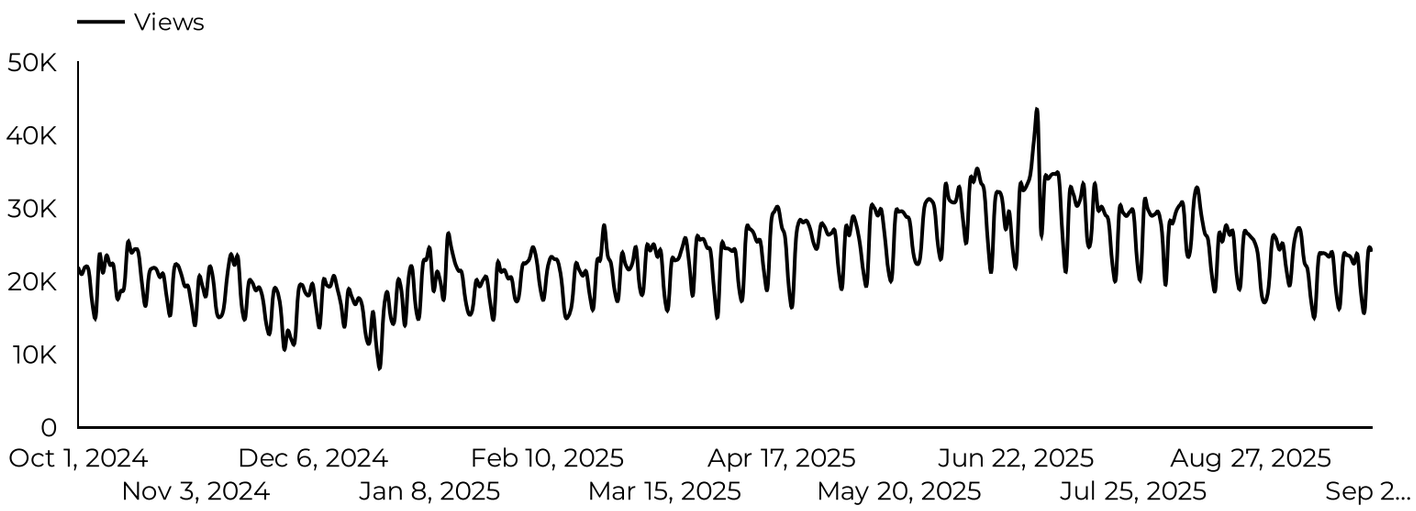
ARMY MWR

Business and Recreation

Views
8,438,262
Visits (pageviews) to your page

Engagement rate
62%
Average time people are engaged on your website

Total users
3,568,375
The total number of users who visited your website



Visits from social media.

Social Media	Total users
Facebook	205,975
X	7,140
Instagram	5,085
Reddit	186
YouTube	179
LinkedIn	159
Pinterest	10

What programs are users visiting?

Program Roll-Up

Oct 1, 2024 - Sep 30, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	30,696	8,459	36,785	82.51%
Arts & Crafts	70,652	39,446	95,631	62.93%
Auto Skills	232,704	164,048	350,347	58.6%
BOSS	76,085	38,547	99,029	66.36%
Food and Beverage	1,591,630	1,134,132	2,373,561	65.72%
Healthy Army Communities	10,245	8,731	14,360	62.59%
Leisure Travel	645,624	391,637	952,853	74.89%
Libraries	158,213	97,048	247,074	62.09%
Warrior Zone	46,759	29,228	58,187	57.14%
Army Ten Miler (ATM)	281,199	274,157	515,346	47.96%
World Class Athlete Program	60,654	60,463	74,112	54.65%

Sports and Fitness Program Roll-Up

Oct 1, 2024 - Sep 30, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	33,340	22,138	41,811	65.7%
Aquatics	261,724	145,558	402,266	62.42%
Bowling	201,394	137,997	287,686	58.97%
Fitness Centers	351,544	230,363	518,135	63.06%
Golf	418,548	347,237	662,777	64.35%
Intramural Sports	18,005	5,458	22,698	77.55%
Strong BANDS	11,349	4,069	12,703	72.05%
Warrior Zone	46,759	29,228	58,187	57.14%
World Class Athlete Program	60,654	60,463	74,112	54.65%

Outdoor Rec Program Roll-Up

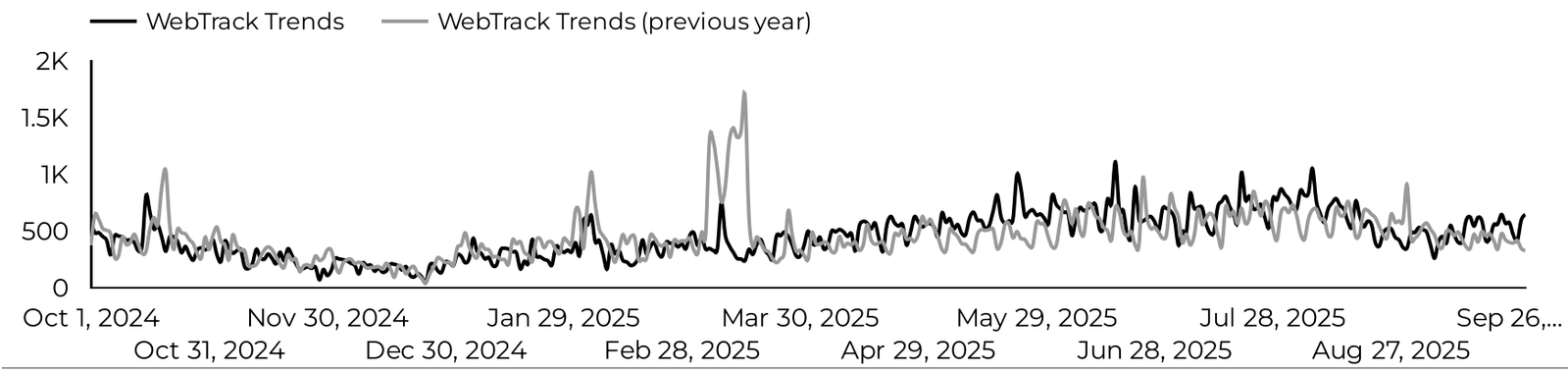
Oct 1, 2024 - Sep 30, 2025

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	31,674	20,046	40,063	53.89%
Equipment Rental	66,590	28,371	100,272	72.26%
Recreational Lodging	584,416	397,729	891,451	69.76%

ARMY MWR BRD WebTrac KPI Dashboard

Total WebTrac clicks on pages.

165,936



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

Installation	Clicks on WebTrac Links.	% Δ
westpoint.armymwr.com	32,119	23.0%
carson.armymwr.com	15,985	130.0%
belvoir.armymwr.com	13,875	-6.1%
mccoy.armymwr.com	13,797	-7.2%
campbell.armymwr.com	13,448	-29.0%
stuttgart.armymwr.com	9,421	22.3%
bragg.armymwr.com	7,231	-
picatinny.armymwr.com	5,640	4.6%
jblm.armymwr.com	4,716	-34.5%
grafenwoehr.armymwr.com	4,578	81.0%
kaiserslautern.armymwr.com	4,463	-25.1%
jackson.armymwr.com	4,186	-24.5%
stewarthunter.armymwr.com	3,367	-9.9%
knox.armymwr.com	3,166	-32.1%
leavenworth.armymwr.com	2,732	-26.1%
cavazos.armymwr.com	2,448	-25.1%
rockisland.armymwr.com	2,376	9,404.0%
meade.armymwr.com	2,008	-2.2%
moore.armymwr.com	1,949	-45.8%
humphreys.armymwr.com	1,766	-34.5%

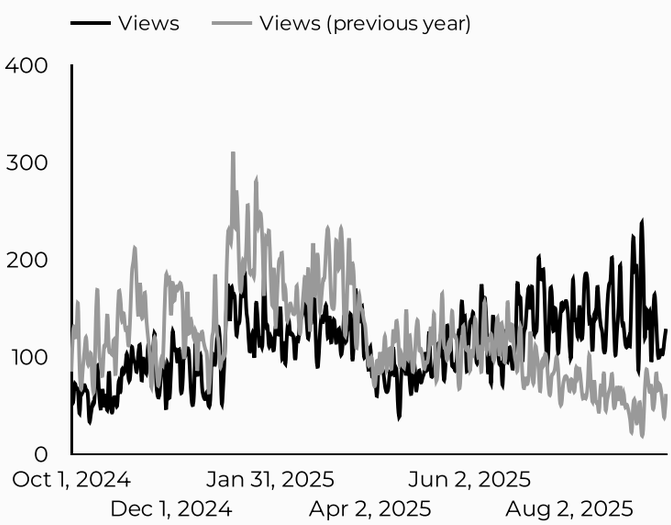
ARMY MWR

American Forces Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
41,292	36,785	30,696	8,459	02:00	83%
-6.9%	-7.2%	-4.9%	-13.2%	4.1%	2.3%

Compared Y-o-Y

How is site traffic trending?

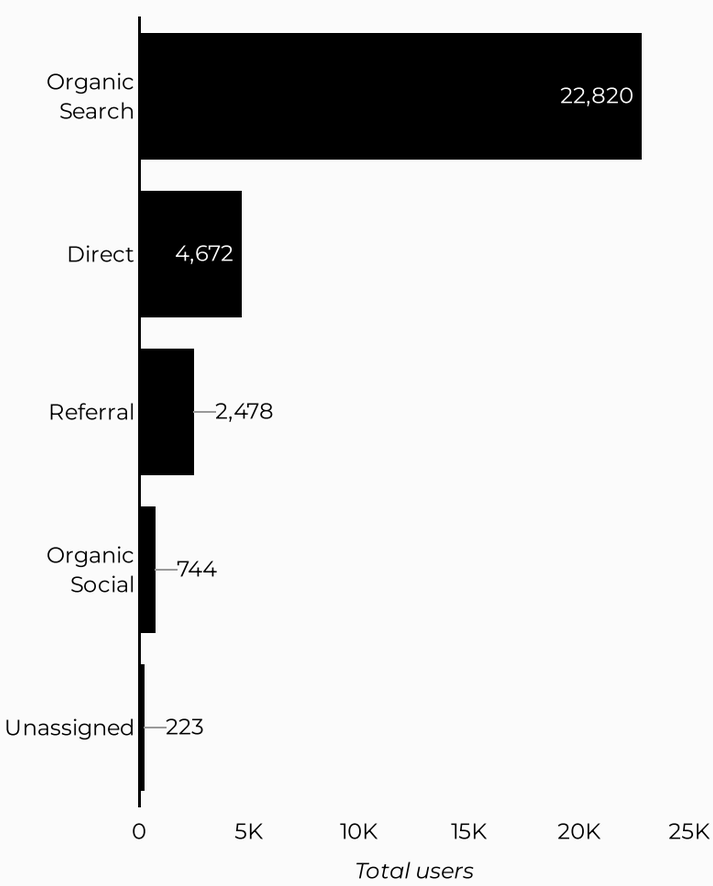


Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	30,143	-0.1%
westpoint.armymwr.com	73	-26.3%
jbmhh.armymwr.com	68	-30.6%
detroit.armymwr.com	60	17.6%
drum.armymwr.com	54	-29.9%
meade.armymwr.com	48	-45.5%
aberdeen.armymwr.com	45	246.2%
italy.armymwr.com	45	-

Which channels are driving traffic?



What are the top sources?

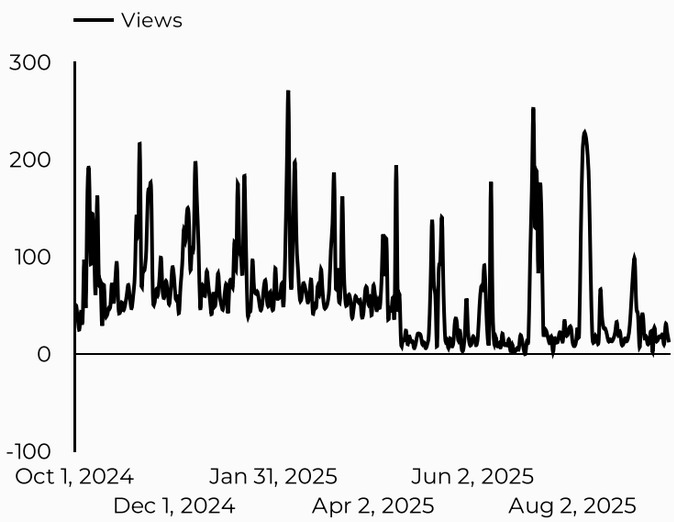
Session source	Total users
google	20,063
(direct)	4,672
bing	2,004
home.army.mil	768
militaryonesource.mil	675
yahoo	407
m.facebook.com	362
duckduckgo	296
l.facebook.com	185
(not set)	163

Arts & Crafts

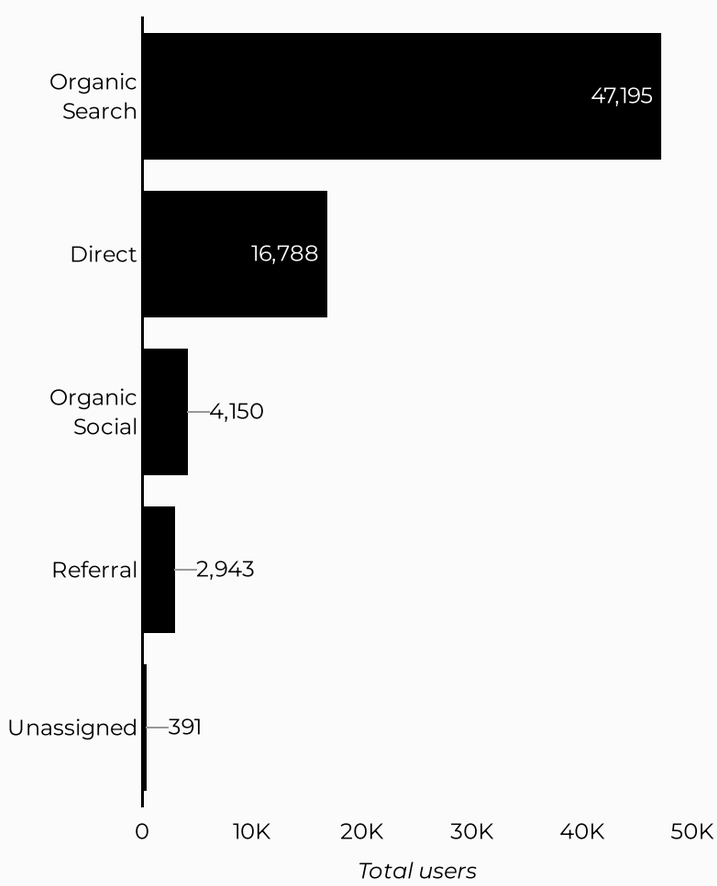
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
21,921	54,429	45,552	39,446	02:23	63%
140.2%	-6.3%	-1.9%	-1.4%	13.0%	-2.0%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hood.armymwr.com	5,736	-8.5%
stuttgart.armymwr.com	3,698	-9.8%
hawaii.armymwr.com	3,670	-1.8%
humphreys.armymwr.com	3,221	-2.2%
jblm.armymwr.com	3,083	9.4%
meade.armymwr.com	2,496	42.1%
bliss.armymwr.com	1,985	-4.2%
knox.armymwr.com	1,674	-6.9%
rucker.armymwr.com	1,646	22.5%
westpoint.armymwr.com	1,316	8.9%

What are the top sources?

