwr.com	2,306
jblm.armymwr.com	2,167
hawaii.armymwr.com	2,160
benning.armymwr.com	2,034
carson.armymwr.com	1,891

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	33,278
(direct)	11,861
m.facebook.com	6,529
bing	2,287
lm.facebook.com	2,187
facebook.com	827
l.facebook.com	609
home.army.mil	561
promo	558
duckduckgo	366



Views

39,255

↑ 21.4%

Sessions

30,169

↑ 25.5%

Total users

23,999

↑ 23.9%

New users

11,302

↑ 23.7%

Avg. Session Time

02:03

↑ 12.3%

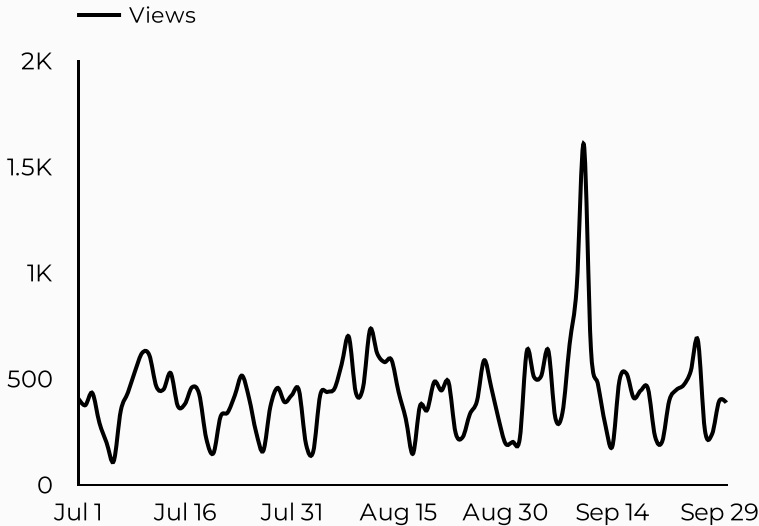
Engagement rate

66%

↓ -2.4%

Compared Y-o-Y

How is site traffic trending?

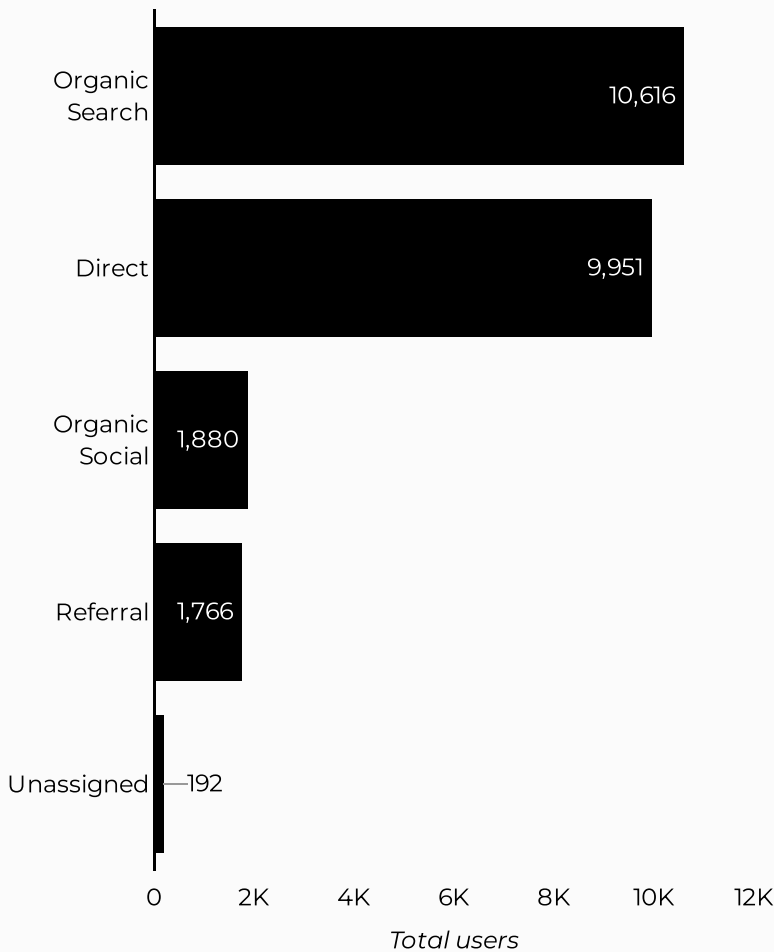


Top US Army Installations

Sorted by Total Users

Installation	Total users
hood.armymwr.com	3,693
humphreys.armymwr.com	3,621
www.armymwr.com	2,239
bliss.armymwr.com	1,744
leonardwood.armymwr.com	968
bragg.armymwr.com	735
jblm.armymwr.com	642
drum.armymwr.com	628
carson.armymwr.com	616
knox.armymwr.com	606

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	9,951
google	8,619
bing	1,831
m.facebook.com	1,000
home.army.mil	682
linktr.ee	457
lm.facebook.com	347
l.facebook.com	237
(not set)	166
facebook.com	161



Views

871,536

↑ 8.3%

Sessions

641,891

↑ 9.3%

Total users

447,015

↑ 3.7%

New users

305,996

↓ -0.1%

Avg. Session Time

02:48

↑ 11.7%

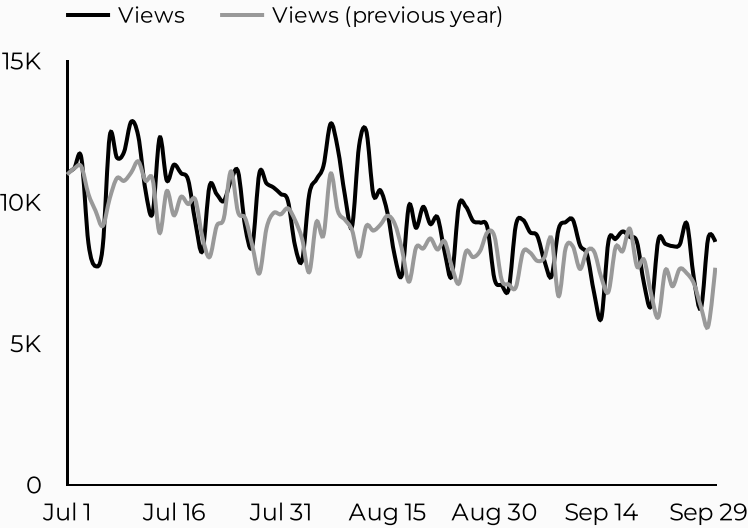
Engagement rate

65%

↓ -3.0%

Compared Y-o-Y

How is site traffic trending?

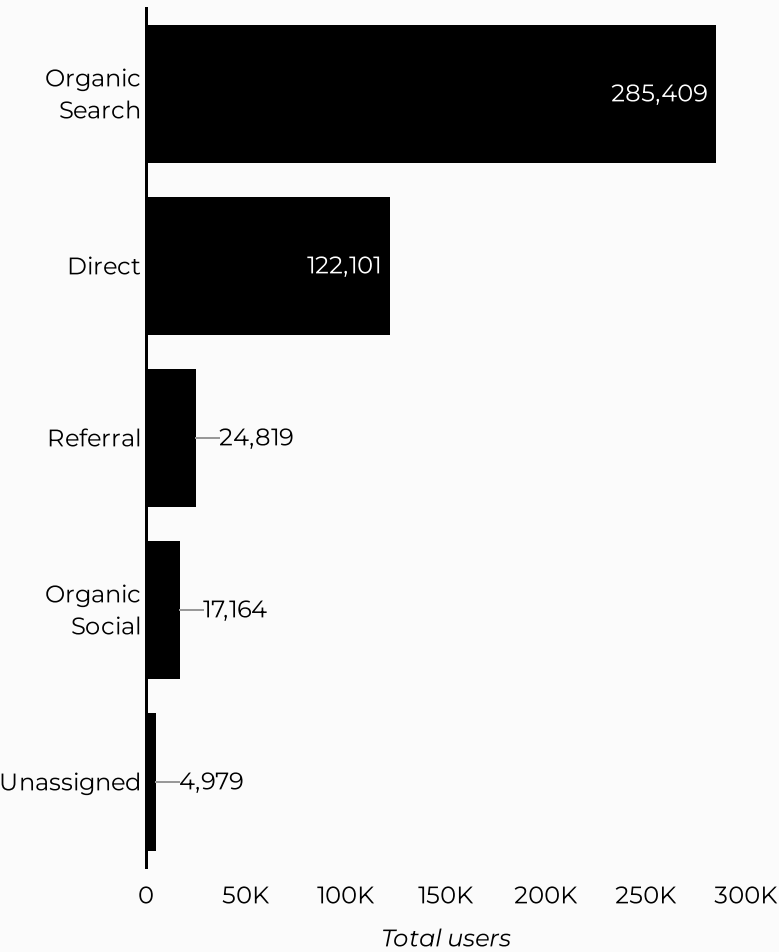


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	65,521
carlisle.armymwr.com	32,703
benning.armymwr.com	25,957
belvoir.armymwr.com	21,190
bragg.armymwr.com	19,246
westpoint.armymwr.com	12,427
hawaii.armymwr.com	11,044
gordon.armymwr.com	10,889
hood.armymwr.com	10,837
zama.armymwr.com	10,731

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	254,584
(direct)	122,101
bing	25,041
m.facebook.com	10,331
home.army.mil	5,065
yahoo	3,726
duckduckgo	3,120
lm.facebook.com	2,596
l.facebook.com	2,415
militaryonesource.mil	2,176



	Full page URL	Views ▾
1.	belvoir.armymwr.com/programs/golf-club	6,178
2.	jackson.armymwr.com/programs/fort-jackson-golf-club	4,394
3.	detroit.armymwr.com/happenings/aafes-food-trucks	3,203
4.	bliss.armymwr.com/programs/rod-and-gun-club	3,100
5.	casey.armymwr.com/happenings/food-delivery-service	3,021
6.	picatinny.armymwr.com/programs/picatinny-golf-club	2,892
7.	campbell.armymwr.com/programs/cole-park-golf-course	2,378
8.	gordon.armymwr.com/programs/eisenhower-lakes	2,260
9.	zama.armymwr.com/programs/golf-club	2,249
10.	casey.armymwr.com/programs/iron-trangle-club	1,881
11.	westpoint.armymwr.com/programs/west-point-club	1,856
12.	benning.armymwr.com/programs/dining-clubs-pubs	1,723
13.	campbell.armymwr.com/programs/hooper-bowling-cente/hooper-grille	1,713
14.	rucker.armymwr.com/programs/silver-wings-golf-club	1,602
15.	bragg.armymwr.com/programs/rod-and-gun-club-mckellars-lodge	1,423
16.	detroit.armymwr.com/programs/sangb-golf-club-and-pro-shop	1,348
17.	picatinny.armymwr.com/programs/the-club-at-picatinny	1,255
18.	lee.armymwr.com/programs/cardinal-golf-club	1,230
19.	sill.armymwr.com/programs/fort-sill-golf-club	1,223
20.	rucker.armymwr.com/programs/Big-Mikes	1,166
21.	jbmhh.armymwr.com/programs/patton-hall-community-club-and-conference-center	1,115
22.	wainwright.armymwr.com/programs/chena-bend-clubhouse-and-golf-course	1,083
23.	westpoint.armymwr.com/programs/west-point-golf-course/pro-shop-snack-bar	1,073
24.	gordon.armymwr.com/programs/dinner-theatre	1,008
25.	jackson.armymwr.com/programs/1917-club-2	865
26.	daegu.armymwr.com/programs/hilltop-club	840
27.	humphreys.armymwr.com/programs/pan-asia-cuisine	815
28.	www.armymwr.com/programs-and-services/food	787
29.	kaiserslautern.armymwr.com/programs/armstrongs-club	772
30.	rucker.armymwr.com/programs/divots-restaurant-grille	740
31.	zama.armymwr.com/programs/camp-zama-community-club	729
32.	westpoint.armymwr.com/programs/west-point-club/west-point-club-spirit-luncheon	726
33.	www.armymwr.com/programs-and-services/cys/civilian-employment-assignment-tool	694
34.	westpoint.armymwr.com/programs/west-point-bowling-center	669



