

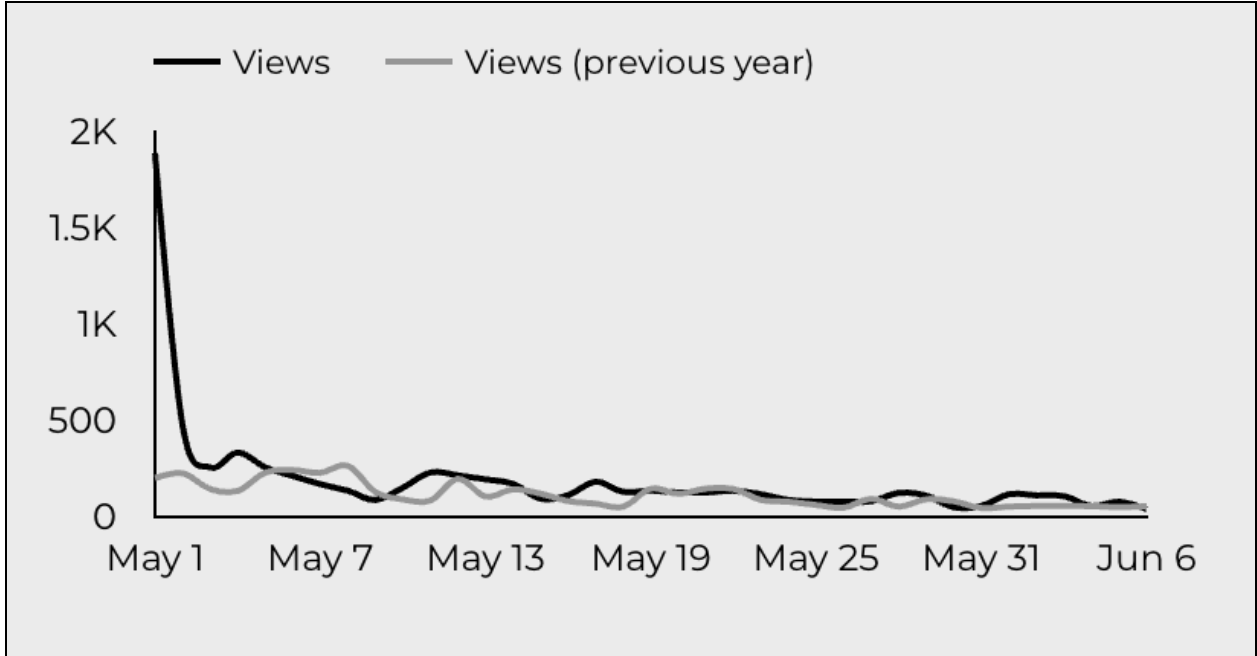


Strong B.A.N.D.S.
Web Performance Summary
May 1, 2026 – June 6, 2026

BLUF

Strong B.A.N.D.S. continued to grow its audience during the May 1 through June 6, 2026 reporting period, with total users up 58.5% and new users up 144.1% year over year, confirming that enterprise awareness campaigns are reaching audiences well beyond the existing patron base. Users are engaging actively once they arrive, generating 4,383 total clicks with image engagement and installation navigation leading all categories. The engagement rate declined -16.3 percentage points to 60%, an expected pattern when new-user volume more than doubles.

Figure 1: Visits compared to previous year.



The program campaign attracted 5,077 total users, a 58.5% increase year over year, and 3,110 new users, a 144.1% increase year over year. The sharp rise in new users indicates the program is successfully reaching audiences who had not previously engaged. Sessions grew 48.5% to 7,134, and total views rose 56.4% to 9,308, confirming that traffic gains reflected genuine content engagement rather than a single-page spike.

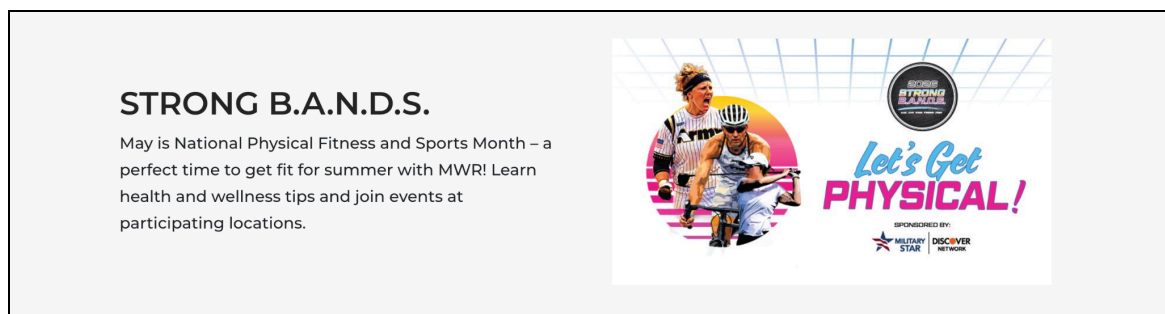
Table 1: Strong B.A.N.D.S. Key Performance Indicators, April 1 – May 31, 2026

Metric	Total	Change vs. Prior Year
Total Users	5,077	+58.5% YoY
New Users	3,110	+144.1% YoY
Sessions	5,627	+53.2% YoY
Views	7,139	+66.4% YoY
Engagement Rate	60%	-16.3% YoY

Traffic Sources

Direct access was the leading acquisition channel for the period, accounting for 2,156 users and representing 42.5% of total traffic. When the stripe comes into view on a patron’s screen, an impression is recorded. When a patron clicks the stripe, analytics records the session as direct traffic, making the stripe the primary driver behind the top acquisition channel in this report.