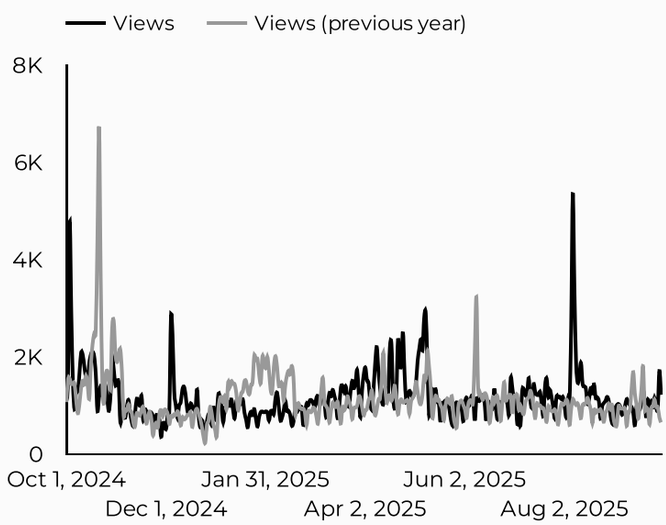
Session source	Total users
google	42,891
(direct)	16,788
bing	3,230
m.facebook.com	2,485
home.army.mil	1,295
lm.facebook.com	656
l.facebook.com	510
yahoo	477
duckduckgo	455
facebook.com	380

ARMY MWR Auto Skills

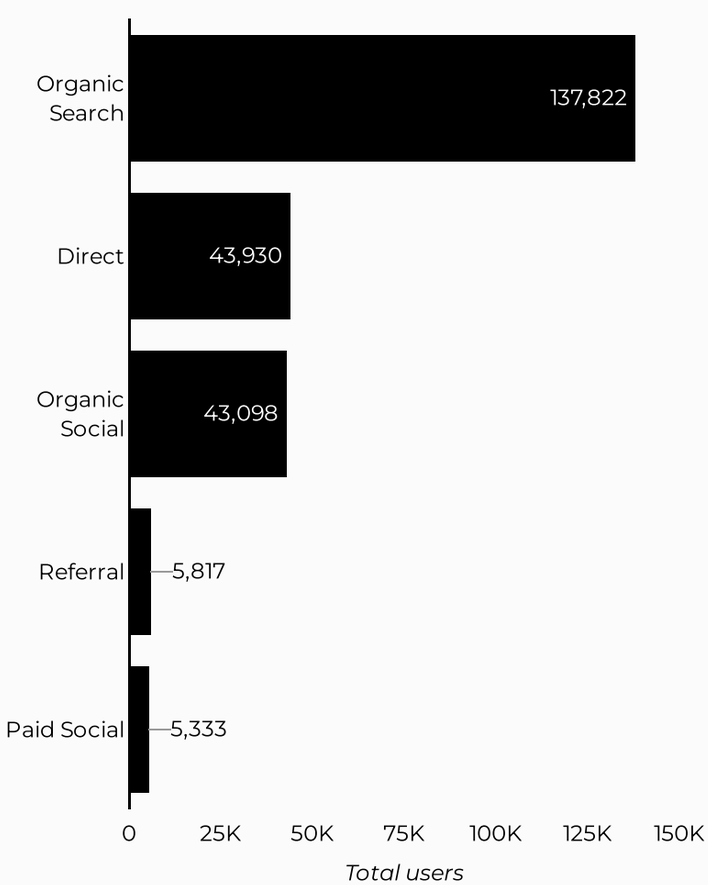
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
427,274	350,347	232,704	164,048	02:31	59%
2.9%	2.3%	-2.0%	-7.0%	5.7%	3.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
drum.armymwr.com	29,465	125.1%
bragg.armymwr.com	27,877	123.9%
hood.armymwr.com	14,506	-10.0%
stewarthunter.armymwr.c...	12,343	-57.7%
campbell.armymwr.com	11,803	-16.6%
kaiserslautern.armymwr.co...	11,578	8.4%
benning.armymwr.com	8,253	-59.7%
jblm.armymwr.com	8,188	15.2%
wiesbaden.armymwr.com	8,081	1.1%
hawaii.armymwr.com	7,907	-0.3%

What are the top sources?

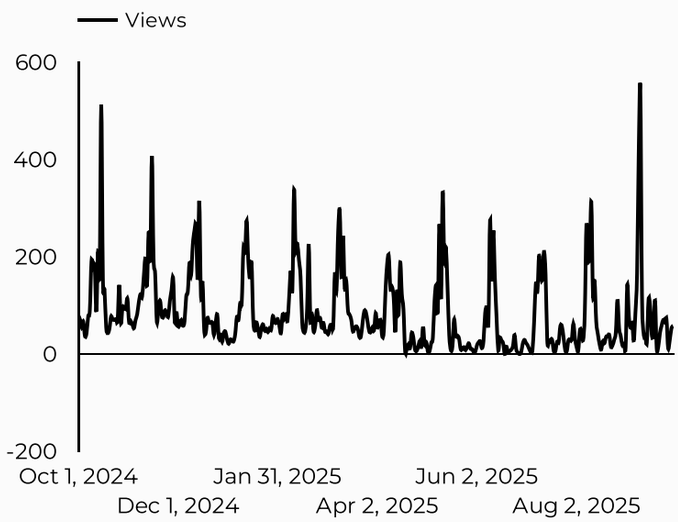
Session source	Total users
google	127,942
(direct)	43,930
m.facebook.com	29,270
lm.facebook.com	8,842
bing	7,946
fb	5,205
l.facebook.com	3,503
home.army.mil	2,259
facebook.com	1,461
duckduckgo	1,428

ARMY MWR BOSS

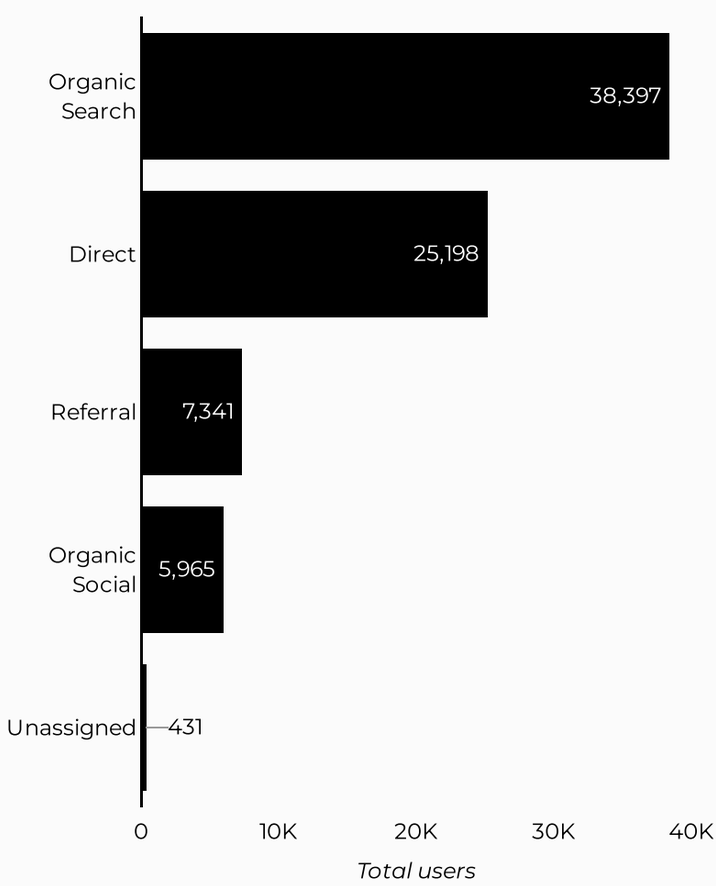
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
31,192	55,625	46,687	38,547	02:00	66%
131.1%	0.3%	0.1%	3.3%	1.6%	-2.5%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hood.armymwr.com	6,339	66.6%
humphreys.armymwr.com	6,042	0.1%
bliss.armymwr.com	3,272	16.6%
www.armymwr.com	3,222	13.4%
jblm.armymwr.com	1,816	-22.8%
stewarthunter.armymwr.c...	1,679	-30.2%
carson.armymwr.com	1,665	-6.4%
drum.armymwr.com	1,501	-4.1%
leonardwood.armymwr.com	1,240	2.8%
gordon.armymwr.com	1,215	5.3%

What are the top sources?

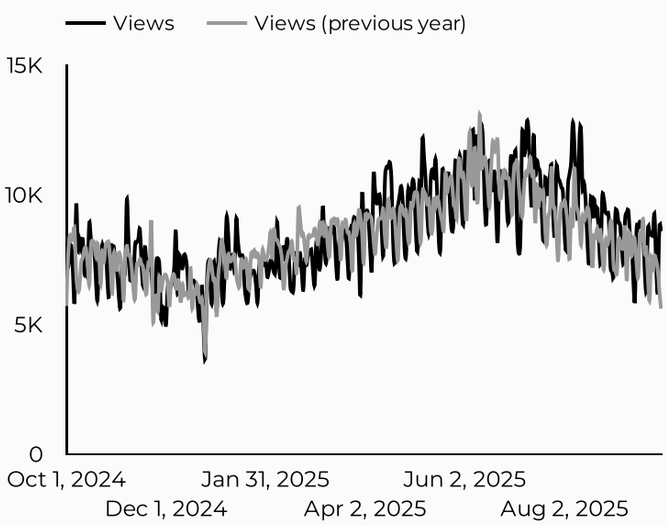
Session source	Total users
google	33,026
(direct)	25,198
bing	4,811
home.army.mil	3,656
m.facebook.com	3,017
linktr.ee	1,401
l.facebook.com	880
lm.facebook.com	802
facebook.com	794
l.instagram.com	424

ARMY MWR Food and Beverage

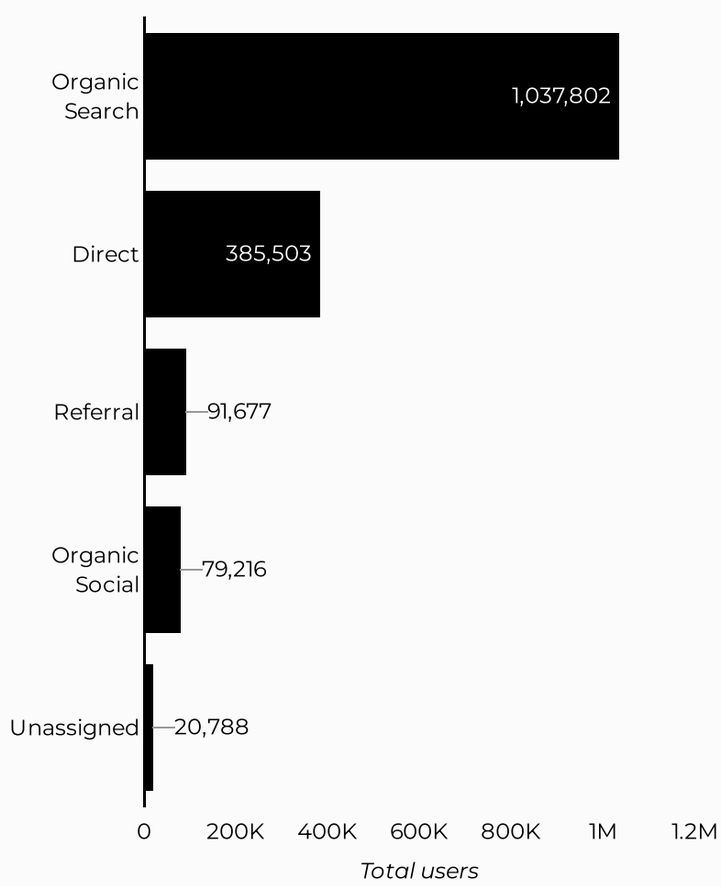
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,123,410	2,373,561	1,591,630	1,134,132	02:43	66%
1.9%	3.8%	-4.1%	-4.7%	5.2%	-0.4%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	234,430	-5.8%
carlisle.armymwr.com	106,104	43.1%
benning.armymwr.com	99,620	-14.7%
belvoir.armymwr.com	72,427	-7.6%
bragg.armymwr.com	66,631	3.1%
hood.armymwr.com	51,966	-2.7%
zama.armymwr.com	42,847	7.5%
stewarthunter.armymwr.c...	41,340	-5.0%
westpoint.armymwr.com	40,377	5.6%
hawaii.armymwr.com	39,820	-5.6%

What are the top sources?