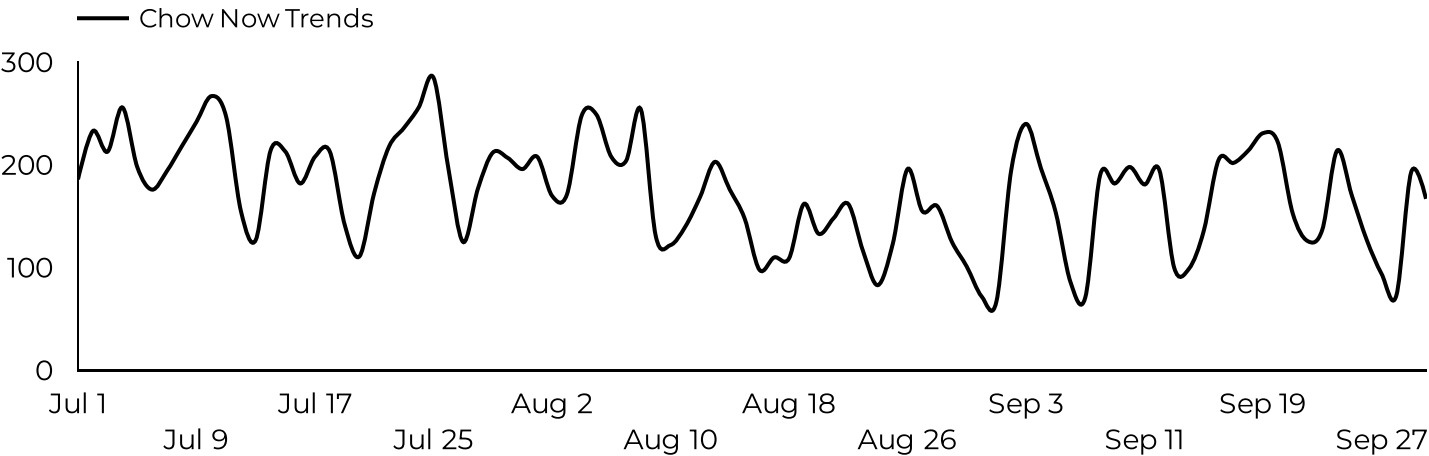
ARMY MWR

Chow Now

Chow Now Link Clicks

15,950

30.2%



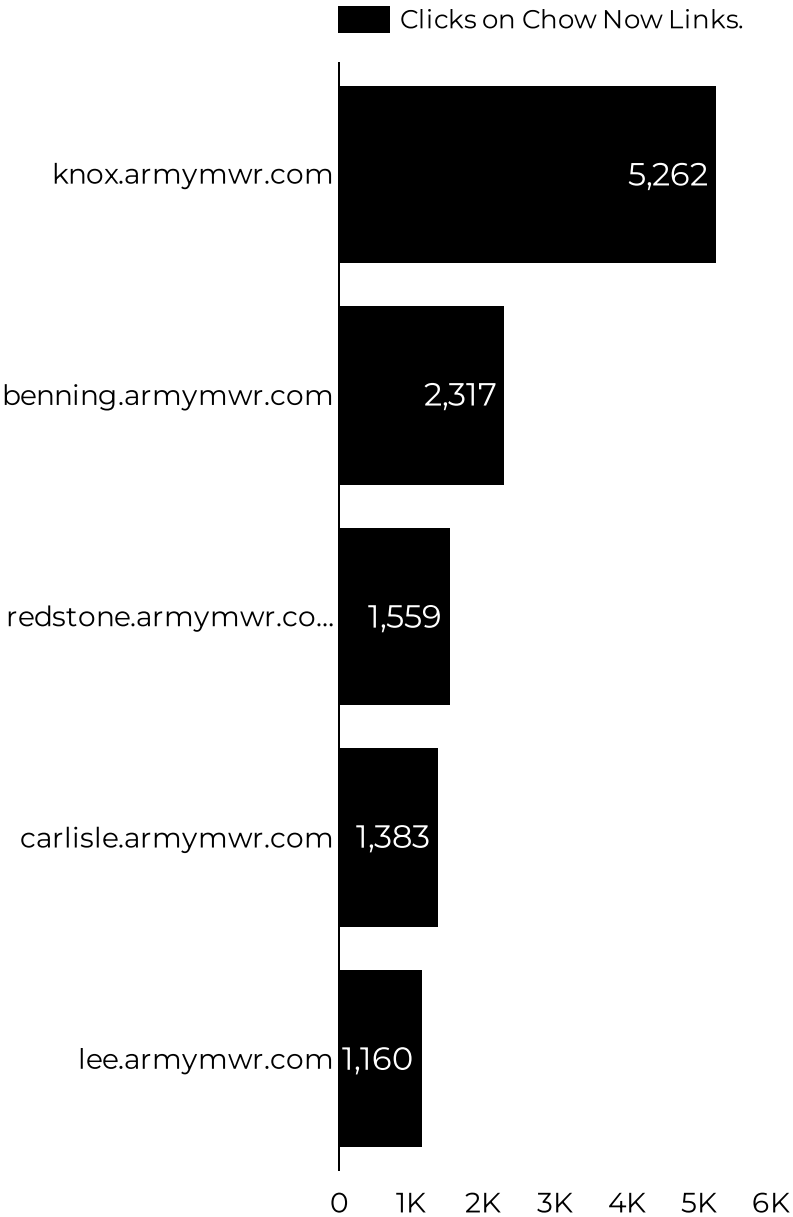
Which devices are driving engagement?

Do people order on mobile or desktop?



Top installations

Top installations with the highest number of Chow Now link clicks on pages.





Views

3,369

↓ -15.2%

Sessions

2,980

↓ -11.0%

Total users

2,250

↓ -13.2%

New users

1,877

↓ -10.8%

Avg. Session Time

04:01

↑ 56.7%

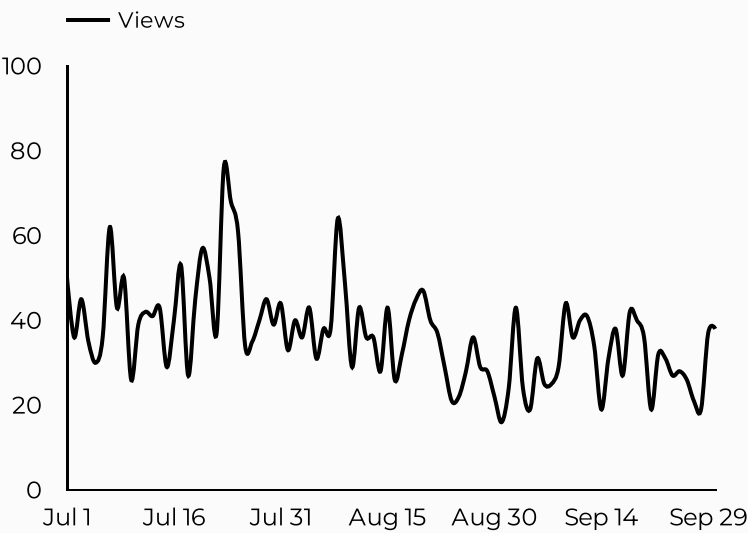
Engagement rate

60%

↓ -0.2%

Compared Y-o-Y

How is site traffic trending?

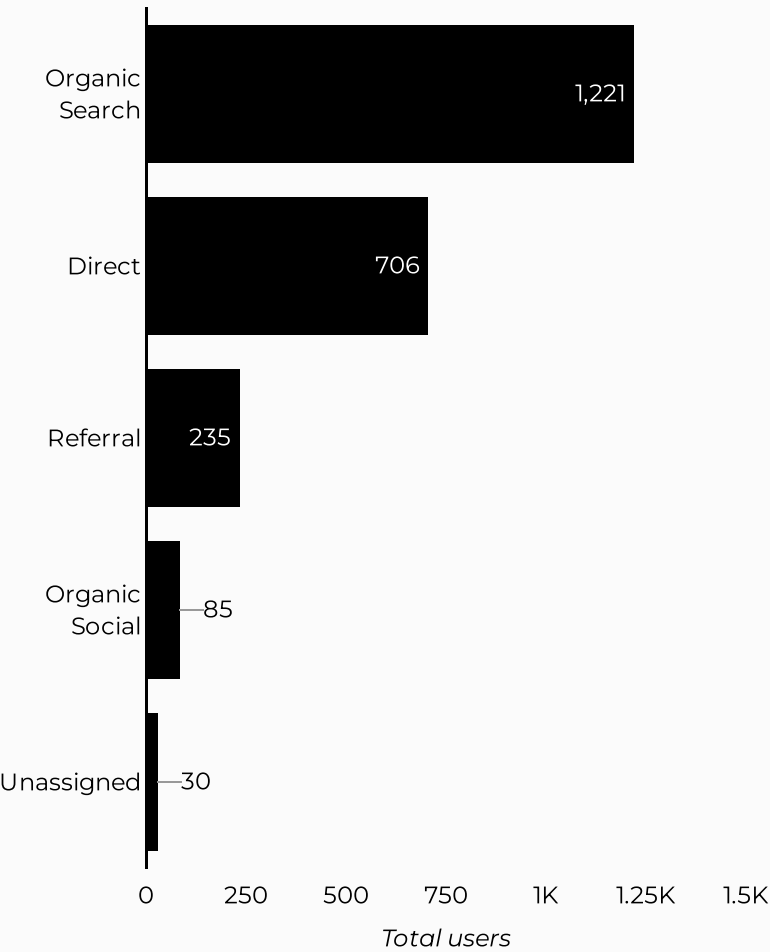


Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	2,023
www.armymwr.com	97
sill.armymwr.com	53
campbell.armymwr.com	26
carson.armymwr.com	16
aberdeen.armymwr.com	12
garmisch.armymwr.com	8
academy.armymwr.com	7
training.armymwr.com	3
wiesbaden.armymwr.com	2

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,103
(direct)	706
home.army.mil	151
bing	83
m.facebook.com	58
militaryonesource.mil	21
duckduckgo	19
yahoo	18
(not set)	14
referral	13



Views

339,822

⬆️ 7.3%

Sessions

265,139

⬆️ 6.7%

Total users

182,414

⬆️ 2.5%

New users

105,388

⬆️ -2.5%

Avg. Session Time

02:56

⬆️ 18.3%

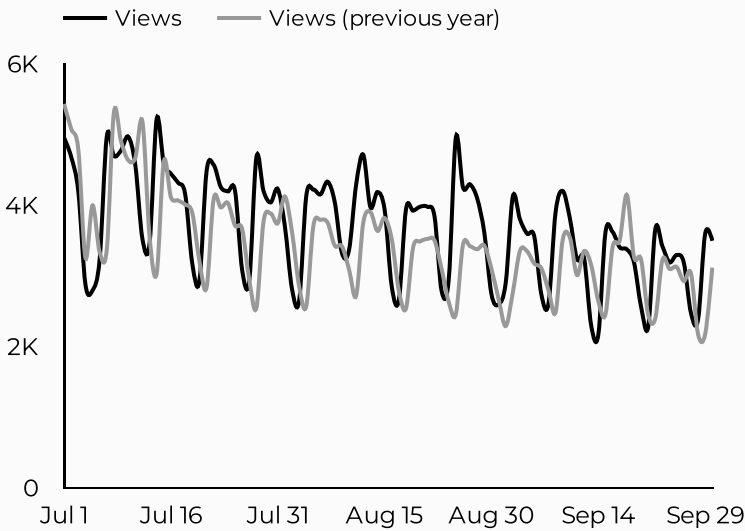
Engagement rate

72%

⬆️ -2.7%

Compared Y-o-Y

How is site traffic trending?