Figure 2: Garrison Stripe



Email

ranked second with 1,118 users (22.0%), moving ahead of Organic Search, which contributed 1,034 users (20.4%). This shift confirms that garrison-level and enterprise

campaign distribution is translating into measurable web traffic. Organic Social contributed 611 users (12.0%) and Referral accounted for 203 users (4.0%).

Table 2: Traffic Acquisition by Channel

Channel	Users	Share of Total
Garrison Stripe (Direct)	2,156	42.5%
Email	1,118	22.0%
Organic Search	1,034	20.4%
Organic Social	611	12.0%
Referral	203	4.0%

Engagement

Click behavior data confirms users are moving beyond passive browsing, generating 4,383 total clicks during the period. Image clicks led all categories at 2,126, indicating that visual content is the primary driver of navigation and that imagery quality and relevance directly influence how users move through the site. Installation clicks reached 1,665, confirming the program is functioning as an effective funnel from enterprise content to local garrison pages. HPRC (143 clicks) and the Exchange (65 clicks) reflect active partner ecosystem engagement. The engagement rate declined 16.3 percentage points to 60%, an expected outcome when new-user volume more than doubles, and remains above the threshold for a functional user experience.

Table 3: Clicks on page content

Click Type	Clicks	Description
Image Clicks	2,126	Clicks on in-page imagery (carousels, banners, etc.)
Installation Clicks	1,665	Clicks navigating to garrison MWR installation pages
HPRC	143	Health and Performance Research Center partner site
Exchange	65	Army and Air Force Exchange Service (AAFES)

Facebook	38	Army MWR Family Facebook social channel
Be Fit	32	BeFit community fitness platform
Phone (tel: link)	24	Direct click-to-call from mobile users
/categories/sports-and-fitness	22	Sports and fitness content category
Forms	22	Online submission forms
/calendar	21	Program events calendar
/recreation	17	Recreation program pages

Stripe Impressions

The Garrison Stripe is a promotional banner shared across all Army MWR installation websites to patrons as they browse their local MWR page. When the stripe comes into view on a patron's screen, an impression is recorded. The Strong B.A.N.D.S. stripe generated 193,039 total impressions across participating installations, as detailed in the table below.

Table 4: Strong B.A.N.D.S. Garrison Stripe Impressions by Installation

Installation	Total Stripe Impressions
leavenworth.armymwr.com	41033
bragg.armymwr.com	14615
humphreys.armymwr.com	10887
bliss.armymwr.com	9873
mccoy.armymwr.com	9754
hood.armymwr.com	8963
redstone.armymwr.com	6205
wiesbaden.armymwr.com	6127
jackson.armymwr.com	4856
benning.armymwr.com	4648
carson.armymwr.com	4548
leonardwood.armymwr.com	4003

gordon.armymwr.com	3959
meade.armymwr.com	3653
hawaii.armymwr.com	3547
detrick.armymwr.com	3296
stuttgart.armymwr.com	2867
aberdeen.armymwr.com	2852
belvoir.armymwr.com	2493
drum.armymwr.com	2289
presidio.armymwr.com	2196
knox.armymwr.com	2082
kaiserslautern.armymwr.com	2042
yuma.armymwr.com	1810
hamilton.armymwr.com	1732
huachuca.armymwr.com	1729
sill.armymwr.com	1728
jbmhh.armymwr.com	1712
miami.armymwr.com	1683
lee.armymwr.com	1634
daegu.armymwr.com	1592
wainwright.armymwr.com	1383
detroit.armymwr.com	1374
stewarhunter.armymwr.com	1260
picatinny.armymwr.com	1241
carlisle.armymwr.com	1238
rockisland.armymwr.com	1229
rucker.armymwr.com	1223
italy.armymwr.com	1204
casey.armymwr.com	1109
buchanan.armymwr.com	1062
riley.armymwr.com	887
whitesands.armymwr.com	880
zama.armymwr.com	858
grafenwoehr.armymwr.com	845
devens.armymwr.com	750

baumholder.armymwr.com	605
westpoint.armymwr.com	543
mcalester.armymwr.com	508
hunterliggett.armymwr.com	439
poland.armymwr.com	324
www.armymwr.com	270
natick.armymwr.com	265
bluegrass.armymwr.com	252
tooele.armymwr.com	252
torii.armymwr.com	244
dugway.armymwr.com	242
anniston.armymwr.com	232
hohenfels.armymwr.com	217
garmisch.armymwr.com	196
redriver.armymwr.com	185
sotocano.armymwr.com	182
greely.armymwr.com	164
brunssum.armymwr.com	160
pinebluff.armymwr.com	144
tobyhanna.armymwr.com	109
watervliet.armymwr.com	107
chievres.armymwr.com	96
kwajalein.armymwr.com	88
aphill.armymwr.com	86
parks.armymwr.com	78
ansbach.armymwr.com	66
sierra.armymwr.com	34