Session source	Total users
google	937,213
(direct)	385,503
bing	76,597
m.facebook.com	50,102
home.army.mil	20,436
yahoo	13,544
referral	11,931
duckduckgo	11,028
l.facebook.com	10,646
militaryonesource.mil	10,467

ARMY MWR Food, Golf, Bowling

	Full page URL	Views
1.	belvoir.armymwr.com/programs/golf-club	2,970
2.	jackson.armymwr.com/programs/fort-jackson-golf-club	1,951
3.	detroit.armymwr.com/happenings/aafes-food-trucks	1,786
4.	casey.armymwr.com/happenings/food-delivery-service	1,769
5.	bliss.armymwr.com/programs/rod-and-gun-club	1,734
6.	picatinny.armymwr.com/programs/picatinny-golf-club	1,488
7.	zama.armymwr.com/programs/golf-club	1,306
8.	campbell.armymwr.com/programs/cole-park-golf-course	1,205
9.	casey.armymwr.com/programs/iron-trangle-club	1,166
10.	gordon.armymwr.com/programs/eisenhower-lakes	1,117
11.	campbell.armymwr.com/programs/hooper-bowling-cente/hooper-grille	1,019
12.	benning.armymwr.com/programs/dining-clubs-pubs	883
13.	westpoint.armymwr.com/programs/west-point-club	869
14.	rucker.armymwr.com/programs/silver-wings-golf-club	819
15.	picatinny.armymwr.com/programs/the-club-at-picatinny	781
16.	bragg.armymwr.com/programs/rod-and-gun-club-mckellars-lodge	749
17.	detroit.armymwr.com/programs/sangb-golf-club-and-pro-shop	732
18.	rucker.armymwr.com/programs/Big-Mikes	665
19.	lee.armymwr.com/programs/cardinal-golf-club	592
20.	sill.armymwr.com/programs/fort-sill-golf-club	592
21.	jbmhh.armymwr.com/programs/patton-hall-community-club-and-conference-center	574
22.	westpoint.armymwr.com/programs/west-point-golf-course/pro-shop-snack-bar	564
23.	wainwright.armymwr.com/programs/chena-bend-clubhouse-and-golf-course	539
24.	www.armymwr.com/programs-and-services/food	487
25.	gordon.armymwr.com/programs/dinner-theatre	480
26.	kaiserslautern.armymwr.com/programs/armstrongs-club	462
27.	jackson.armymwr.com/programs/1917-club-2	438
28.	rucker.armymwr.com/programs/divots-restaurant-grille	434
29.	yuma.armymwr.com/programs/kfrroadrunner-cafe	417
30.	jblm.armymwr.com/deals	413
31.	www.armymwr.com/programs-and-services/cys/civilian-employment-assignment-tool	406
32.	lee.armymwr.com/programs/beaty-theater	389
33.	sill.armymwr.com/programs/patriot-club	385
34.	zama.armymwr.com/programs/camp-zama-community-club	371

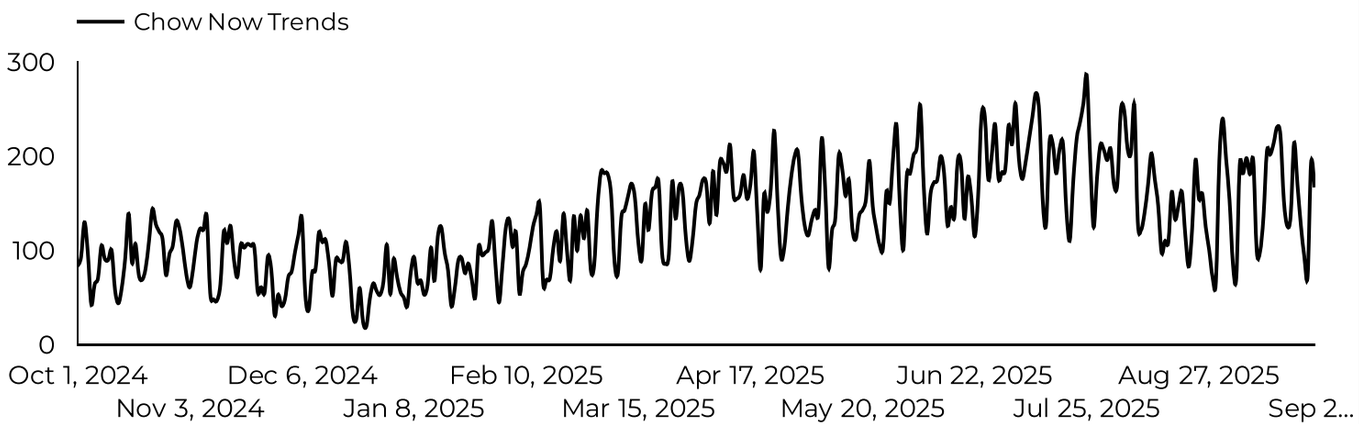
ARMY MWR

Chow Now

Chow Now Link Clicks

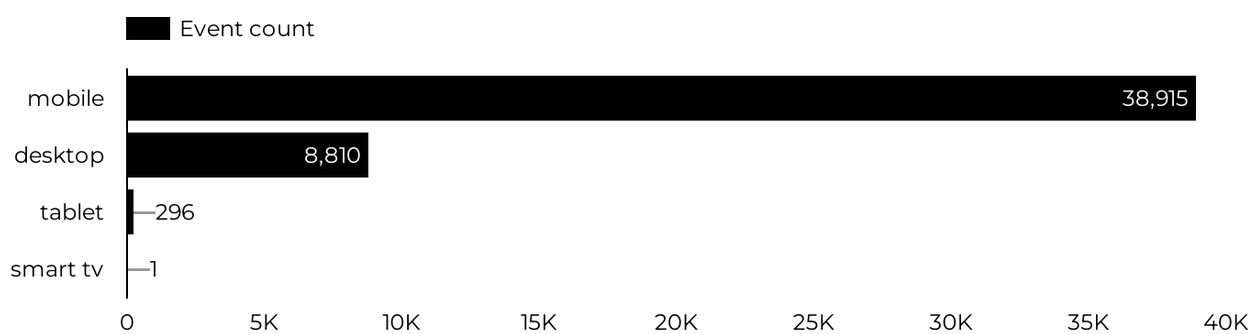
48,022

20.3%



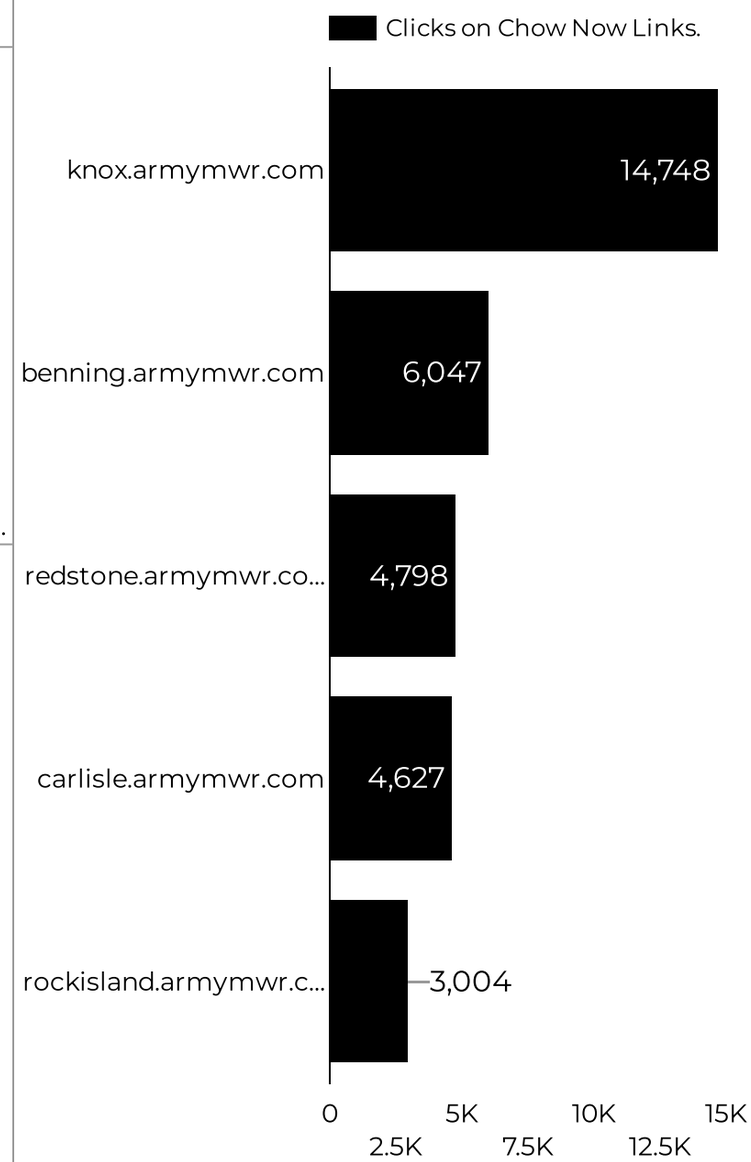
Which devices are driving engagement?

Do people order on mobile or desktop?



Top installations

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

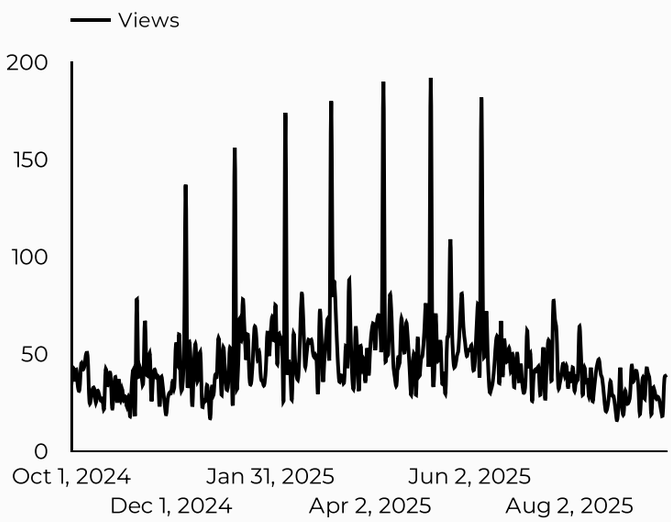


ARMY MWR Healthy Army Communities (HAC)

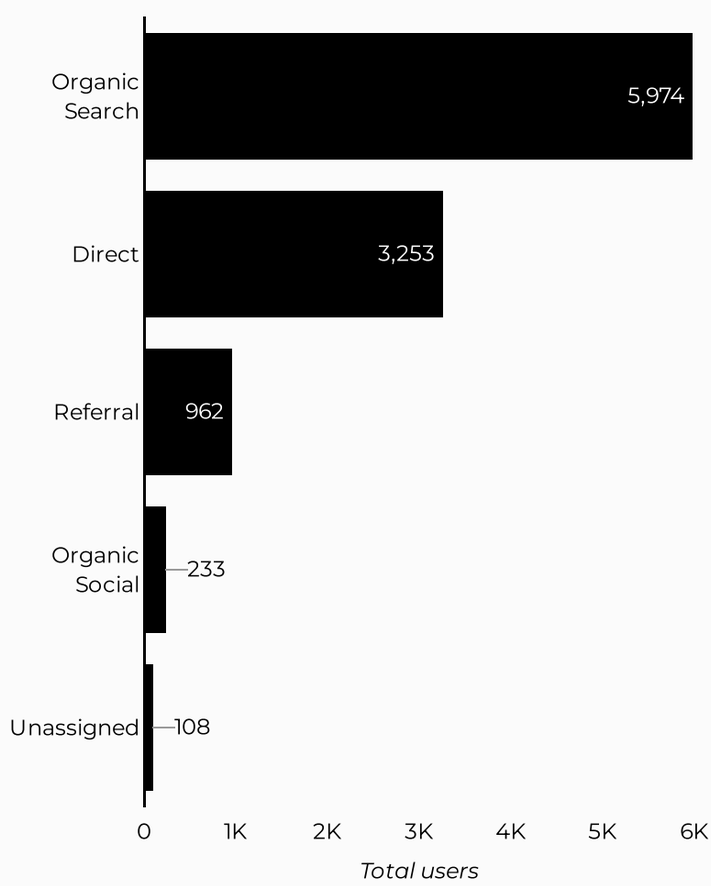
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
16,916	14,360	10,245	8,731	03:11	63%
↑ 11.7%	↑ 8.0%	↑ 4.5%	↑ 7.5%	↑ 20.4%	↑ 2.8%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hunterliggett.armymwr.co...	8,890	6.1% ↑
www.armymwr.com	474	-8.5% ↓
campbell.armymwr.com	411	48.9% ↑
sill.armymwr.com	124	9.7% ↑
aberdeen.armymwr.com	91	810.0% ↑
humphreys.armymwr.com	75	-64.3% ↓
carson.armymwr.com	42	950.0% ↑
stewarthunter.armymwr.c...	38	46.2% ↑
garmisch.armymwr.com	37	76.2% ↑
belvoir.armymwr.com	18	38.5% ↑

What are the top sources?