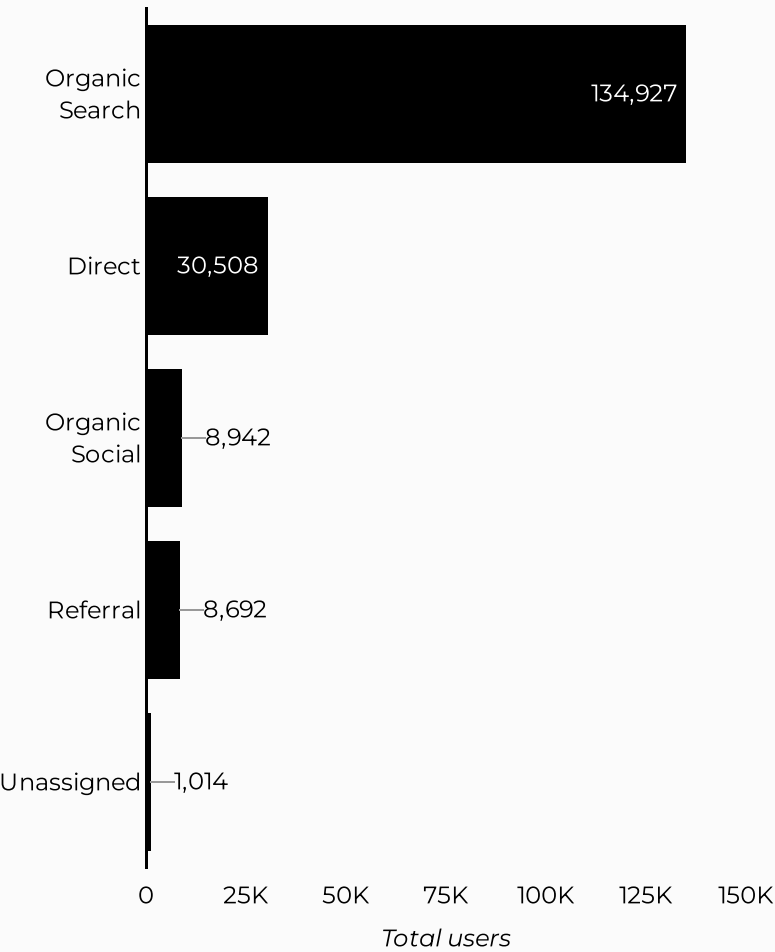


Top US Army Installations

Sorted by Total Users

Installation	Total users
belvoir.armymwr.com	12,831
www.armymwr.com	10,418
carlisle.armymwr.com	10,122
jblm.armymwr.com	9,480
redstone.armymwr.com	8,816
bragg.armymwr.com	8,138
hawaii.armymwr.com	7,454
hood.armymwr.com	7,307
benning.armymwr.com	6,556
meade.armymwr.com	6,203

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	120,263
(direct)	30,508
bing	11,639
m.facebook.com	5,746
home.army.mil	2,197
militaryonesource.mil	1,841
yahoo	1,743
duckduckgo	1,335
lm.facebook.com	1,290
l.facebook.com	1,024



Views

86,706

↓ -6.8%

Sessions

65,044

↓ -3.1%

Total users

44,721

↓ -3.1%

New users

24,164

↓ -14.6%

Avg. Session Time

02:27

↑ 0.2%

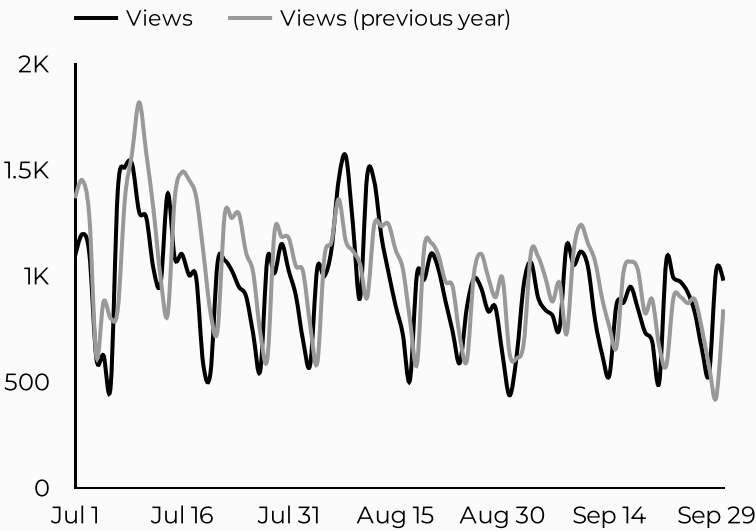
Engagement rate

62%

↓ -4.5%

Compared Y-o-Y

How is site traffic trending?

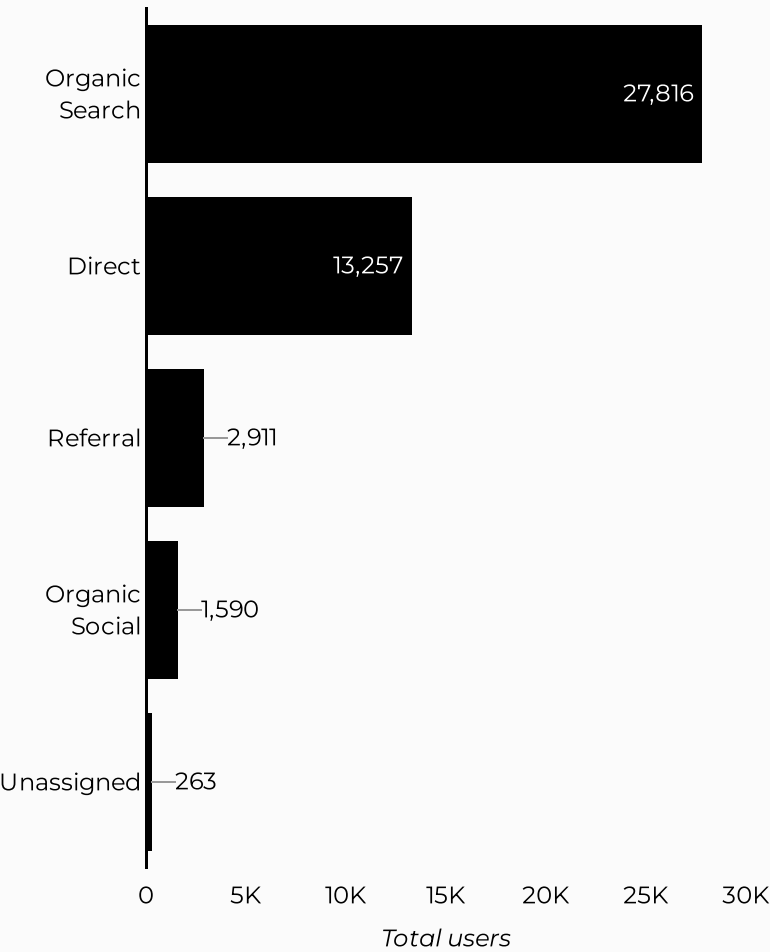


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	4,506
jblm.armymwr.com	3,362
bragg.armymwr.com	3,284
hawaii.armymwr.com	3,114
campbell.armymwr.com	1,895
belvoir.armymwr.com	1,474
benning.armymwr.com	1,468
humphreys.armymwr.com	1,441
knox.armymwr.com	1,409
carson.armymwr.com	1,378

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	24,932
(direct)	13,257
bing	2,357
m.facebook.com	920
army.dodmwrlibraries.org	875
home.army.mil	525
dodmwrlibraries.org	518
duckduckgo	288
l.facebook.com	273
yahoo	246



Views

6,457

↓ -4.1%

Sessions

10,904

↑ 14.4%

Total users

8,669

↑ 12.7%

New users

5,483

↑ 26.7%

Avg. Session Time

02:46

↑ 11.1%

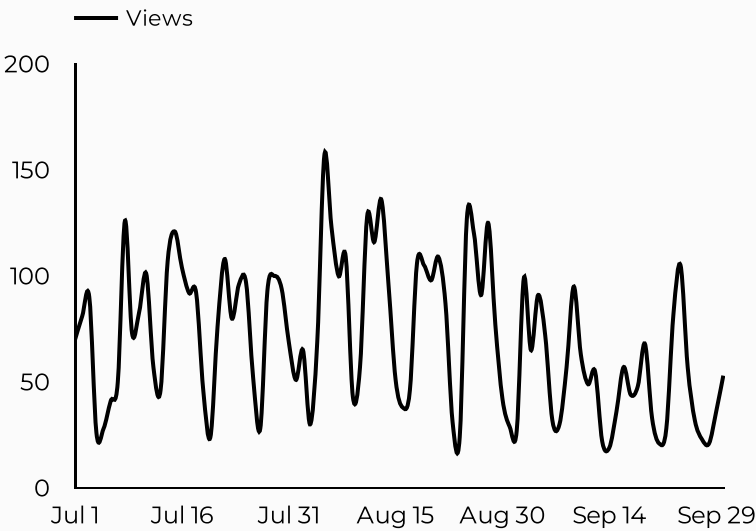
Engagement rate

51%

↓ -11.6%

Compared Y-o-Y

How is site traffic trending?

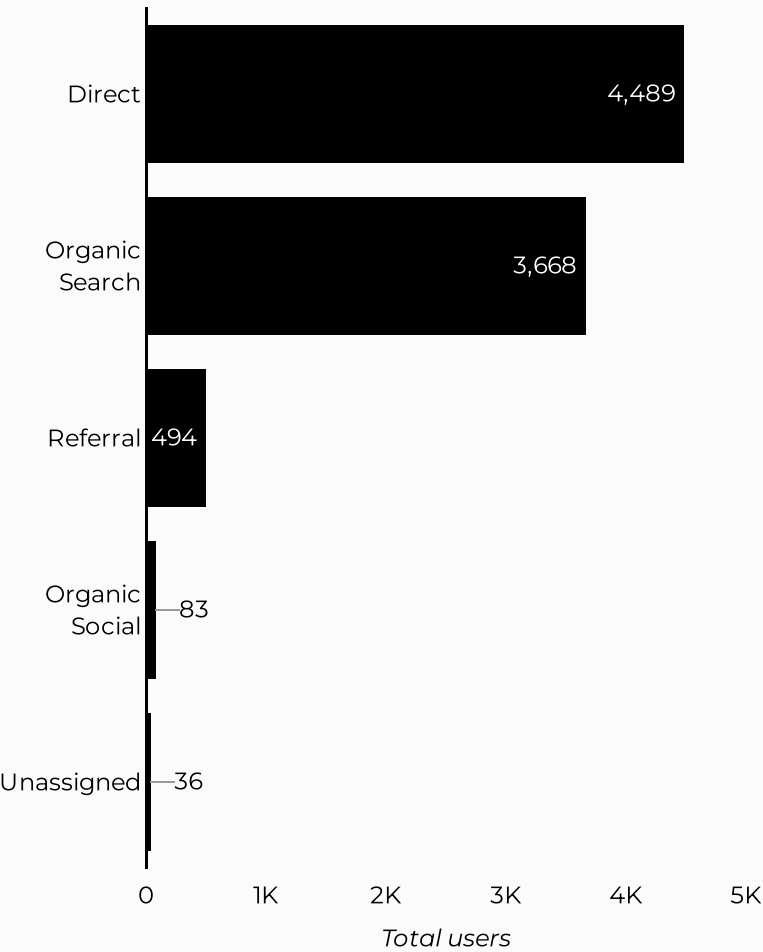


Top US Army Installations

Sorted by Total Users

Installation	Total users
academy.armymwr.com	4,665
www.armymwr.com	1,798
hood.armymwr.com	529
bragg.armymwr.com	512
jblm.armymwr.com	387
gordon.armymwr.com	212
benning.armymwr.com	204
stewarthunter.armymwr.com	165
campbell.armymwr.com	131
casey.armymwr.com	104

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	4,489
google	2,817
bing	791
safe.menlosecurity.com	133
statics.dod.teams.microsoft.us	117
home.army.mil	76
m.facebook.com	39
imcomacademy.com	38
duckduckgo	37
forms.osi.apps.mil	32



Views

36,335

↓ -5.4%

Sessions

29,747

↓ -6.3%

Total users

20,256

↓ -9.4%

New users

8,290

↓ -15.0%

Avg. Session Time

03:15

↑ 14.5%

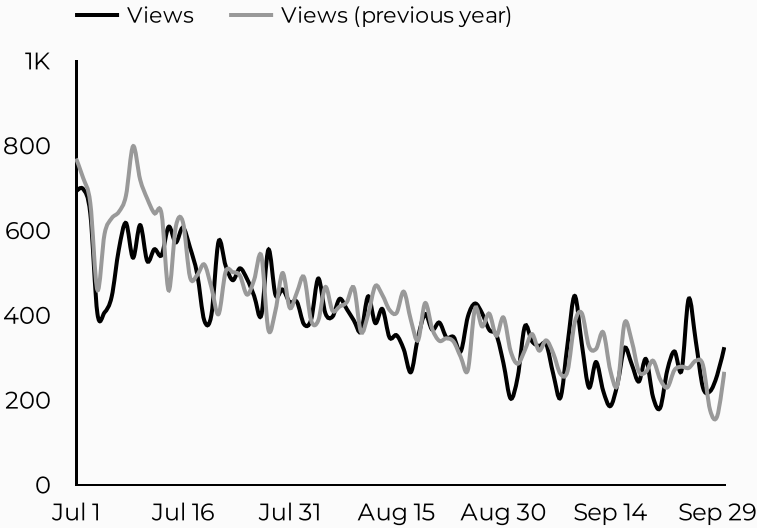
Engagement rate

72%

↓ -0.4%

Compared Y-o-Y

How is site traffic trending?

