



Program Roll-Up

Jul 1, 2025 - Sep 30, 2025 ▼

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	10,452	7,759	12,373	65.41%
CEAT	4,796	1,306	5,312	72.99%
Home Based Business	8,206	2,544	9,457	70.39%



Views

17,360

↓ -30.8%

Sessions

12,373

↓ -25.7%

Total users

10,452

↓ -27.4%

New users

7,759

↓ -26.7%

Avg. Session Time

02:42

↑ 23.8%

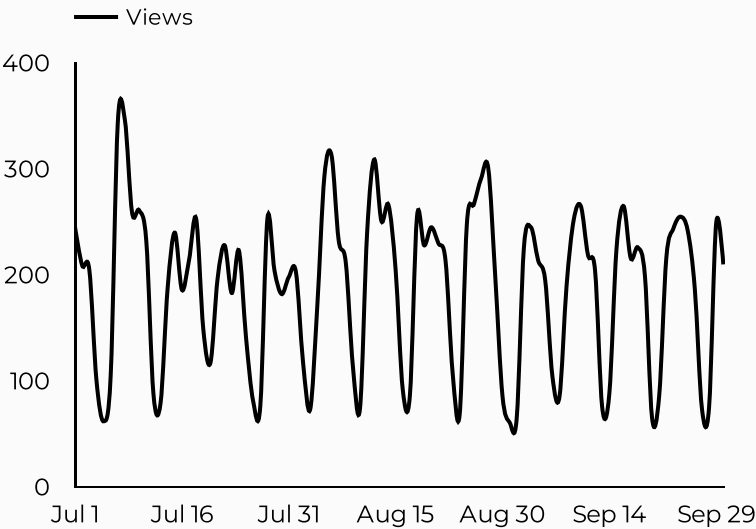
Engagement rate

65%

↓ -3.2%

Compared Y-o-Y

How is site traffic trending?

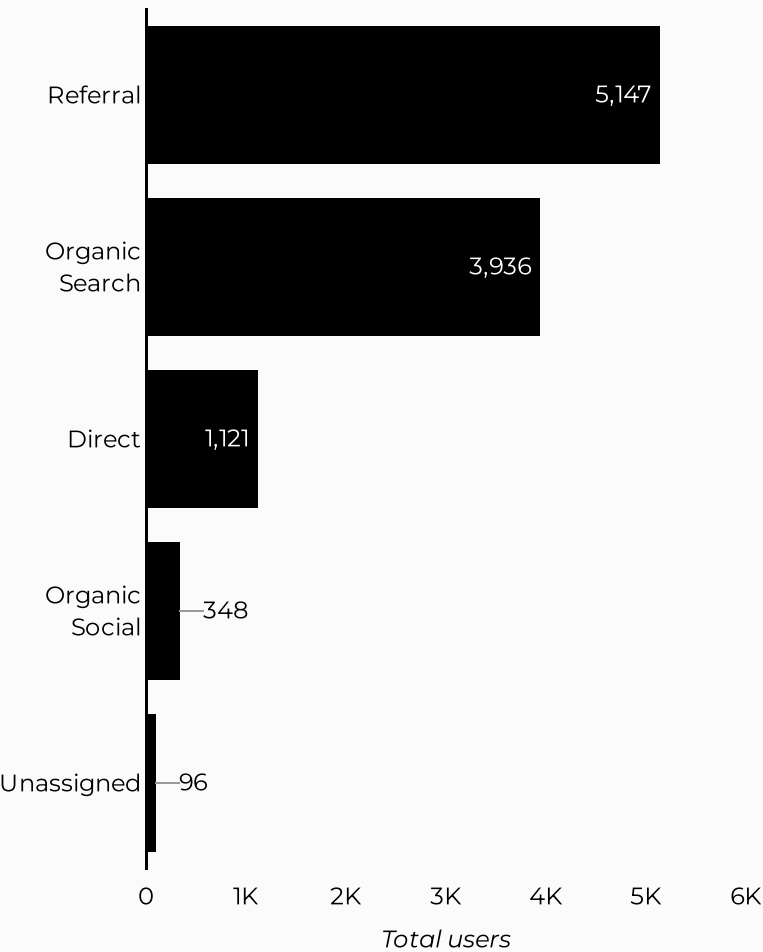


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	6,379
/employee-portal/naf-personnel-services/naf-retirement	2,673
/employee-portal/naf-personnel-services/office-locations	752
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	673
/employee-portal/naf-personnel-services/health-insurance	519
/employee-portal/naf-personnel-services/naf-retirement/401k	484
/programs/employee-portal	324