Session source	Total users
google	5,410
(direct)	3,253
home.army.mil	626
bing	369
m.facebook.com	139
duckduckgo	114
yahoo	80
militaryonesource.mil	78
referral	71
en.wikipedia.org	45

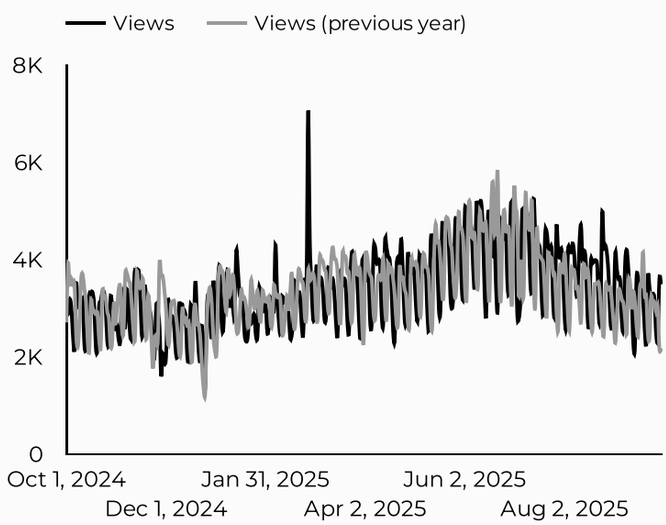
ARMY MWR

Leisure Travel

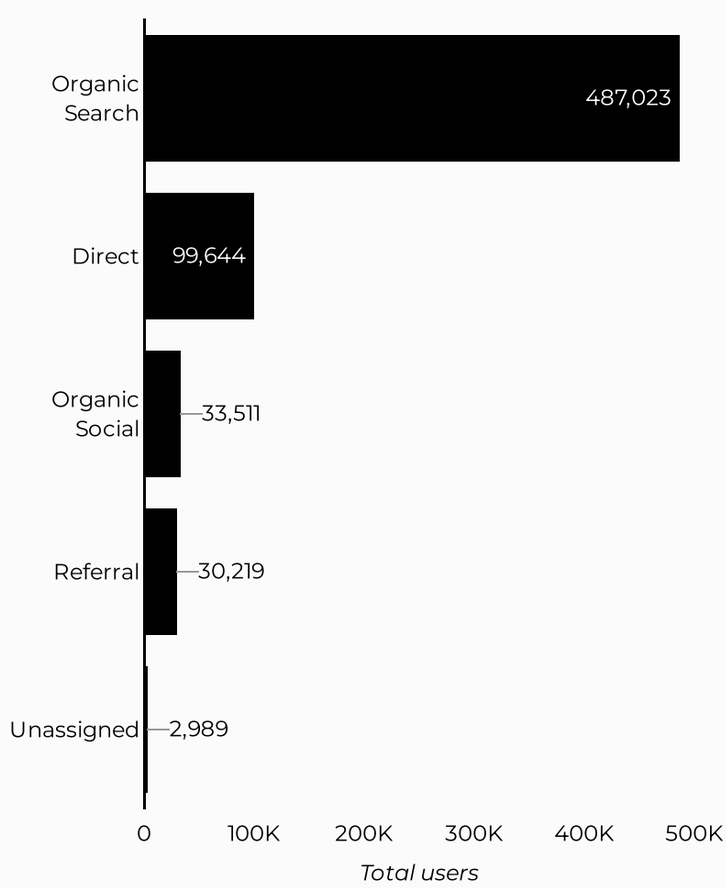
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
1,243,105	952,853	645,624	391,637	02:54	75%
0.4%	0.1%	-4.1%	-5.3%	11.3%	0.6%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	46,220	-2.6%
belvoir.armymwr.com	42,750	-10.6%
redstone.armymwr.com	32,904	-0.2%
carlisle.armymwr.com	31,664	79.5%
jblm.armymwr.com	31,504	-15.2%
bragg.armymwr.com	31,262	-7.0%
hawaii.armymwr.com	29,179	-18.2%
benning.armymwr.com	26,955	-10.7%
hood.armymwr.com	26,561	0.8%
jackson.armymwr.com	23,016	-1.9%

What are the top sources?

Session source	Total users
google	438,903
(direct)	99,644
bing	35,984
m.facebook.com	21,741
home.army.mil	8,058
militaryonesource.mil	6,965
yahoo	6,504
lm.facebook.com	4,943
duckduckgo	4,672
l.facebook.com	3,937

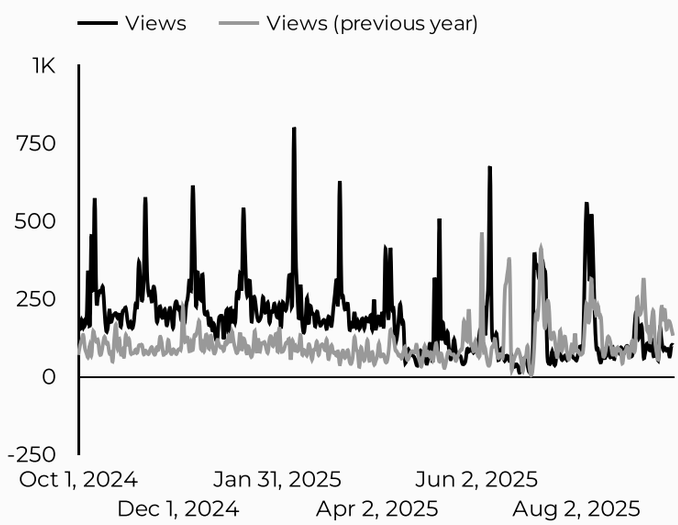
ARMY MWR

Libraries

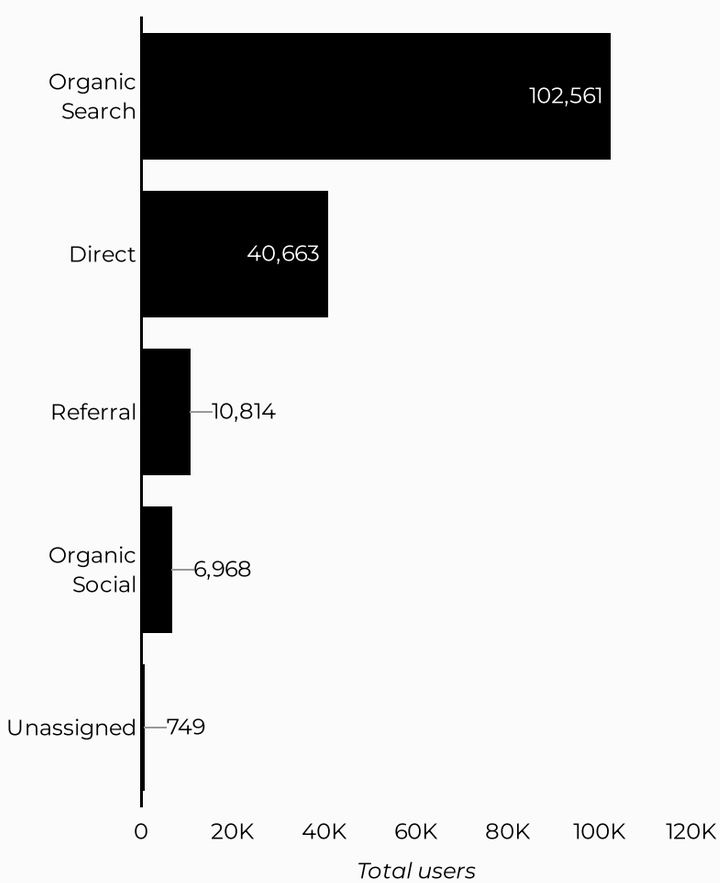
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
65,392	164,079	114,869	97,048	02:23	62%
69.5%	-10.0%	-11.6%	-15.5%	1.1%	-1.4%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	12,258	18.5%
jblm.armymwr.com	9,588	-24.2%
bragg.armymwr.com	9,110	-16.9%
hawaii.armymwr.com	5,818	13.3%
campbell.armymwr.com	4,713	-26.4%
humphreys.armymwr.com	3,986	-24.7%
redstone.armymwr.com	3,958	-3.0%
wiesbaden.armymwr.com	3,939	-10.8%
hood.armymwr.com	3,837	-9.5%
belvoir.armymwr.com	3,729	-11.4%

What are the top sources?

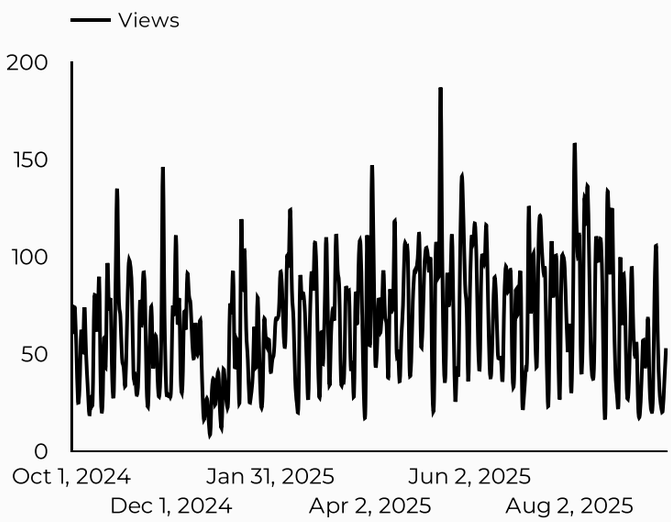
Session source	Total users
google	93,230
(direct)	40,663
bing	7,417
m.facebook.com	4,127
army.dodmwrlibraries.org	2,994
home.army.mil	2,952
dodmwrlibraries.org	1,239
l.facebook.com	1,171
duckduckgo	1,117
yahoo	975

ARMY MWR Adventure Programs

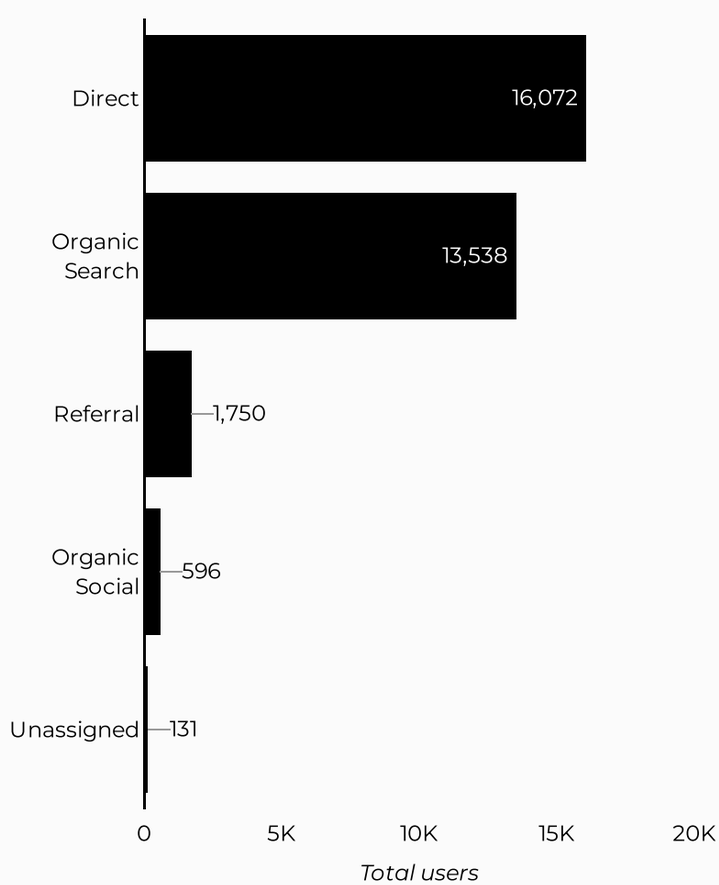
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
24,203	40,063	31,674	20,046	02:53	54%
↑ 6.7%	↑ 69.5%	↑ 69.7%	↑ 110.1%	↑ 31.0%	↓ -14.3%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	6,007	29.7% ↑
bragg.armymwr.com	2,369	4.2% ↑
hood.armymwr.com	1,895	8.3% ↑
jblm.armymwr.com	1,696	-9.4% ↓
gordon.armymwr.com	678	30.6% ↑
benning.armymwr.com	659	-4.1% ↓
stewarthunter.armymwr.c...	646	-25.7% ↓
casey.armymwr.com	442	23.5% ↑
drum.armymwr.com	426	-24.6% ↓
bliss.armymwr.com	400	53.3% ↑

What are the top sources?