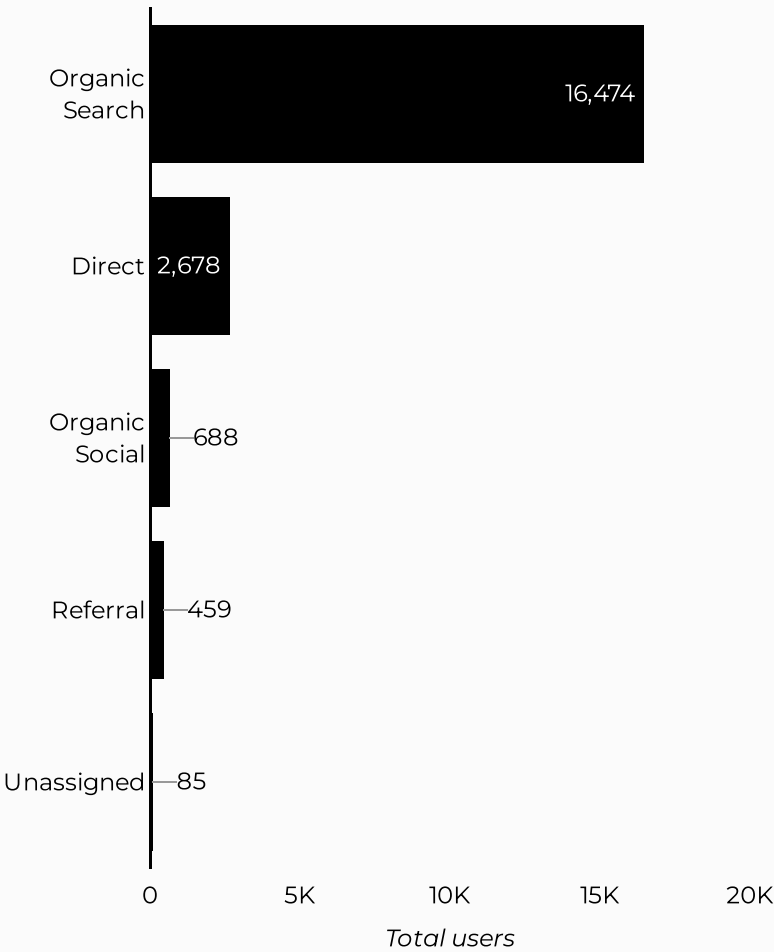


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	5,356
bragg.armymwr.com	3,905
redstone.armymwr.com	1,888
knox.armymwr.com	1,837
hood.armymwr.com	1,738
riley.armymwr.com	1,259
gordon.armymwr.com	1,107
sill.armymwr.com	1,083
mccoy.armymwr.com	744
detrick.armymwr.com	337

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	15,115
(direct)	2,678
bing	1,160
m.facebook.com	449
duckduckgo	136
home.army.mil	134
yahoo	123
lm.facebook.com	101
l.facebook.com	84
safe.menlosecurity.com	64



Views

317,976

↓ -1.0%

Sessions

249,917

↓ -0.7%

Total users

167,125

↓ -7.7%

New users

107,645

↓ -12.5%

Avg. Session Time

03:28

↑ 19.3%

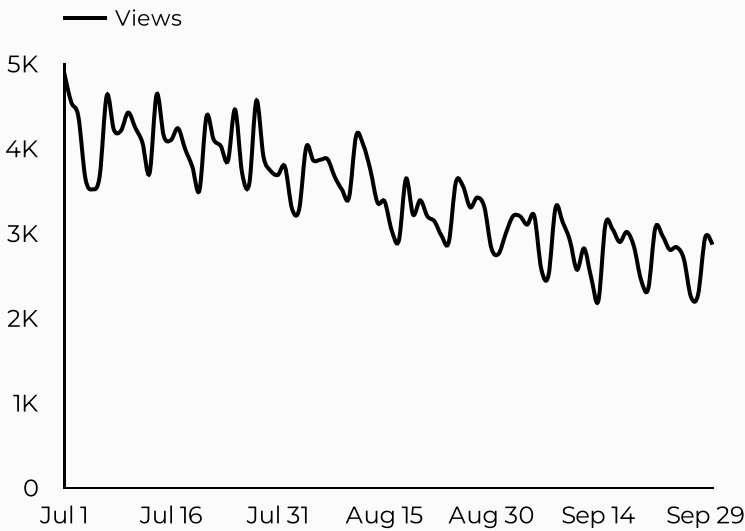
Engagement rate

69%

↓ -3.6%

Compared Y-o-Y

How is site traffic trending?

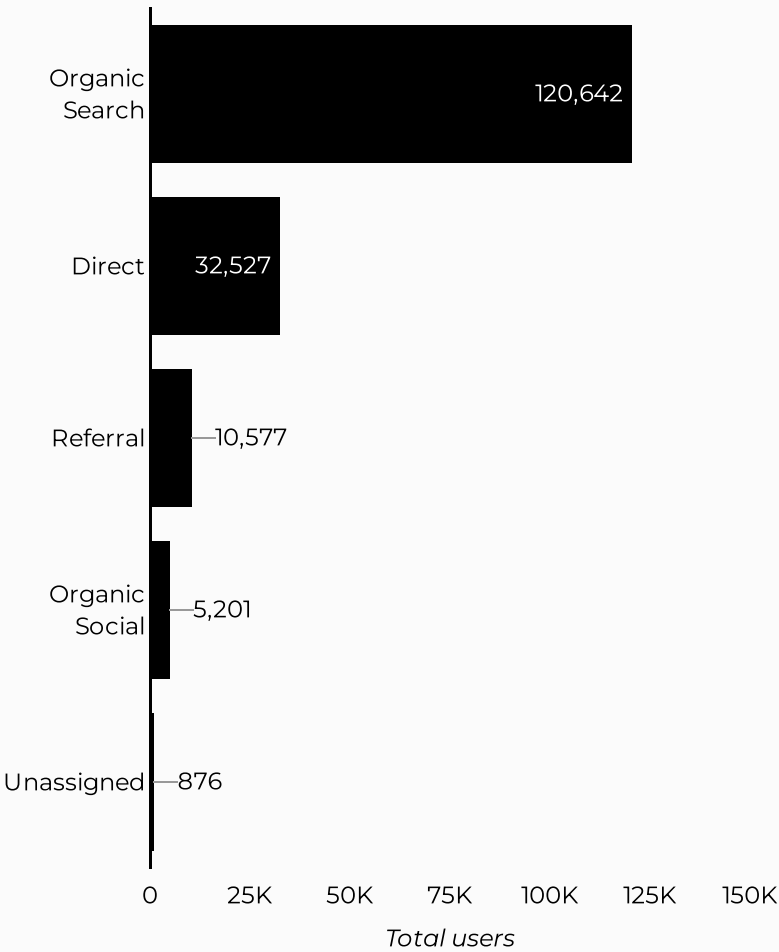


Top US Army Installations

Sorted by Total Users

Installation	Total users
jackson.armymwr.com	12,481
belvoir.armymwr.com	11,154
benning.armymwr.com	10,492
mccoy.armymwr.com	10,395
bragg.armymwr.com	9,883
hood.armymwr.com	8,464
westpoint.armymwr.com	7,262
jblm.armymwr.com	7,159
leonardwood.armymwr.com	7,116
gordon.armymwr.com	6,997

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	108,106
(direct)	32,527
bing	9,040
m.facebook.com	3,113
home.army.mil	2,157
yahoo	1,422
duckduckgo	1,259
campgrounds.rvlife.com	1,162
militarycampgrounds.us	976
lm.facebook.com	785



Views

149,814

↑ 3.7%

Sessions

122,847

↑ 4.3%

Total users

80,596

↓ -3.0%

New users

41,086

↓ -15.6%

Avg. Session Time

02:41

↑ 24.2%

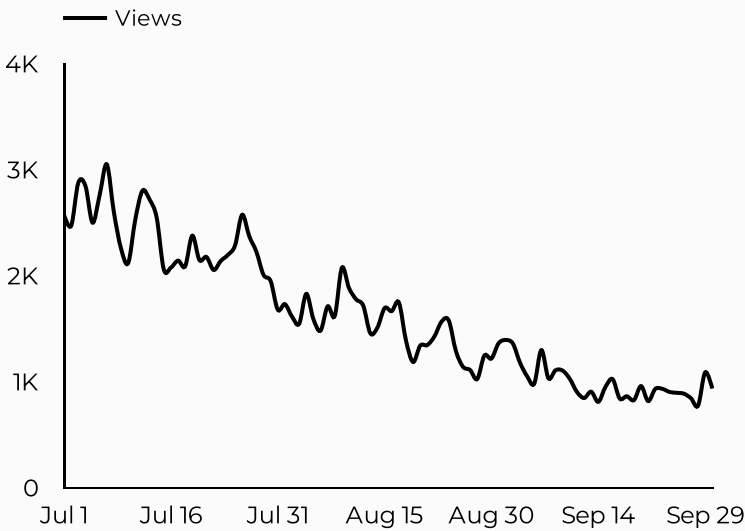
Engagement rate

61%

↓ -2.9%

Compared Y-o-Y

How is site traffic trending?

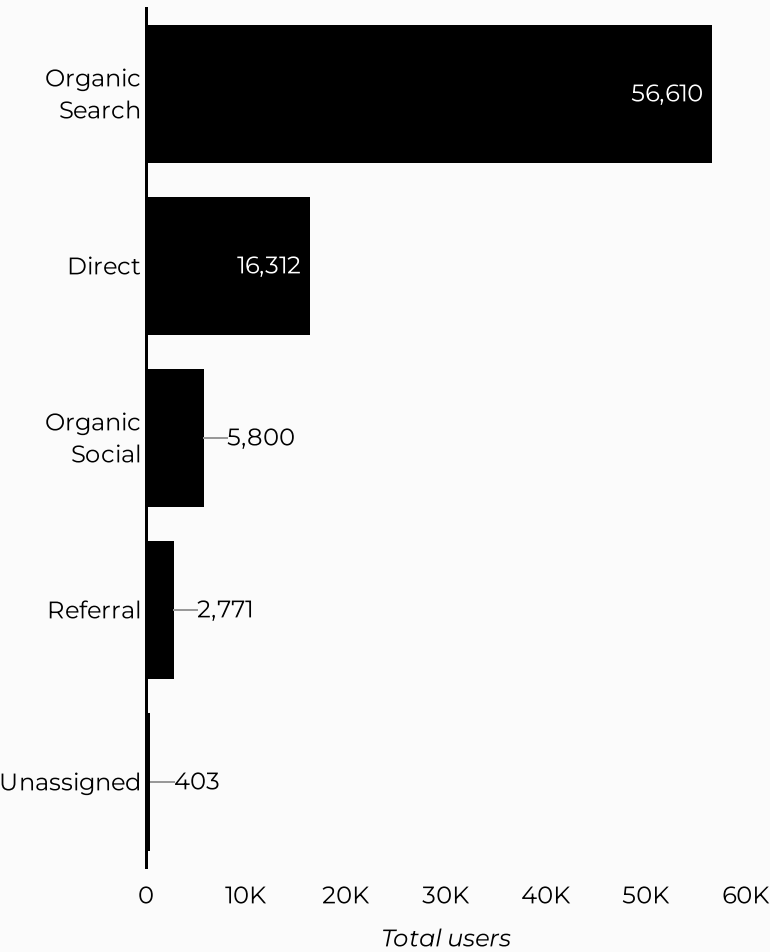


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	8,415
humphreys.armymwr.com	7,622
bliss.armymwr.com	4,760
bragg.armymwr.com	4,540
campbell.armymwr.com	4,174
belvoir.armymwr.com	3,445
hawaii.armymwr.com	3,329
hood.armymwr.com	3,142
gordon.armymwr.com	3,052
benning.armymwr.com	2,605

Which channels are driving traffic?