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	4,879
google	2,992
(direct)	1,121
bing	839
m.facebook.com	211
yahoo	85
(not set)	77
lm.facebook.com	61
l.facebook.com	60
safe.menlosecurity.com	59



Views

7,023

↑ 13.3%

Sessions

5,312

↑ 17.9%

Total users

4,796

↑ 19.5%

New users

1,306

↑ 51.3%

Avg. Session Time

01:18

↓ -5.8%

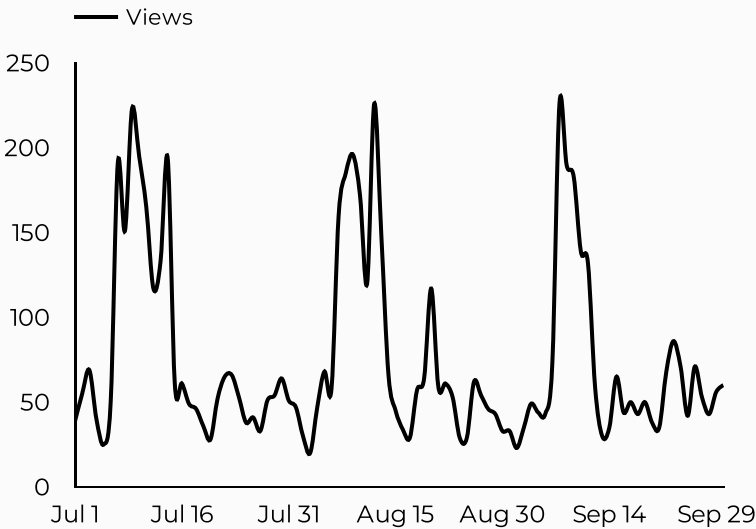
Engagement rate

73%

↓ -10.2%

Compared Y-o-Y

How is site traffic trending?

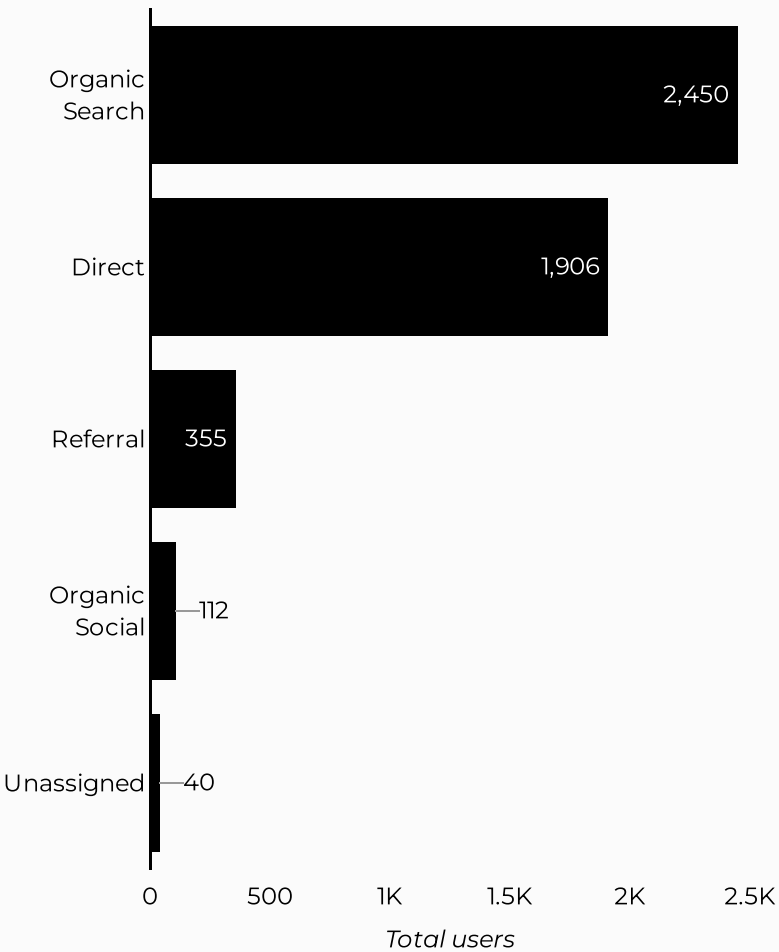


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,537
bragg.armymwr.com	185
bliss.armymwr.com	137
redstone.armymwr.com	113
stewarhunter.armymwr.com	113
campbell.armymwr.com	110
hood.armymwr.com	102
humphreys.armymwr.com	92
sill.armymwr.com	85
baumholder.armymwr.com	84

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,034
(direct)	1,906
bing	377
home.army.mil	88
m.facebook.com	69
nafbenefits.com	66
yahoo	29
(not set)	27
installations.militaryonesource.mil	21
chatgpt.com	20