Session source	Total users
(direct)	16,072
google	11,101
bing	2,205
safe.menlosecurity.com	449
m.facebook.com	344
statics.dod.teams.microsoft.us	314
home.army.mil	293
imcomacademy.com	140
(not set)	109
duckduckgo	109

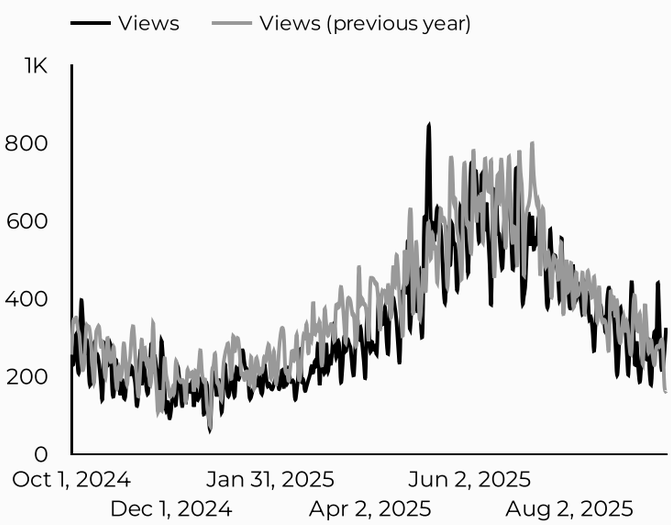
ARMY MWR

Equipment Rental

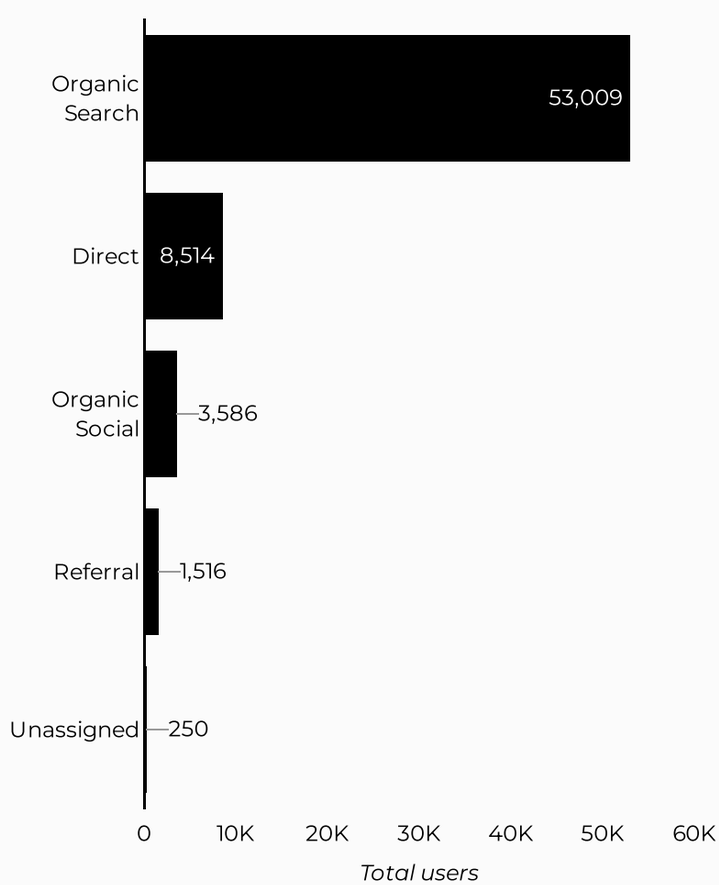
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
119,691	100,272	66,590	28,371	03:09	72%
-10.9%	-10.8%	-14.2%	-16.3%	12.4%	0.3%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	16,406	-11.0%
bragg.armymwr.com	13,620	-0.3%
redstone.armymwr.com	5,895	-1.0%
knox.armymwr.com	5,696	-12.8%
hood.armymwr.com	5,240	-37.0%
riley.armymwr.com	4,395	-16.6%
gordon.armymwr.com	3,947	-4.5%
sill.armymwr.com	3,476	3.0%
mccoy.armymwr.com	2,364	-13.5%
humphreys.armymwr.com	1,430	-26.6%

What are the top sources?

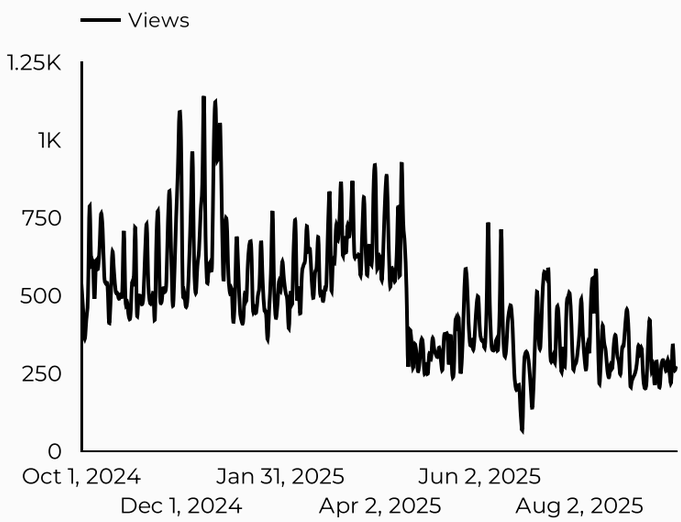
Session source	Total users
google	48,626
(direct)	8,514
bing	3,447
m.facebook.com	2,442
lm.facebook.com	567
home.army.mil	509
duckduckgo	481
yahoo	469
l.facebook.com	321
facebook.com	229

ARMY MWR Recreational Lodging

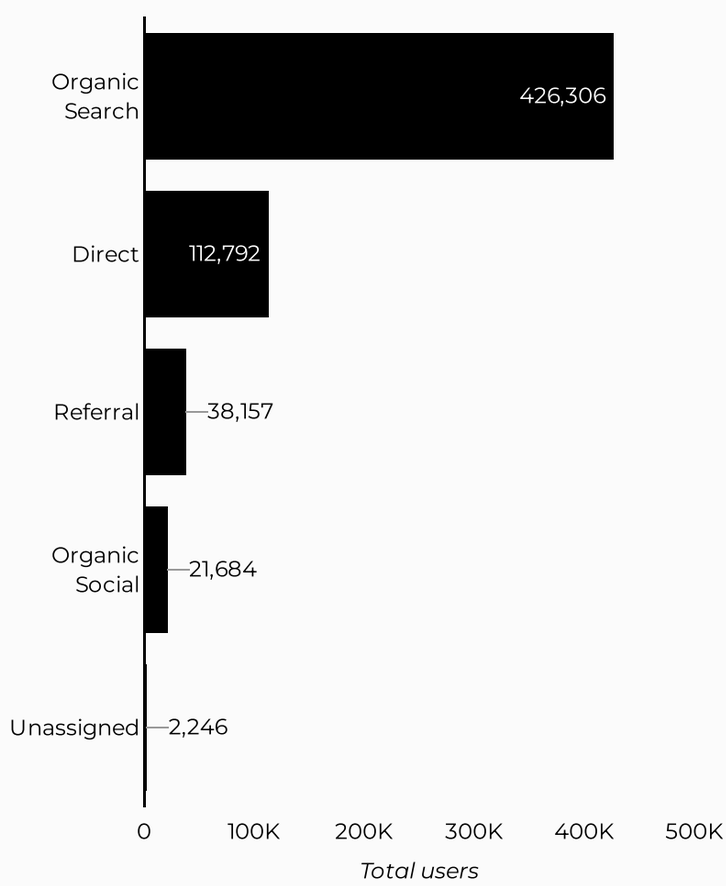
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
178,818	575,917	433,279	397,729	03:10	70%
55.7%	-13.0%	-11.7%	-10.3%	9.7%	-4.5%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jackson.armymwr.com	36,422	0.1%
hood.armymwr.com	34,138	-0.6%
benning.armymwr.com	31,742	-9.1%
belvoir.armymwr.com	28,579	-5.9%
bragg.armymwr.com	26,310	-8.5%
mccoy.armymwr.com	24,433	-15.0%
gordon.armymwr.com	19,533	-14.1%
jblm.armymwr.com	19,321	-10.8%
leonardwood.armymwr.com	17,200	-17.8%
meade.armymwr.com	14,760	-8.2%

What are the top sources?

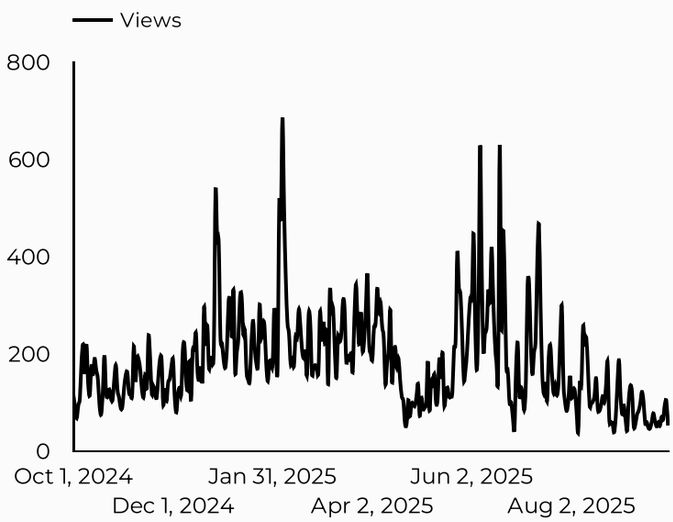
Session source	Total users
google	388,375
(direct)	112,792
bing	27,414
m.facebook.com	13,215
home.army.mil	7,848
yahoo	4,852
campgrounds.rvlife.com	4,450
duckduckgo	4,378
militarycampgrounds.us	4,341
lm.facebook.com	3,257

ARMY MWR Aquatics

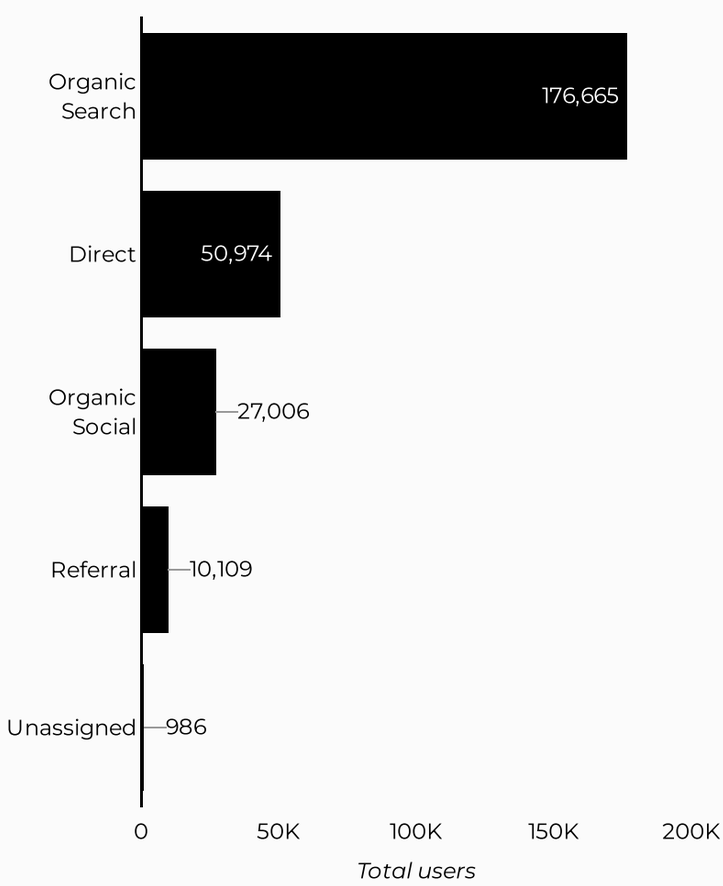
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
67,430	242,189	183,899	145,558	02:34	62%
79.1%	-7.3%	-8.1%	-13.4%	22.6%	-1.6%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	20,449	4.2%
humphreys.armymwr.com	14,156	74.8%
bliss.armymwr.com	11,844	-2.5%
bragg.armymwr.com	10,984	-26.3%
campbell.armymwr.com	9,180	-19.8%
belvoir.armymwr.com	8,186	-11.9%
gordon.armymwr.com	7,970	-16.1%
hawaii.armymwr.com	7,792	-5.6%
hood.armymwr.com	6,647	-28.3%
wainwright.armymwr.com	6,350	720.4%

What are the top sources?

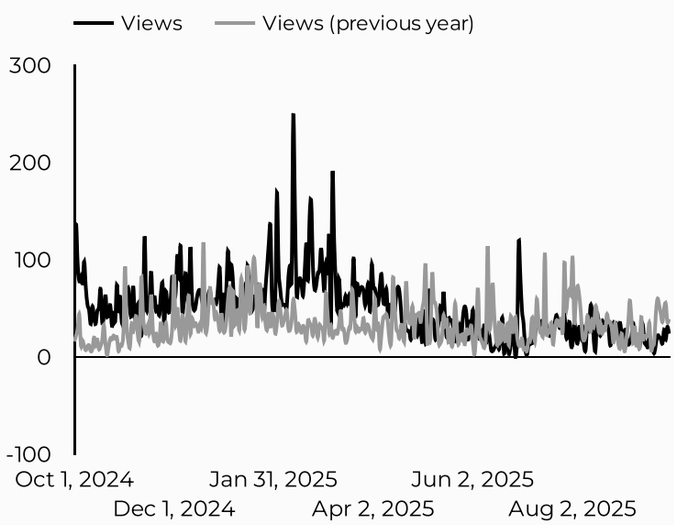
Session source	Total users
google	165,396
(direct)	50,974
m.facebook.com	18,422
bing	8,598
lm.facebook.com	3,904
home.army.mil	3,399
l.facebook.com	2,525
facebook.com	1,922
duckduckgo	1,537
yahoo	1,322

ARMY MWR All Army Sports

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
18,235	19,901	17,449	22,138	02:16	66%
45.9%	27.1%	22.1%	-12.0%	3.1%	-2.3%

Compared Y-o-Y

How is site traffic trending?

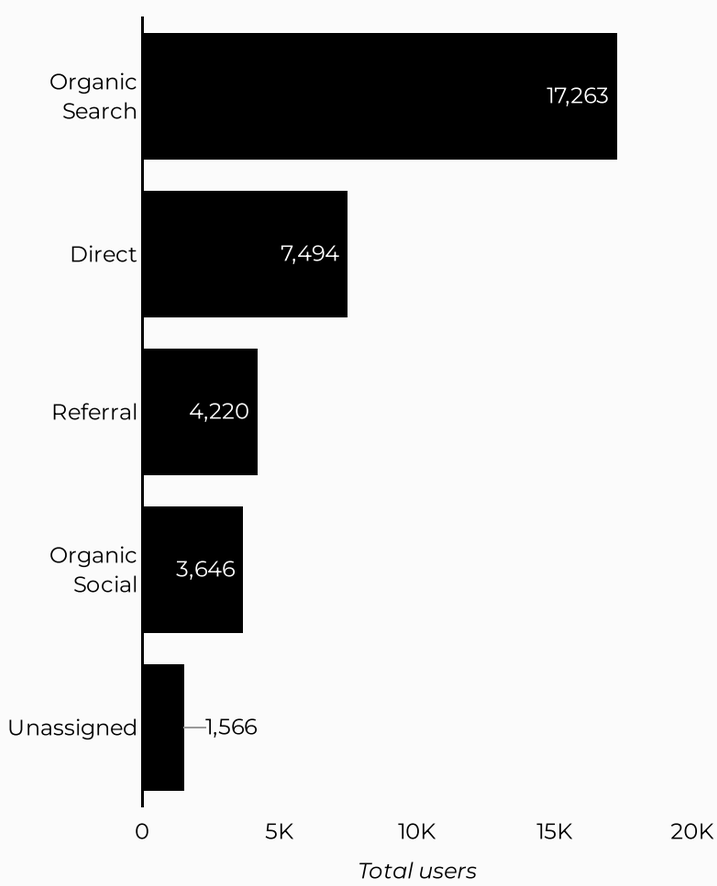


How many athletes started an application?