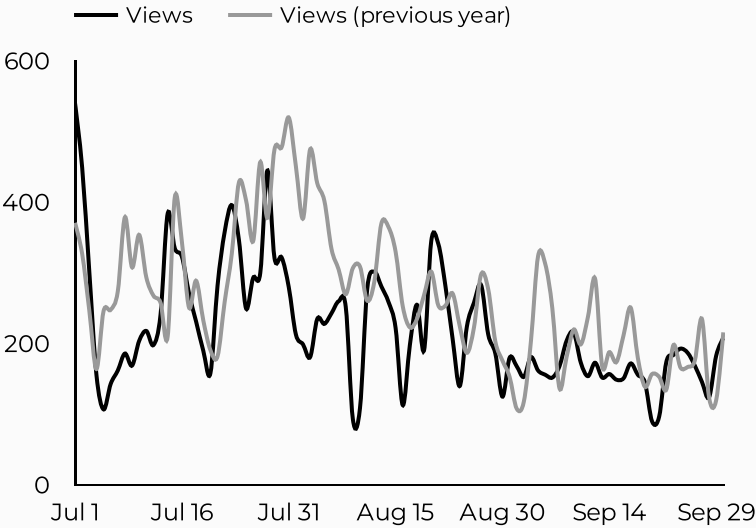
What are the top sources?

Session source	Total users
google	52,932
(direct)	16,312
m.facebook.com	3,604
bing	2,763
home.army.mil	979
lm.facebook.com	918
l.facebook.com	551
facebook.com	487
duckduckgo	449
linktr.ee	419



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
20,351	10,061	7,931	5,407	02:21	62%
↓ -17.7%	↓ -17.3%	↓ -18.2%	↓ -12.5%	↑ 15.2%	↓ -9.5%
Compared Y-o-Y					

How is site traffic trending?

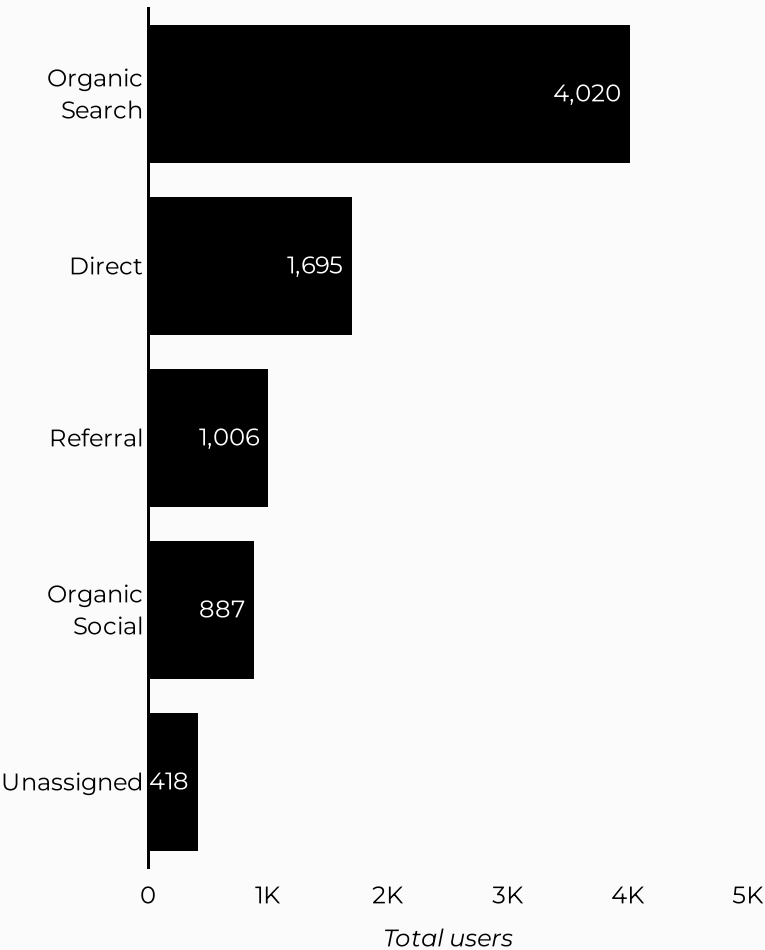


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	255
Apply now!	190
www.armedforcessports.com	125
All Army Application website	59
Instagram	44
Facebook	9
Youtube	9
Grand total	751

Which channels are driving traffic?



What are the top sources?

Session source	Total us...	% Δ
google	3,228	-27.3%
(direct)	1,695	-22.4%
bing	745	52.4%
armywcap.com	726	-37.9%
l.instagram.com	407	51.9%
(not set)	405	34.1%
m.facebook.com	313	1.0%
facebook.com	69	200.0%
l.facebook.com	57	-27.8%
home.army.mil	54	-42.6%



Views

85,765

↓ -2.1%

Sessions

73,486

↑ 1.3%

Total users

51,935

↓ -2.0%

New users

32,554

↓ -9.2%

Avg. Session Time

02:21

↑ 6.2%

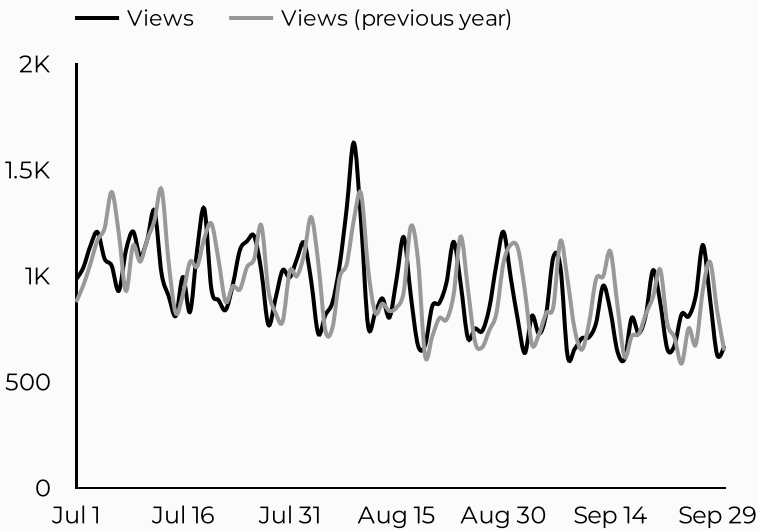
Engagement rate

57%

↓ -6.4%

Compared Y-o-Y

How is site traffic trending?

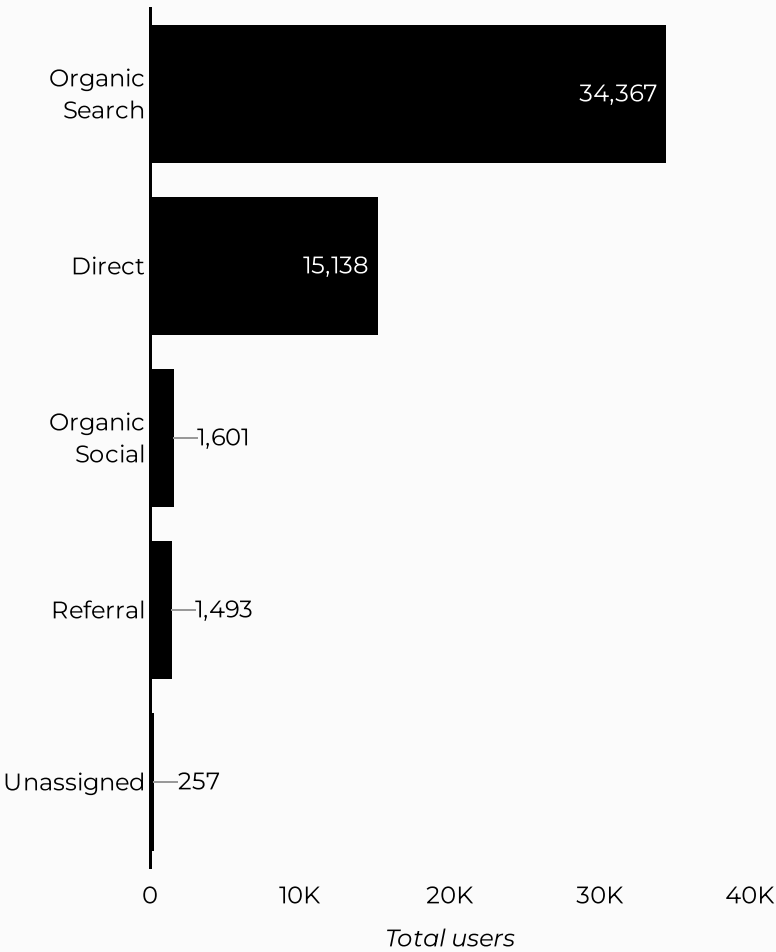


Top US Army Installations

Sorted by Total Users

Installation	Total u...	% Δ
hawaii.armymwr.com	4,437	0.0%
campbell.armymwr.com	4,083	35.0% ↑
stewarhunter.armymwr....	3,041	15.3% ↑
bragg.armymwr.com	2,410	-
bliss.armymwr.com	2,363	7.1% ↑
redstone.armymwr.com	2,350	-3.8% ↓
lee.armymwr.com	1,992	-
hood.armymwr.com	1,804	-
benning.armymwr.com	1,762	-
knox.armymwr.com	1,702	-10.2% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	32,074
(direct)	15,138
bing	1,871
m.facebook.com	912
home.army.mil	589
yahoo	280
lm.facebook.com	279
duckduckgo	230
l.facebook.com	220
(not set)	171



Views

169,419

↓ -1.8%

Sessions

127,142

↓ -6.7%

Total users

88,401

↓ -8.4%

New users

53,180

↓ -16.6%

Avg. Session Time

03:03

↑ 33.3%

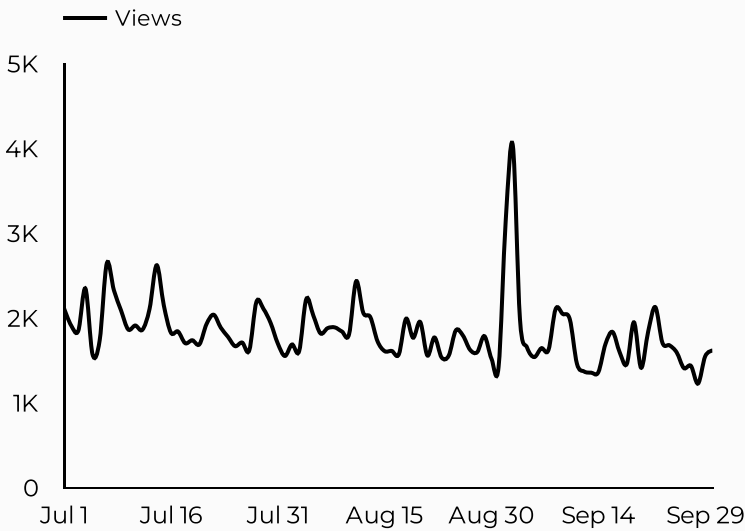
Engagement rate

63%

↑ 3.0%

Compared Y-o-Y

How is site traffic trending?