Views

11,489

↑ 24.9%

Sessions

9,457

↑ 20.5%

Total users

8,206

↑ 28.8%

New users

2,544

↓ -7.4%

Avg. Session Time

01:56

↑ 5.6%

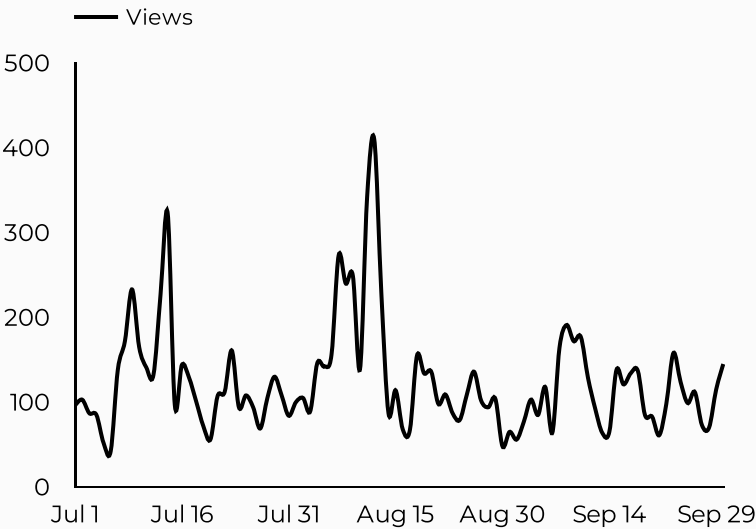
Engagement rate

70%

↑ 4.0%

Compared Y-o-Y

How is site traffic trending?

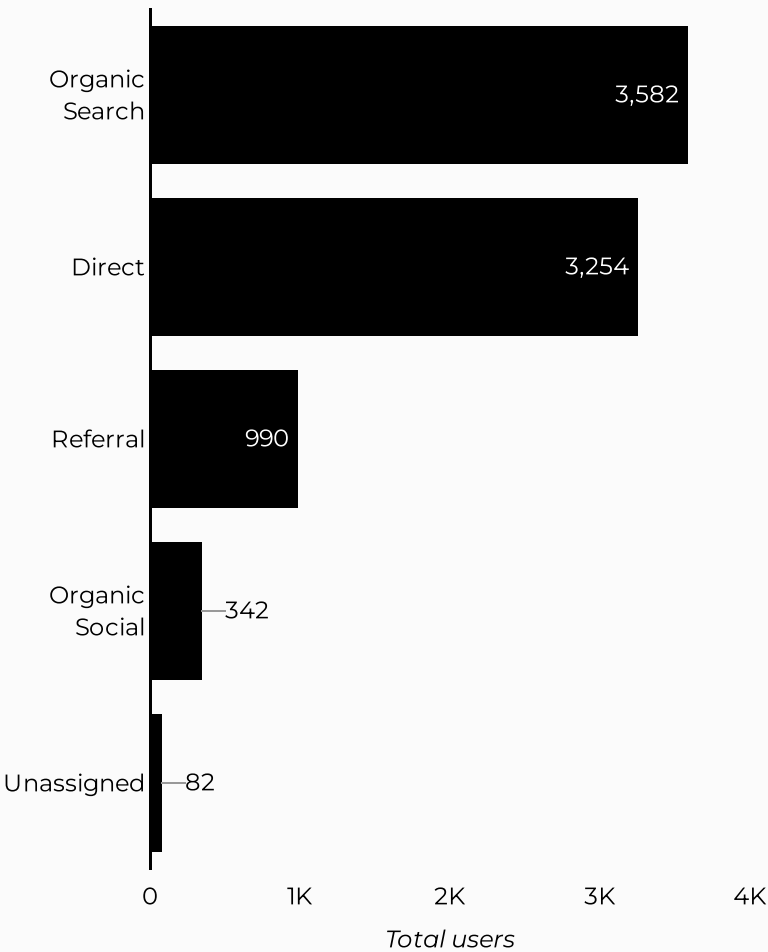


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,641
grafenwoehr.armymwr.com	532
jblm.armymwr.com	528
stuttgart.armymwr.com	383
polk.armymwr.com	328
bragg.armymwr.com	257
irwin.armymwr.com	257
bliss.armymwr.com	237
hood.armymwr.com	236
hawaii.armymwr.com	194

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	3,254
google	3,107
home.army.mil	728
bing	414
m.facebook.com	201
chatgpt.com	57
l.facebook.com	49
facebook.com	43
lm.facebook.com	42
(not set)	39