Link clicks to start an application.

Click Text	Total
All Soldiers must apply through the application website:	1,231
Apply now!	861
www.armedforcessports.com	509
All Army Application website	330
Instagram	143
Facebook	47
renew	45
Grand total	**3,401**

Which channels are driving traffic?



What are the top sources?

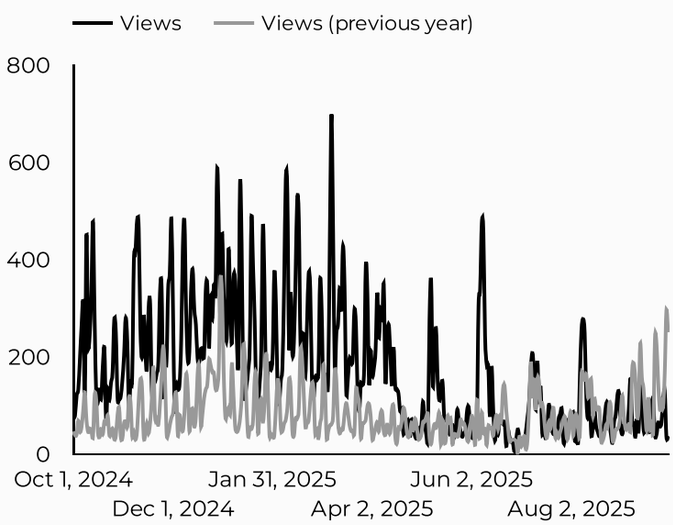
Session source	Total us...	% Δ
google	14,101	-16.7%
(direct)	7,494	-19.1%
bing	2,844	57.9%
armywcap.com	2,684	-16.4%
m.facebook.com	1,656	-12.7%
(not set)	1,538	22.9%
l.instagram.com	1,258	15.6%
apptrac.mwr.army.mil	325	137.2%
home.army.mil	296	-17.5%
safe.menlosecurity.com	254	490.7%

ARMY MWR Bowling

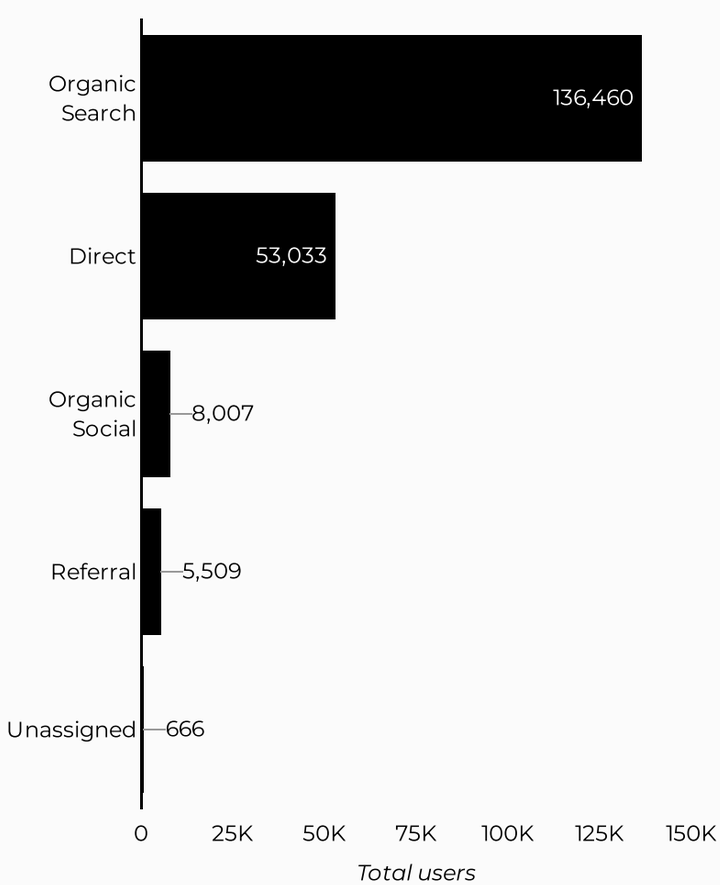
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
64,739	170,362	138,853	137,997	02:23	59%
↑ 112.4%	↓ -20.3%	↓ -17.1%	↓ -13.1%	↑ 6.3%	↓ -6.4%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
hawaii.armymwr.com	11,627	-14.0%
campbell.armymwr.com	8,644	-18.5%
stewarthunter.armymwr.c...	7,028	-9.5%
bliss.armymwr.com	6,505	-9.6%
redstone.armymwr.com	6,035	-12.5%
jbmhh.armymwr.com	5,686	-30.7%
lee.armymwr.com	5,599	-6.2%
hood.armymwr.com	5,139	-18.8%
knox.armymwr.com	5,055	-21.9%
stuttgart.armymwr.com	4,913	-30.2%

What are the top sources?

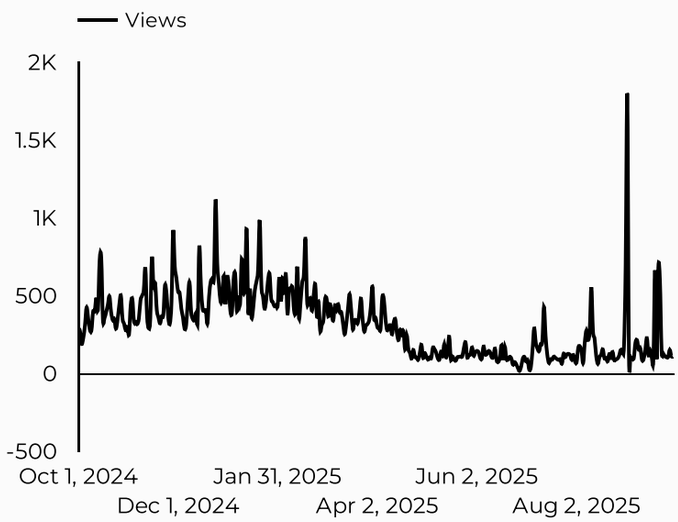
Session source	Total users
google	128,266
(direct)	53,033
bing	6,049
m.facebook.com	4,939
home.army.mil	2,394
yahoo	1,154
lm.facebook.com	1,131
l.facebook.com	1,026
duckduckgo	899
facebook.com	766

ARMY MWR Fitness Centers

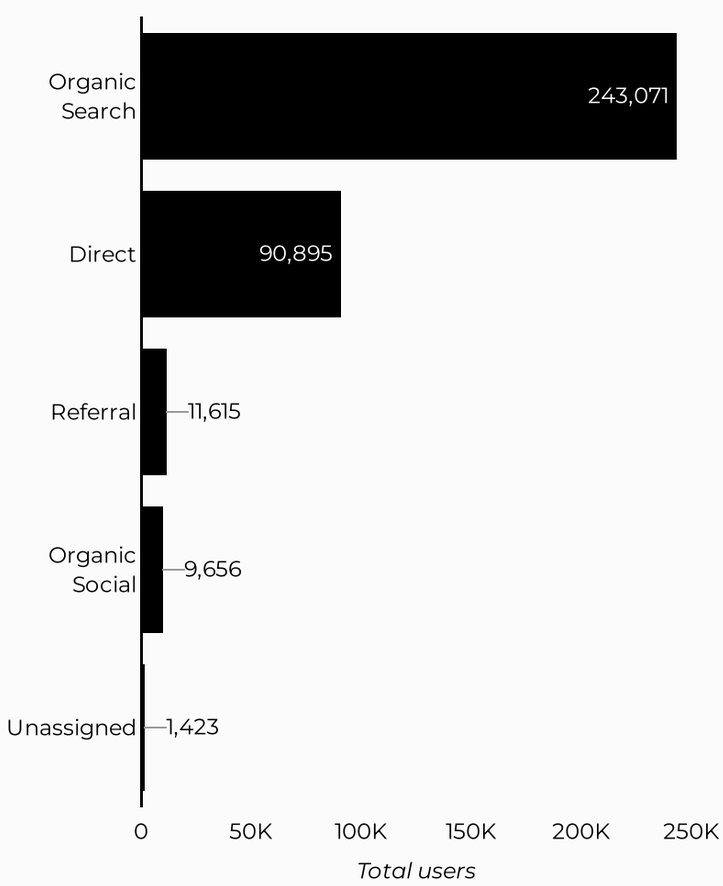
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
114,384	328,200	258,449	230,363	02:41	63%
81.4%	-17.5%	-14.0%	-13.4%	17.3%	2.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
bragg.armymwr.com	19,345	-20.0%
hood.armymwr.com	16,205	-9.9%
jblm.armymwr.com	15,592	-24.6%
humphreys.armymwr.com	15,579	-18.5%
hawaii.armymwr.com	14,203	6.5%
bliss.armymwr.com	12,018	-8.3%
meade.armymwr.com	10,985	-0.1%
benning.armymwr.com	10,382	-21.8%
campbell.armymwr.com	10,063	-14.6%
carson.armymwr.com	9,905	-35.5%

What are the top sources?

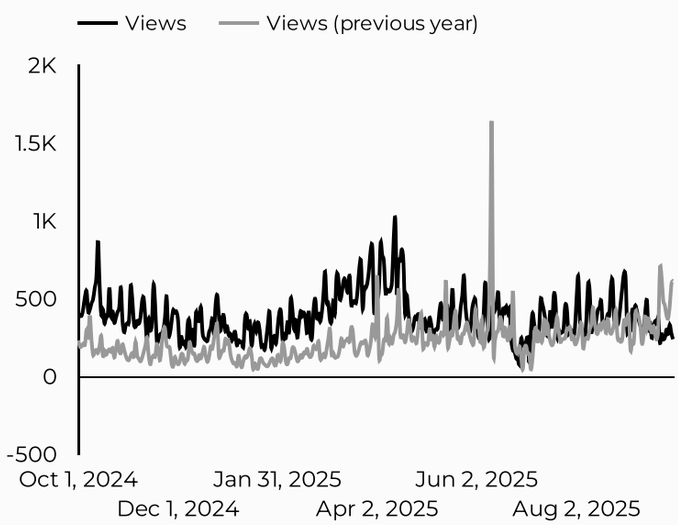
Session source	Total users
google	226,581
(direct)	90,895
bing	12,361
m.facebook.com	6,045
home.army.mil	4,614
duckduckgo	2,043
yahoo	1,538
tripler.tricare.mil	1,347
l.facebook.com	1,289
lm.facebook.com	1,132

ARMY MWR Golf

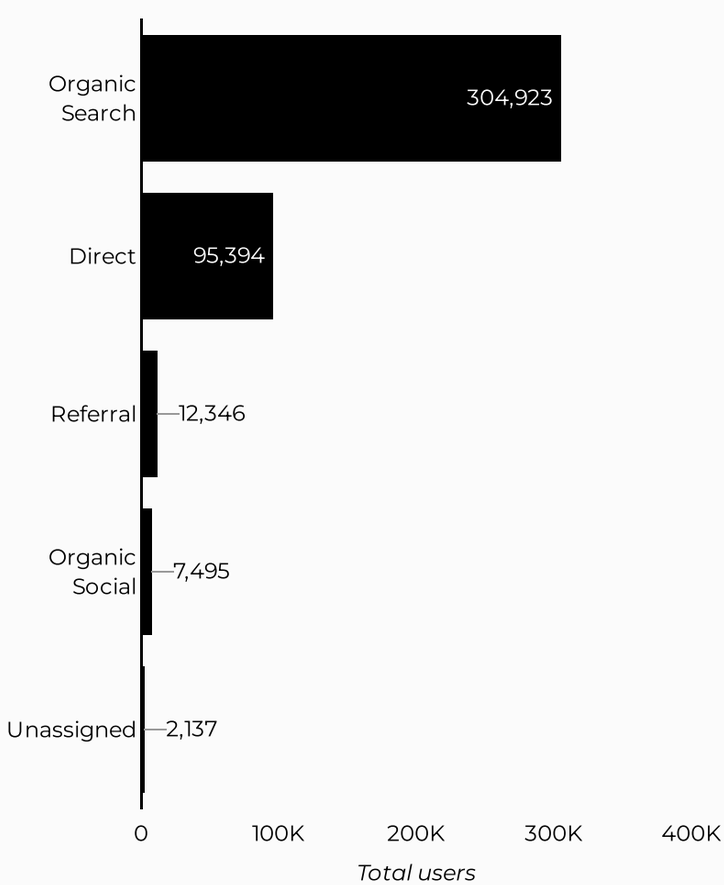
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
142,270	427,327	307,721	347,237	02:39	64%
68.7%	3.4%	-6.1%	-2.1%	4.0%	-2.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
westpoint.armymwr.com	29,297	10.0%
hawaii.armymwr.com	27,084	-12.9%
jblm.armymwr.com	24,943	-22.9%
carson.armymwr.com	18,805	2.2%
belvoir.armymwr.com	17,146	-12.5%
jackson.armymwr.com	15,503	-12.9%
redstone.armymwr.com	12,629	28.4%
bragg.armymwr.com	11,752	3.5%
carlisle.armymwr.com	11,170	3.2%
stewarthunter.armymwr.c...	10,303	-19.7%

What are the top sources?