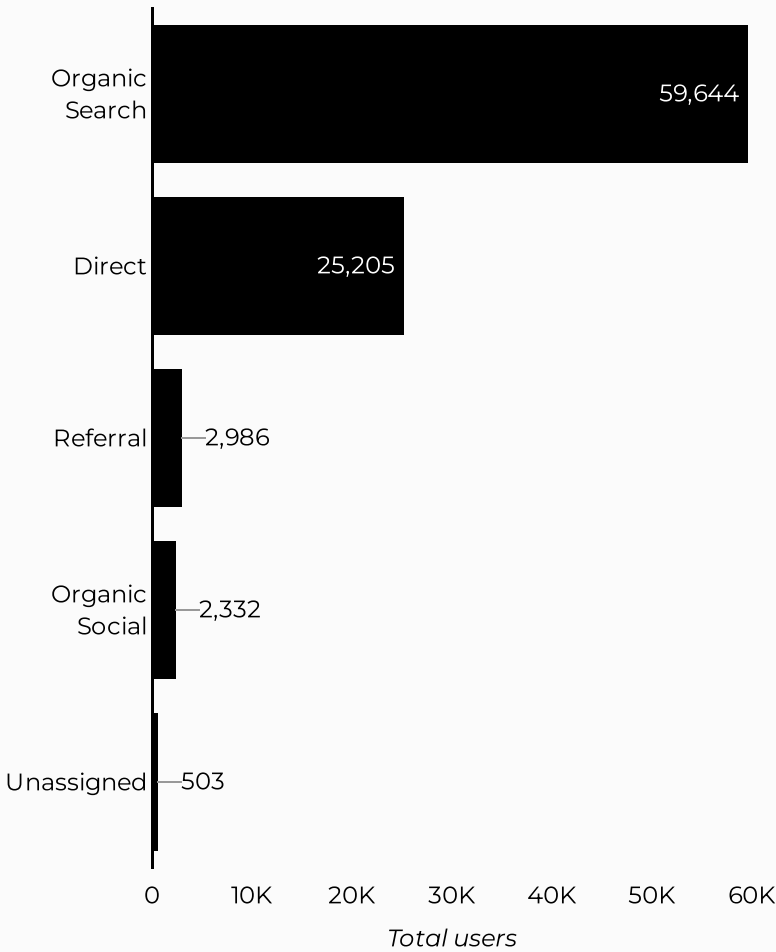


Top US Army Installations

Sorted by Total Users

Installation	Total users
bragg.armymwr.com	5,902
hood.armymwr.com	5,824
humphreys.armymwr.com	5,153
hawaii.armymwr.com	5,150
jblm.armymwr.com	4,719
campbell.armymwr.com	4,173
meade.armymwr.com	4,045
bliss.armymwr.com	3,690
benning.armymwr.com	3,657
sill.armymwr.com	3,483

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	55,139
(direct)	25,205
bing	3,880
m.facebook.com	1,359
home.army.mil	1,155
duckduckgo	480
yahoo	352
l.facebook.com	346
(not set)	328
lm.facebook.com	312



Views

294,991

↑ 14.6%

Sessions

207,703

↑ 12.7%

Total users

134,505

↑ 5.1%

New users

107,919

↑ 3.4%

Avg. Session Time

02:42

↑ 8.7%

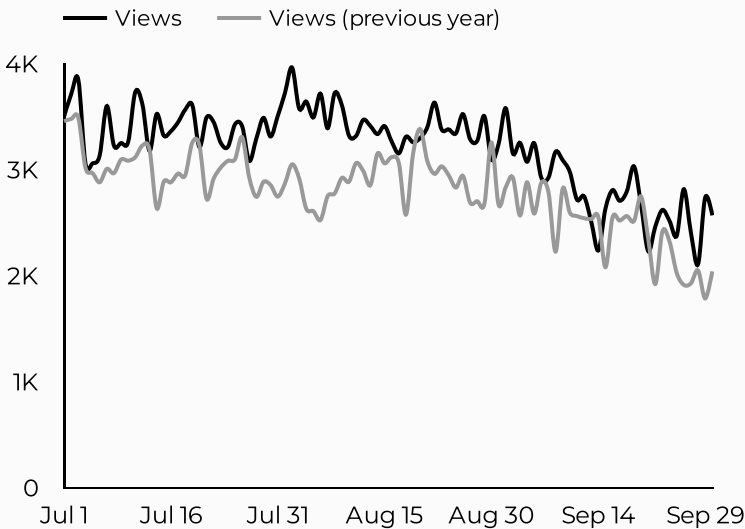
Engagement rate

62%

↓ -2.7%

Compared Y-o-Y

How is site traffic trending?

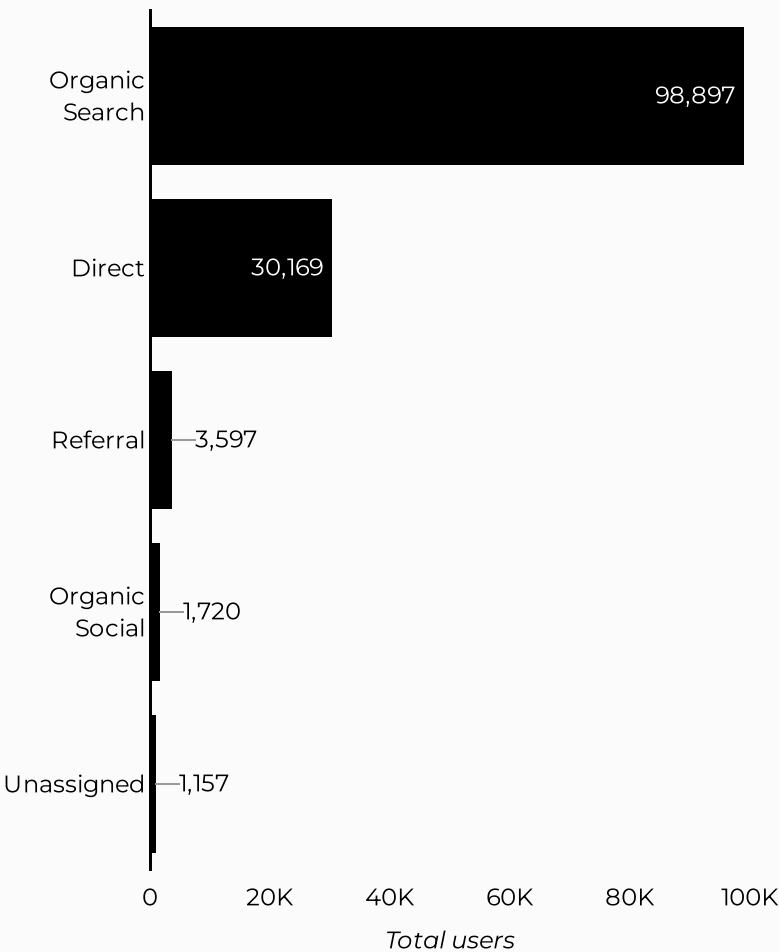


Top US Army Installations

Sorted by Total Users

Installation	Total users
westpoint.armymwr.com	16,163
jblm.armymwr.com	11,097
hawaii.armymwr.com	8,857
carson.armymwr.com	8,383
belvoir.armymwr.com	7,162
bragg.armymwr.com	6,868
carlisle.armymwr.com	5,728
redstone.armymwr.com	5,619
jackson.armymwr.com	5,497
aberdeen.armymwr.com	4,507

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	91,053
(direct)	30,169
bing	6,202
yahoo	1,300
m.facebook.com	967
duckduckgo	875
summitmedia	567
home.army.mil	465
(not set)	356
safe.menlosecurity.com	269



Views

7,038

↓ -2.7%

Sessions

6,334

↑ 0.7%

Total users

5,192

↑ 1.2%

New users

1,354

↓ -19.4%

Avg. Session Time

01:57

↑ 13.4%

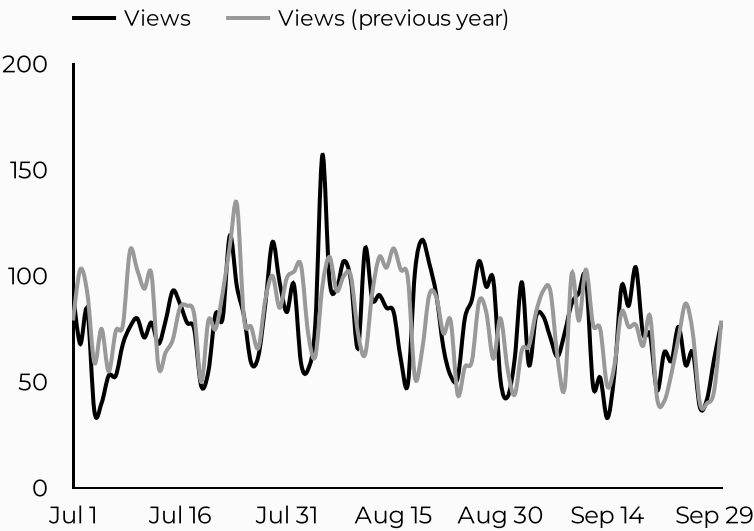
Engagement rate

78%

↑ 3.5%

Compared Y-o-Y

How is site traffic trending?

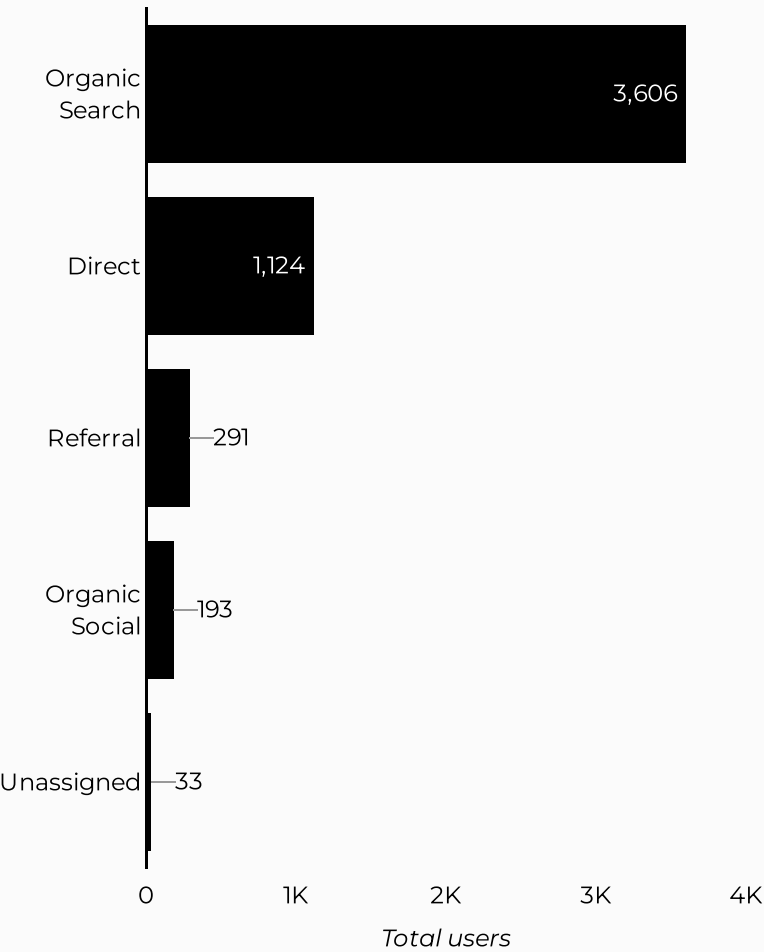


Top US Army Installations

Sorted by Total Users

Installation	Total users
bragg.armymwr.com	817
jblm.armymwr.com	675
www.armymwr.com	474
campbell.armymwr.com	397
hawaii.armymwr.com	359
carson.armymwr.com	351
hood.armymwr.com	301
humphreys.armymwr.com	240
sill.armymwr.com	223
leavenworth.armymwr.com	205

Which channels are driving traffic?



What are the top sources?

Session source	Total users	% Δ
google	3,162	-6.7% ↓
(direct)	1,124	23.2% ↑
bing	401	94.7% ↑
home.army.mil	124	-10.8% ↓
m.facebook.com	112	-4.3% ↓
armywcap.com	46	-53.5% ↓
safe.menlosecurity...	28	40.0% ↑
lm.facebook.com	25	13.6% ↑
chatgpt.com	24	-
l.instagram.com	21	5.0% ↑



Views

3,109

↓ -49.1%

Sessions

2,241

↓ -28.3%

Total users

2,122

↓ -19.7%

New users

558

↓ -35.0%

Avg. Session Time

46

↓ -12.6%

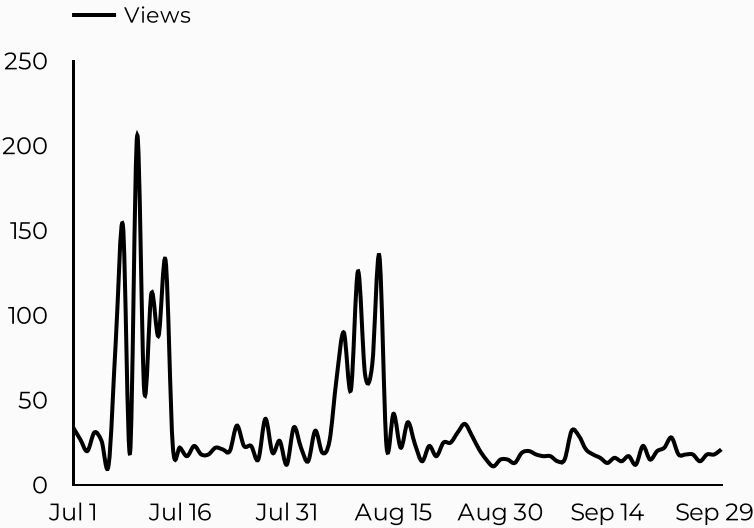
Engagement rate

70%

↓ -6.8%

Compared Y-o-Y

How is site traffic trending?

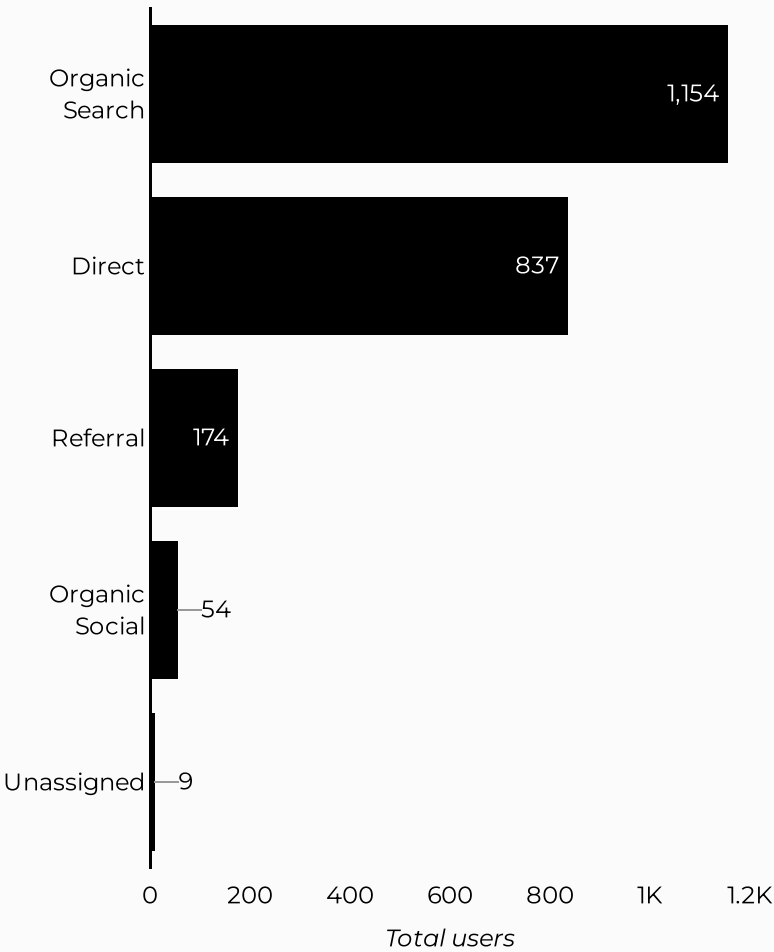


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	260
humphreys.armymwr.com	81
jblm.armymwr.com	78
belvoir.armymwr.com	77
carson.armymwr.com	77
bliss.armymwr.com	73
hawaii.armymwr.com	67
knox.armymwr.com	67
sotocano.armymwr.com	61
drum.armymwr.com	58
gordon.armymwr.com	58
polk.armymwr.com	54
leavenworth.armymwr.com	53
kaiserslautern.armymwr.com	50
lee.armymwr.com	50
leonardwood.armymwr.com	50
blacksea.armymwr.com	49
stuttgart.armymwr.com	48
westpoint.armymwr.com	48
rucker.armymwr.com	46
stewarthunter.armymwr.com	44
devens.armymwr.com	42
benning.armymwr.com	39
zama.armymwr.com	37
mcalester.armymwr.com	35
carlisle.armymwr.com	34
irwin.armymwr.com	32
detricks.armymwr.com	30

Which channels are driving traffic?





Views

12,462

↑ 4.7%

Sessions

15,647

↑ 14.3%

Total users

12,704

↑ 16.3%

New users

7,560

↑ 18.5%

Avg. Session Time

02:25

↑ 5.7%

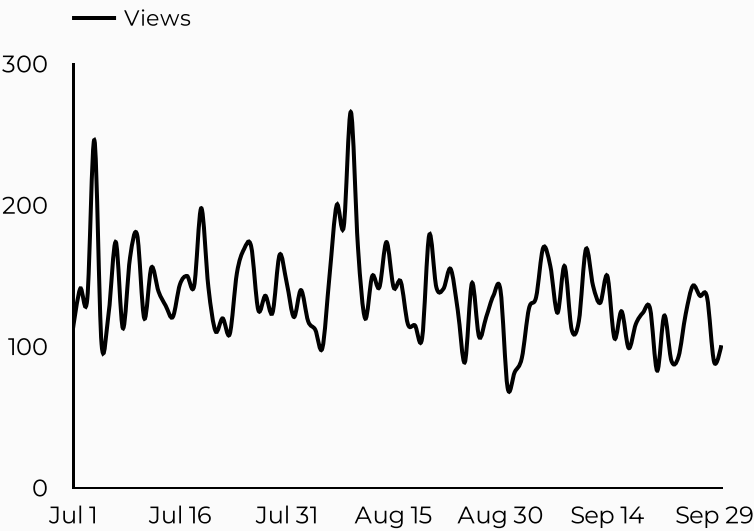
Engagement rate

57%

↓ -10.4%

Compared Y-o-Y

How is site traffic trending?

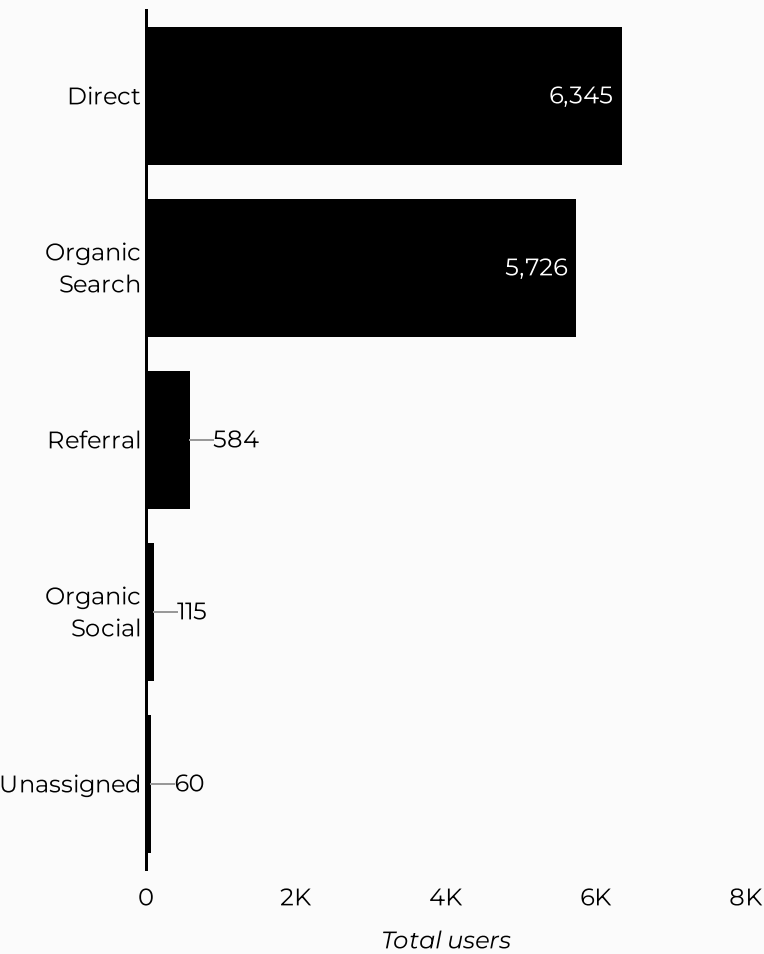


Top US Army Installations

Sorted by Total Users

Installation	Total users ▾	% Δ
academy.armymwr.com	4,686	43.9% ↑
jblm.armymwr.com	2,042	-7.1% ↓
campbell.armymwr.com	1,578	37.0% ↑
humphreys.armymwr.com	897	70.5% ↑
riley.armymwr.com	831	3.2% ↑
wainwright.armymwr.com	646	0.8% ↑
italy.armymwr.com	582	28.5% ↑
bliss.armymwr.com	493	-23.6% ↓
gordon.armymwr.com	212	-
grafenwoehr.armymwr.com	207	-21.0% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total ... ▾
(direct)	6,345
google	5,094
bing	564
safe.menlosecurity.com	136
home.army.mil	133
statics.dod.teams.microsoft.us	113
(not set)	44
m.facebook.com	39
imcomacademy.com	38
forms.osi.apps.mil	32



Views

293,739

↑ 21.1%

Sessions

164,783

↑ 22.9%

Total users

92,097

↑ 8.0%
Compared Y-o-Y

New users

88,651

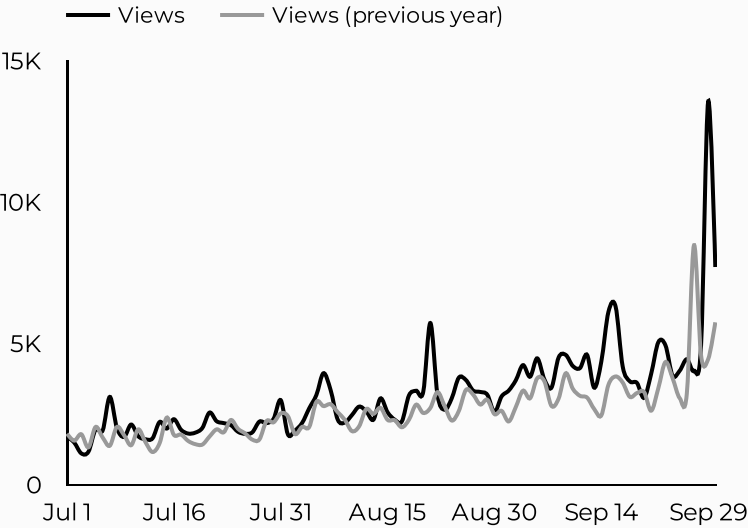
↑ 6.7%

Engagement rate

44%

↓ -7.9%

How is site traffic trending?

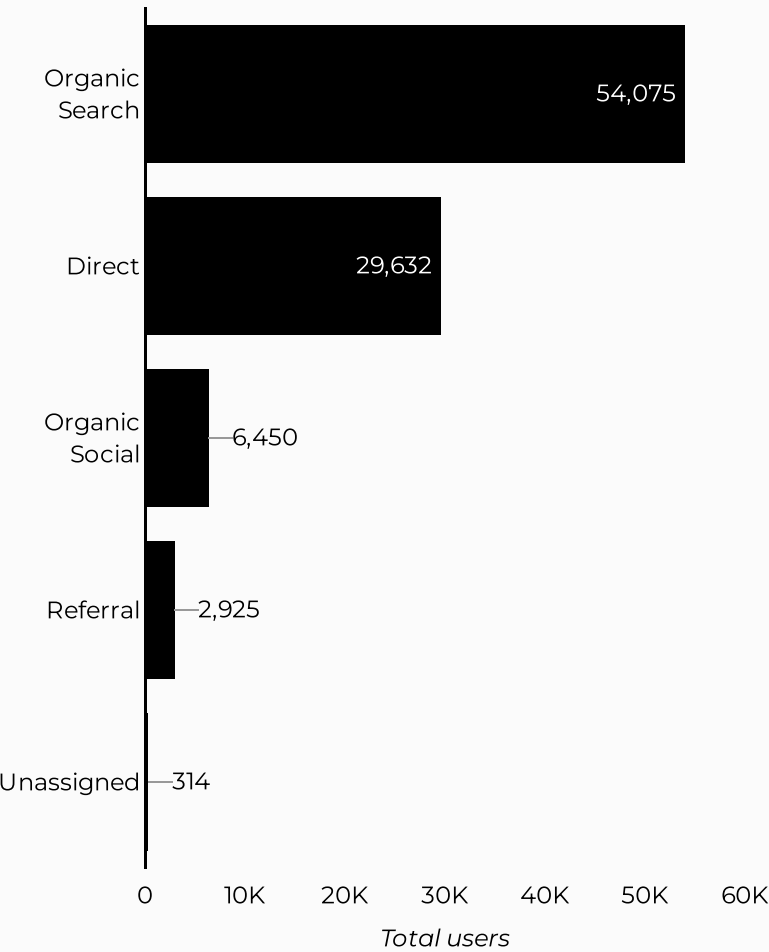


Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	59,604
Individual Registration :: Army Ten-Miler	23,799
Race Day Schedule :: Army Ten-Miler	11,026
The Course :: Army Ten-Miler	10,549
In-Person Race :: Army Ten-Miler	9,976
Packet Pickup :: Army Ten-Miler	6,875
Arrive & Depart :: Army Ten-Miler	6,661
ATM Race FAQ's :: Army Ten-Miler	6,551
Virtual Race :: Army Ten-Miler	4,514
2025 ATM Registration :: Army Ten-Miler	4,162