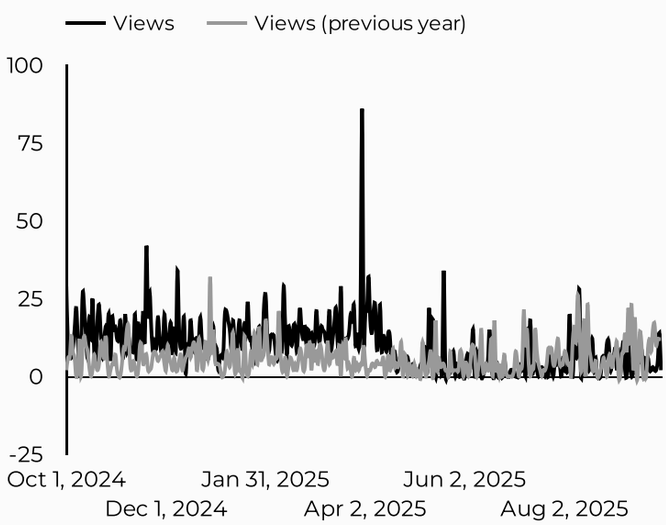
Session source	Total users
google	280,987
(direct)	95,394
bing	17,860
m.facebook.com	4,257
yahoo	4,109
duckduckgo	2,759
home.army.mil	1,742
l.facebook.com	1,083
(not set)	1,010
facebook.com	836

ARMY MWR Intramural Sports

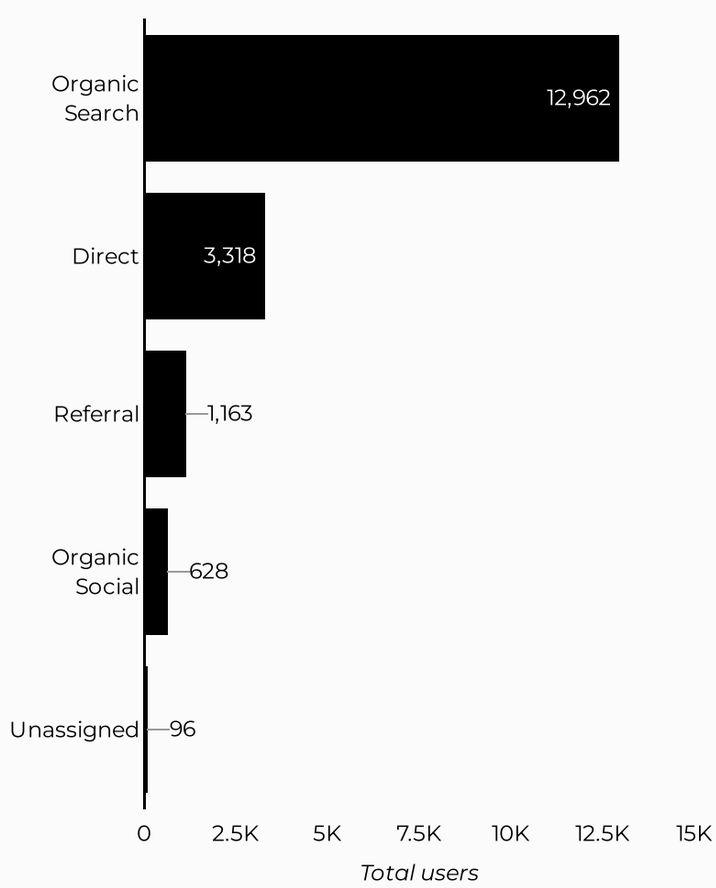
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
3,557	13,229	11,589	5,458	02:05	78%
67.5%	-16.3%	-16.8%	-21.7%	9.2%	0.0%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	1,856	-34.2%
bragg.armymwr.com	1,791	-20.6%
hawaii.armymwr.com	1,019	6.6%
carson.armymwr.com	989	-23.9%
campbell.armymwr.com	878	-28.6%
hood.armymwr.com	671	-26.2%
www.armymwr.com	582	60.8%
sill.armymwr.com	510	5.6%
wiesbaden.armymwr.com	501	1.8%
riley.armymwr.com	380	-26.8%

What are the top sources?

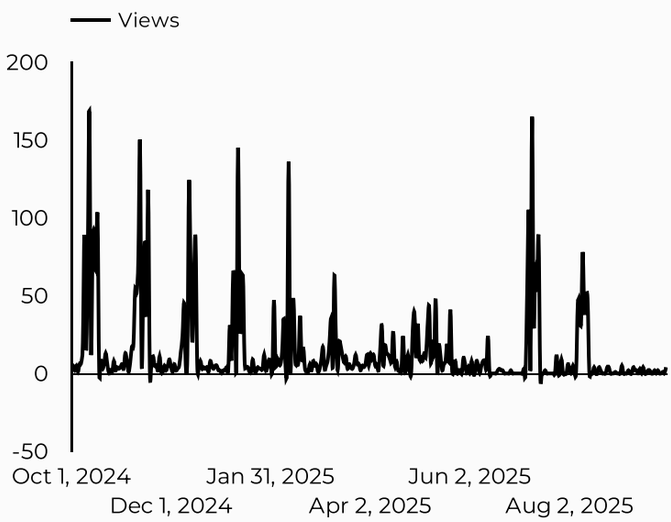
Session source	Total users	% Δ
google	11,634	-8.7%
(direct)	3,318	-11.0%
bing	1,192	56.4%
home.army.mil	491	-11.5%
m.facebook.com	366	-26.5%
armywcap.com	182	-27.5%
l.facebook.com	116	-20.0%
safe.menlosecurity....	100	400.0%...
yahoo	83	-35.7%
duckduckgo	81	-21.4%

ARMY MWR Strong B.A.N.D.S

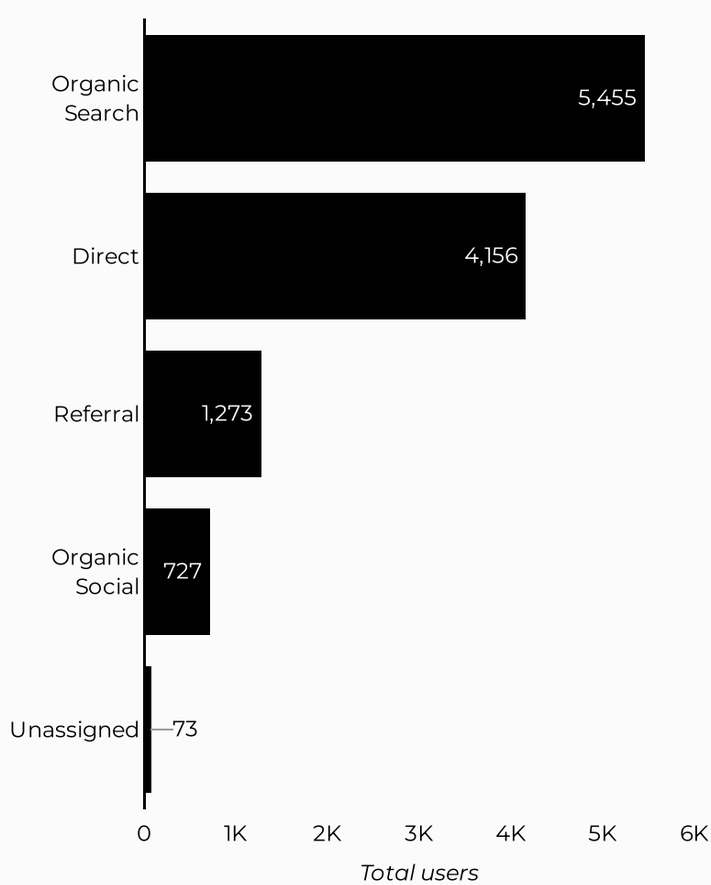
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
5,258	6,229	5,760	4,069	01:14	72%
-1.8%	15.6%	26.4%	13.2%	-8.8%	-7.6%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
www.armymwr.com	1,257	16.1%
jblm.armymwr.com	300	140.0%
leonardwood.armymwr.com	255	48.3%
hawaii.armymwr.com	254	76.4%
detroit.armymwr.com	240	-
carson.armymwr.com	160	5.3%
blacksea.armymwr.com	130	182.6%
stewarthunter.armymwr.c...	129	-5.8%
bliss.armymwr.com	128	32.0%
leavenworth.armymwr.com	124	4.2%
knox.armymwr.com	123	39.8%
humphreys.armymwr.com	118	-38.5%
sotocano.armymwr.com	111	236.4%
kaiserslautern.armymwr.co...	109	153.5%
belvoir.armymwr.com	103	-33.1%
detrick.armymwr.com	102	175.7%
drum.armymwr.com	100	37.0%
mcalester.armymwr.com	90	114.3%
devens.armymwr.com	87	107.1%
westpoint.armymwr.com	86	2.4%
bragg.armymwr.com	86	-17.3%
presidio.armymwr.com	85	57.4%
benning.armymwr.com	83	48.2%
stuttgart.armymwr.com	81	-5.8%
lee.armymwr.com	79	54.9%
polk.armymwr.com	76	94.9%

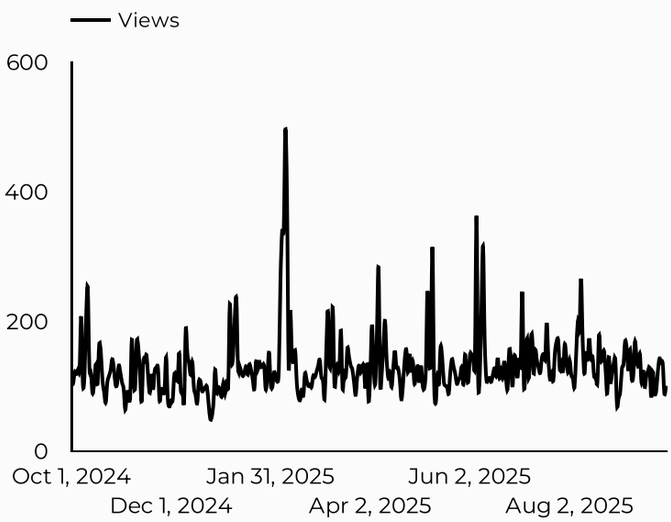
ARMY MWR

Warrior Zone

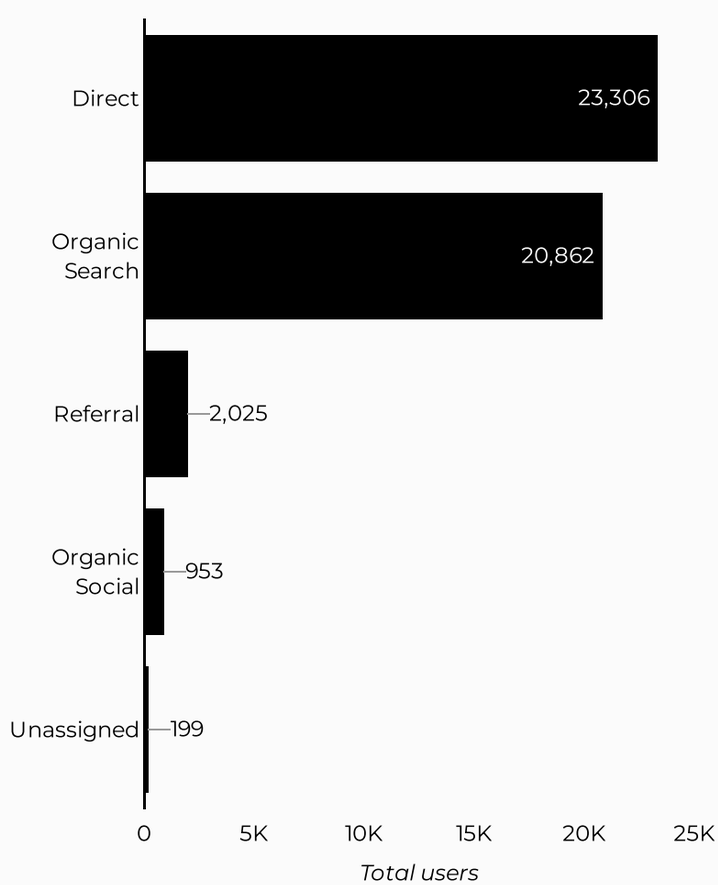
Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
47,883	58,187	46,759	29,228	02:33	57%
↑ 2.2%	↑ 34.2%	↑ 40.6%	↑ 50.9%	↑ 20.7%	↓ -14.3%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top US Army Installations

Sorted by Total Users

Installation	Total users	% Δ
jblm.armymwr.com	7,614	-13.2% ↓
campbell.armymwr.com	6,069	25.0% ↑
riley.armymwr.com	3,243	-2.7% ↓
wainwright.armymwr.com	2,901	-11.8% ↓
humphreys.armymwr.com	2,527	20.0% ↑
bliss.armymwr.com	1,967	17.6% ↑
italy.armymwr.com	1,876	-2.5% ↓
grafenwoehr.armymwr.com	772	-22.2% ↓
irwin.armymwr.com	766	-24.2% ↓
gordon.armymwr.com	678	30.4% ↑

What are the top sources?