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	49,500
(direct)	29,632
m.facebook.com	4,040
bing	3,542
facebook.com	657
l.facebook.com	538
runguides.com	509
duckduckgo	507
l.instagram.com	506
yahoo	500



ARMY MWR World Class Athlete Program (WCAP)

Views

40,298

↓ -56.8%

Sessions

18,103

↓ -62.0%

Total users

14,869

↓ -63.8%
Compared Y-o-Y

New users

14,639

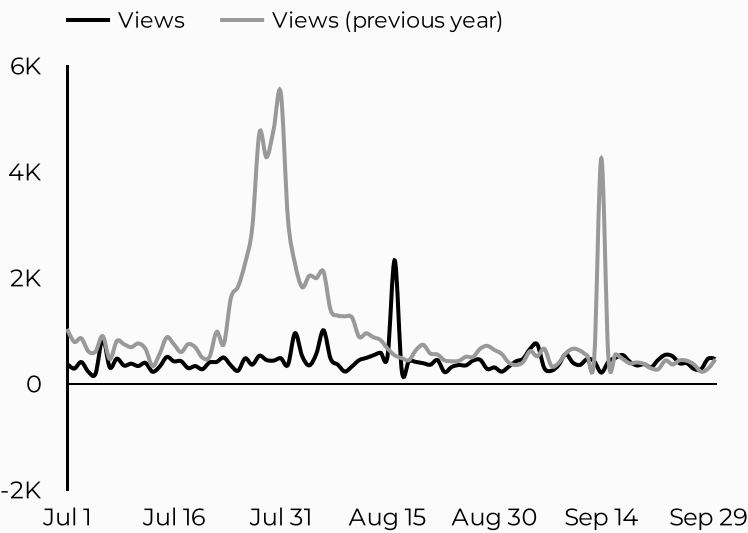
↓ -64.0%

Engagement rate

54%

↓ -9.8%

How is site traffic trending?

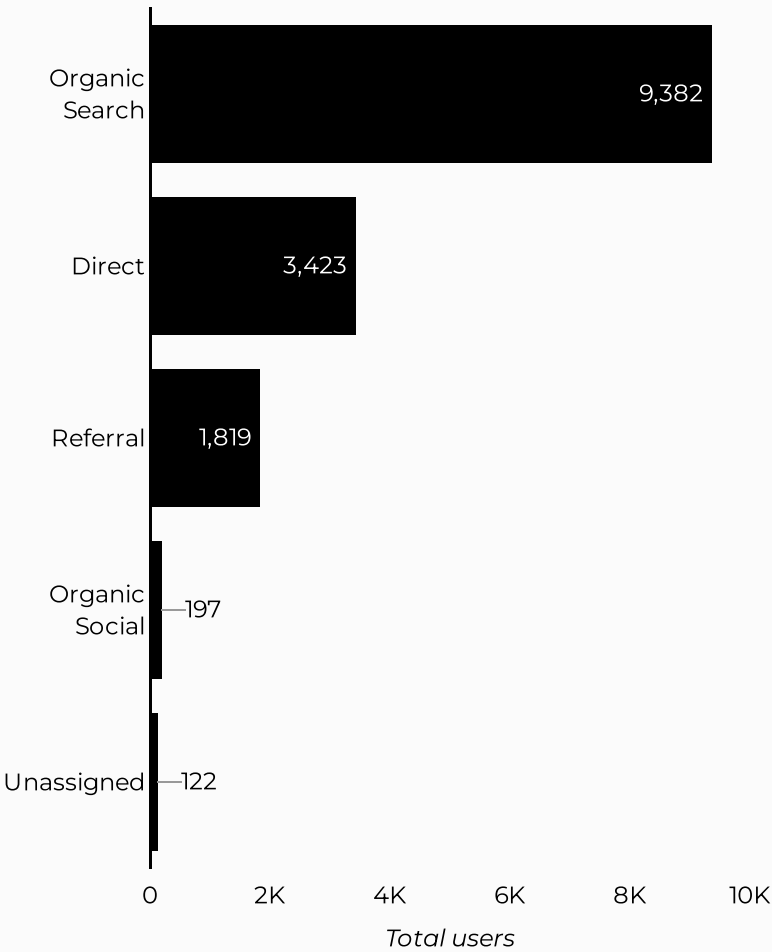


Top WCAP Pages

Sorted by Total Users

Page title	Total users ▾	% Δ
Home :: WCAP	4,360	-43.5% ↓
Entry Standards & Apply :: WCAP	2,372	-38.2% ↓
Boxing :: WCAP	2,054	-42.3% ↓
Track & Field :: WCAP	1,589	-35.9% ↓
About :: WCAP	1,492	-55.1% ↓
Wrestling :: WCAP	1,306	-47.1% ↓
PARIS 2024 :: WCAP	587	-89.9% ↓
Soldiers :: WCAP	563	-45.1% ↓
Apply Now :: WCAP	534	-21.4% ↓
High Performance	501	-70.1% ↓

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	8,796
(direct)	3,423
goarmy.com	1,407
bing	507
l.instagram.com	119
(not set)	112
safe.menlosecurity.com	64
armymwr.com	63
duckduckgo	54
home.army.mil	54



	Search	Total Searches ▾	Total users	Search count per user	Engagement rate
1.	discovery	680	82	8.29	100%
2.	golf	337	306	1.1	98.75%
3.	tickets	273	249	1.1	98.83%
4.	pool	262	232	1.13	97.58%
5.	disney	249	229	1.09	99.15%
6.	mwr	189	160	1.18	97.02%
7.	rental	186	177	1.05	99.44%
8.	camping	179	152	1.18	96.77%
9.	rentals	177	166	1.07	99.41%
10.	auction	176	151	1.17	95.65%
11.	rv	127	99	1.28	94.02%
12.	fishing	126	110	1.15	97.41%
13.	bowling	108	93	1.16	97.94%
14.	boss	103	88	1.17	100%
15.	lodging	90	73	1.23	98.65%
16.	disneyland	89	83	1.07	100%
17.	soccer	87	81	1.07	97.59%
18.	rv rental	87	61	1.43	76.54%
19.	sports	84	74	1.14	95.06%
20.	travel	84	77	1.09	98.72%
21.	bingo	80	62	1.29	95.71%
22.	calendar	75	67	1.12	98.59%
23.	disney tickets	75	66	1.14	98.53%
24.	cabins	71	64	1.11	97.01%
25.	volunteer	70	62	1.13	98.41%
26.	sfrg	69	61	1.13	82.54%
27.	universal studios	68	64	1.06	100%
28.	boat rental	67	62	1.08	98.41%
29.	tee times	66	58	1.14	98.44%
30.	map	64	55	1.16	93.33%
	Grand total	23,565	17,624	1.34	97.1%



Views

69,841

↓ -19.6%

Sessions

21,559

↓ -4.5%

Total users

14,241

↓ -9.6%

New users

13,303

↓ -11.6%

Avg. Session Time

04:22

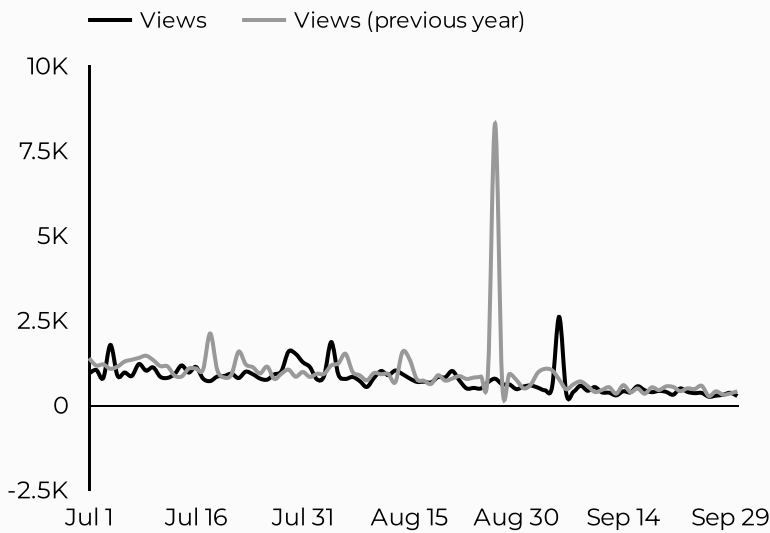
↑ 7.7%

Engagement rate

62%

↓ -1.3%

How is site traffic trending?

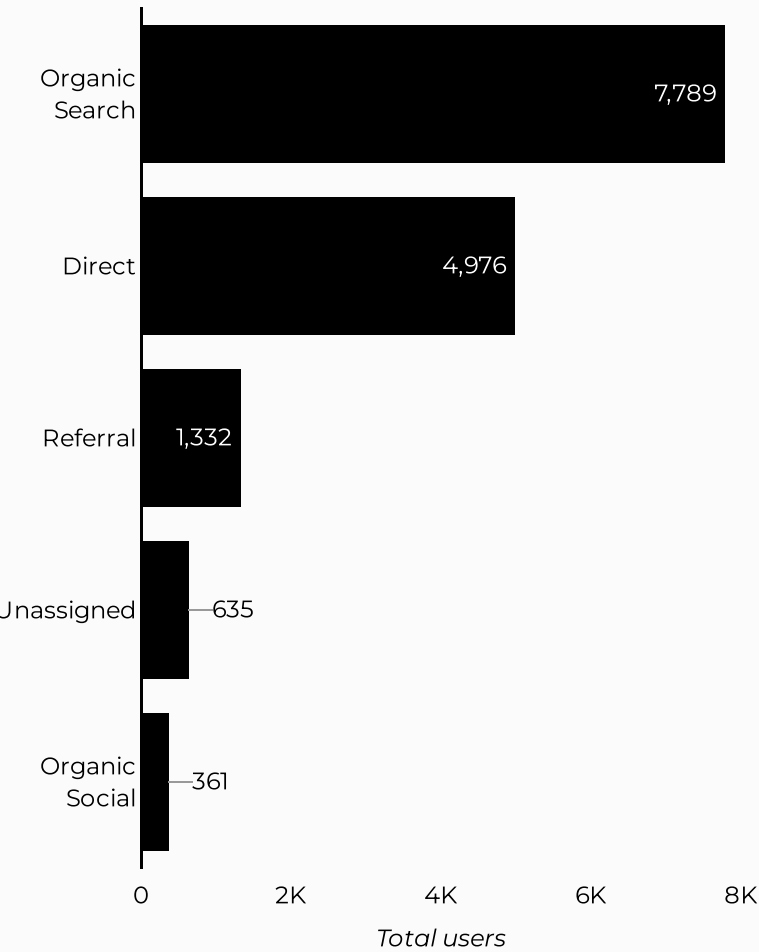


Top Pages

Sorted by Total Users

Page title	Total users ▾
Home :: Seward Military Resort	11,154
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	5,538
Booking Rates :: Seward Military Resort	5,055
Tickets & Tours :: Seward Military Resort	2,327
Eligibility :: Seward Military Resort	2,163
Fishing Destination :: Seward Military Resort	1,370
Contact Us :: Seward Military Resort	1,353
Amenities :: Seward Military Resort	1,351
Your Stay :: Seward Military Resort	874

Which channels are driving traffic?



What are the top sources?

Session source	Total users ▾
google	6,874
(direct)	4,976
(not set)	615
res.windsurfercrs.com	552
militaryonesource.mil	541
bing	521
duckduckgo	183
m.facebook.com	178
yahoo	176
l.facebook.com	110