Session source	Total ...
(direct)	23,306
google	18,874
bing	1,718
m.facebook.com	499
home.army.mil	492
safe.menlosecurity.com	469
statics.dod.teams.microsoft.us	317
l.facebook.com	177
(not set)	165
imcomacademy.com	157

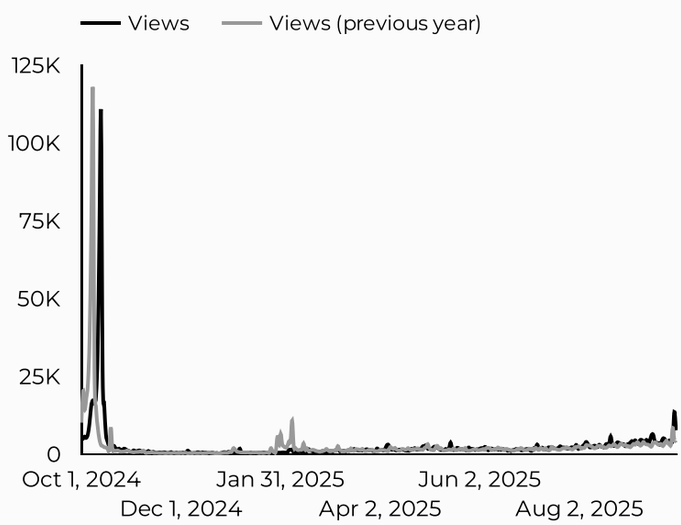
ARMY MWR

Army Ten Miler (ATM)

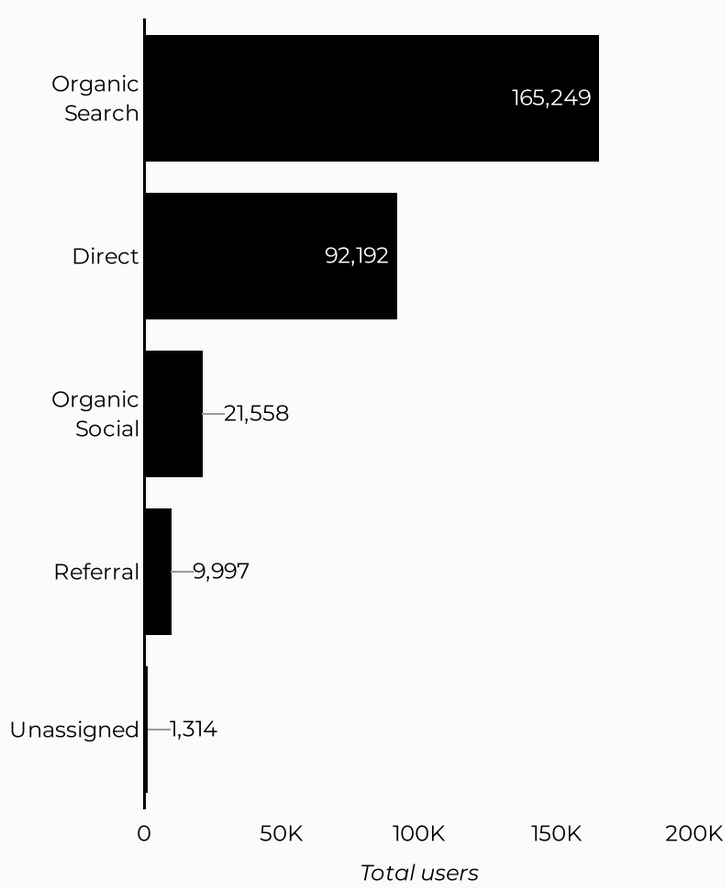
Views	Sessions	Total users	New users	Engagement rate
965,014	515,346	281,199	274,157	48%
1.1%	5.3%	-4.8%	-4.1%	-7.2%

Compared Y-o-Y

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page title	Total users
Army Ten-Miler	164,190
Individual Registration :: Army Ten-Miler	61,874
The Course :: Army Ten-Miler	38,610
Race Day Schedule :: Army Ten-Miler	35,633
In-Person Race :: Army Ten-Miler	33,388
Arrive & Depart :: Army Ten-Miler	25,777
In-Person Race: Track A Runner :: Army Ten-Miler	22,610
Packet Pickup :: Army Ten-Miler	20,201
ATM Race FAQ's :: Army Ten-Miler	19,380

What are the top sources?

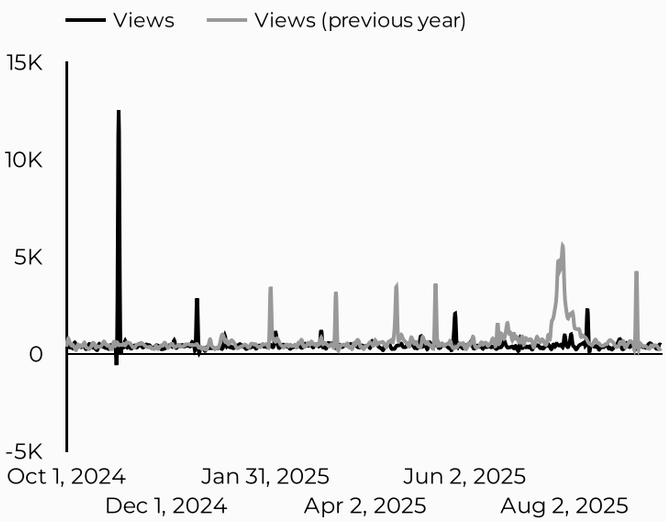
Session source	Total users
google	151,956
(direct)	92,192
m.facebook.com	15,358
bing	8,993
runguides.com	1,953
l.facebook.com	1,821
yahoo	1,708
duckduckgo	1,677
l.instagram.com	1,383
facebook.com	1,305

ARMY MWR World Class Athlete Program (WCAP)

Views	Sessions	Total users	New users	Engagement rate
168,816	74,112	60,654	60,463	55%
-31.3%	-37.9%	-37.6%	-37.6%	-8.6%

Compared Y-o-Y

How is site traffic trending?

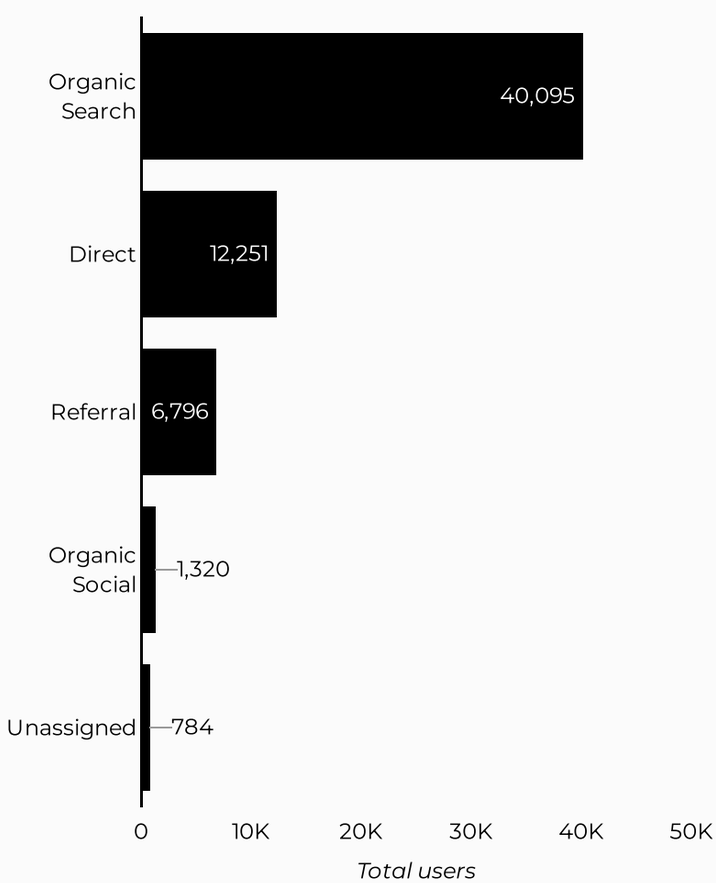


Top WCAP Pages

Sorted by Total Users

Page title	Total users	% Δ
Home :: WCAP	16,158	-22.4%
Entry Standards & Apply :: WCAP	9,087	-15.8%
Boxing :: WCAP	8,772	-25.1%
Wrestling :: WCAP	6,619	-30.9%
Track & Field :: WCAP	6,027	-23.4%
About :: WCAP	5,746	-32.6%
PARIS 2024 :: WCAP	2,277	-68.6%
Soldiers :: WCAP	2,011	-26.5%
Apply Now :: WCAP	1,930	0.5%
High Performance	1,915	19.9%

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	37,775
(direct)	12,251
goarmy.com	5,036
bing	1,786
(not set)	740
l.instagram.com	475
m.facebook.com	367
armymwr.com	259
duckduckgo	252
yahoo	241

ARMY MWR

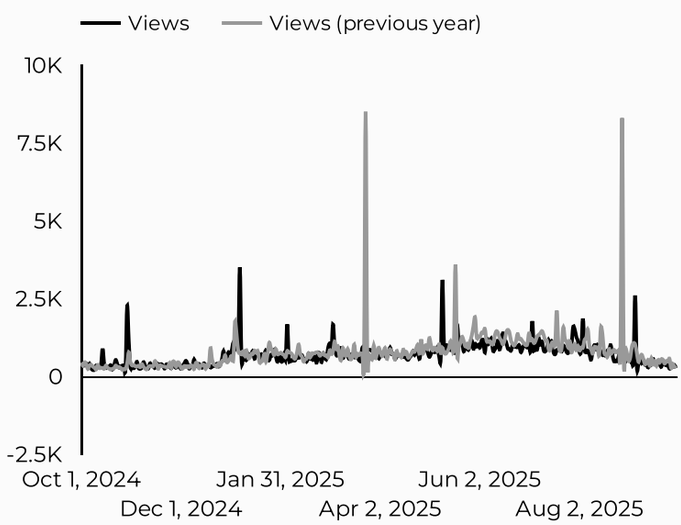
Search

	Search	Total Searches	Total users	Search count per user	Engagement rate
1.	discovery	1,781	253	7.04	100%
2.	disney	1,123	1,005	1.12	98.46%
3.	tickets	1,078	959	1.12	98.98%
4.	golf	1,033	883	1.17	98.81%
5.	rental	875	710	1.23	98.62%
6.	rentals	799	615	1.3	98.27%
7.	pool	758	659	1.15	97.44%
8.	auction	730	599	1.22	96.57%
9.	mwr	709	564	1.26	96.74%
10.	camping	572	461	1.24	97.89%
11.	bowling	530	431	1.23	98.22%
12.	rv	465	342	1.36	86.83%
13.	rv rental	433	265	1.63	81.09%
14.	lodging	414	340	1.22	99.42%
15.	sports	413	344	1.2	96.25%
16.	fishing	408	358	1.14	98.65%
17.	travel	407	331	1.23	98.84%
18.	boss	389	301	1.29	99.69%
19.	disneyland	381	330	1.15	97.94%
20.	youth sports	376	316	1.19	98.48%
21.	bingo	369	288	1.28	98.07%
22.	disney tickets	350	308	1.14	99.04%
23.	jobs	317	255	1.24	96.28%
24.	soccer	292	252	1.16	97.3%
25.	cruise	288	236	1.22	100%
26.	cys	287	229	1.25	98.74%
27.	auto	274	202	1.36	94.93%
28.	boat rental	268	228	1.18	97.06%
29.	storage	265	231	1.15	98.32%
30.	cabins	264	229	1.15	97.9%
	Grand total	**97,853**	**67,523**	**1.45**	**96.78%**

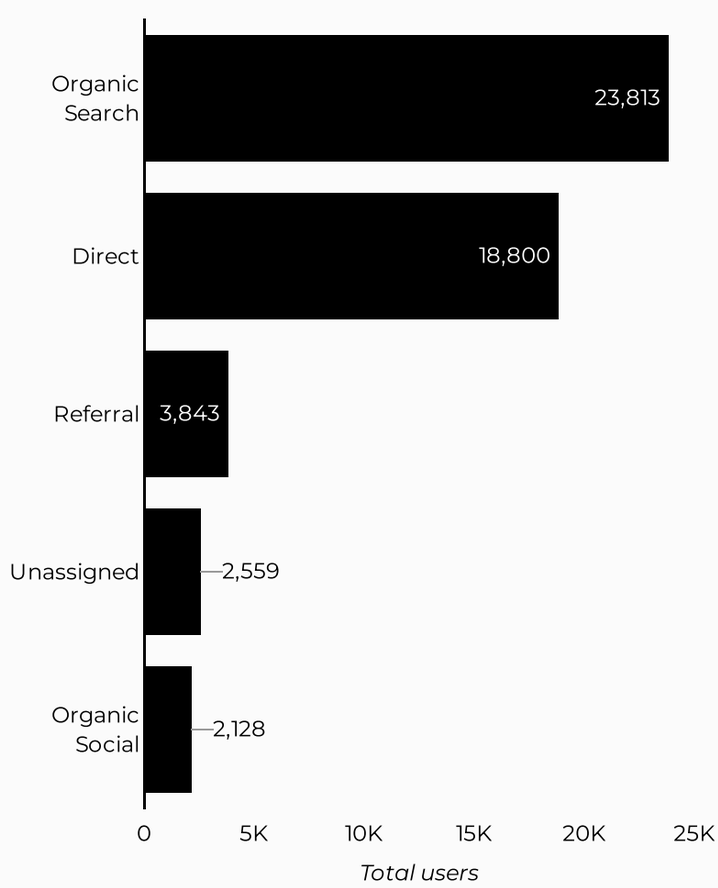
ARMY MWR Seward Military Resort

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
255,602	73,676	48,616	47,509	04:13	61%
-11.8%	-2.6%	-1.5%	-1.9%	1.8%	-2.5%

How is site traffic trending?



Which channels are driving traffic?



Top Pages

Sorted by Total Users

Page title	Total users
Home :: Seward Military Resort	38,517
Rooms, Townhouses, Cabins, and RV Sites :: Seward Military Resort	20,288
Booking Rates :: Seward Military Resort	19,500
Tickets & Tours :: Seward Military Resort	8,983
Eligibility :: Seward Military Resort	8,058
Contact Us :: Seward Military Resort	6,306
Amenities :: Seward Military Resort	4,671
Fishing Destination :: Seward Military Resort	3,611
Townhouses :: Seward Military Resort	3,159

What are the top sources?

Session source	Total users
google	20,825
(direct)	18,800
(not set)	2,525
militaryonesource.mil	1,980
bing	1,840
m.facebook.com	1,312
res.windsurfercrs.com	1,031
yahoo	526
duckduckgo	519
l.facebook.com	331