



Program Roll-Up

Apr 1, 2026 - Jun 30, 2026 ▾

PROGRAM	Total Users	New Users	Sessions	Engagement Rate
NAF Personnel Services	9,098	7,007	10,836	58.6%
CEAT	5,397	2,886	5,936	49.26%
Home Based Business	7,729	2,720	9,160	69.34%



Views

15,998

↓ -19.1%

Sessions

10,836

↓ -20.2%

Total users

9,098

↓ -16.7%

New users

7,007

↓ -14.7%

Avg. Session Time

02:34

↓ -11.6%

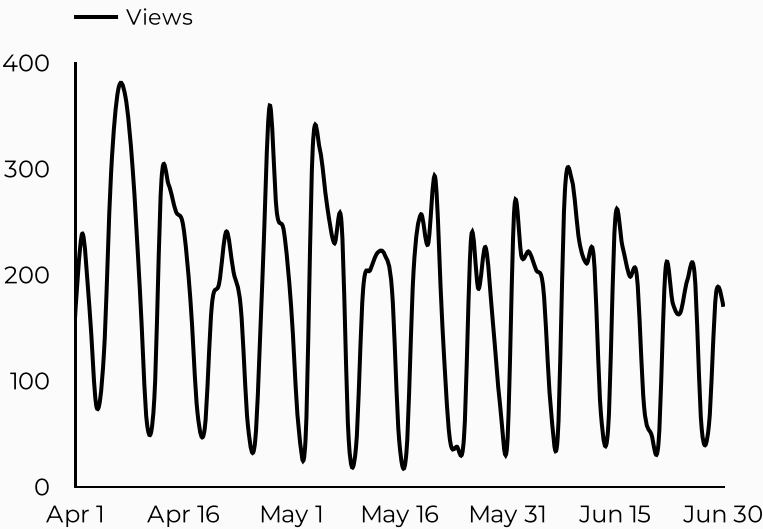
Engagement rate

59%

↓ -9.8%

Compared Y-o-Y

How is site traffic trending?

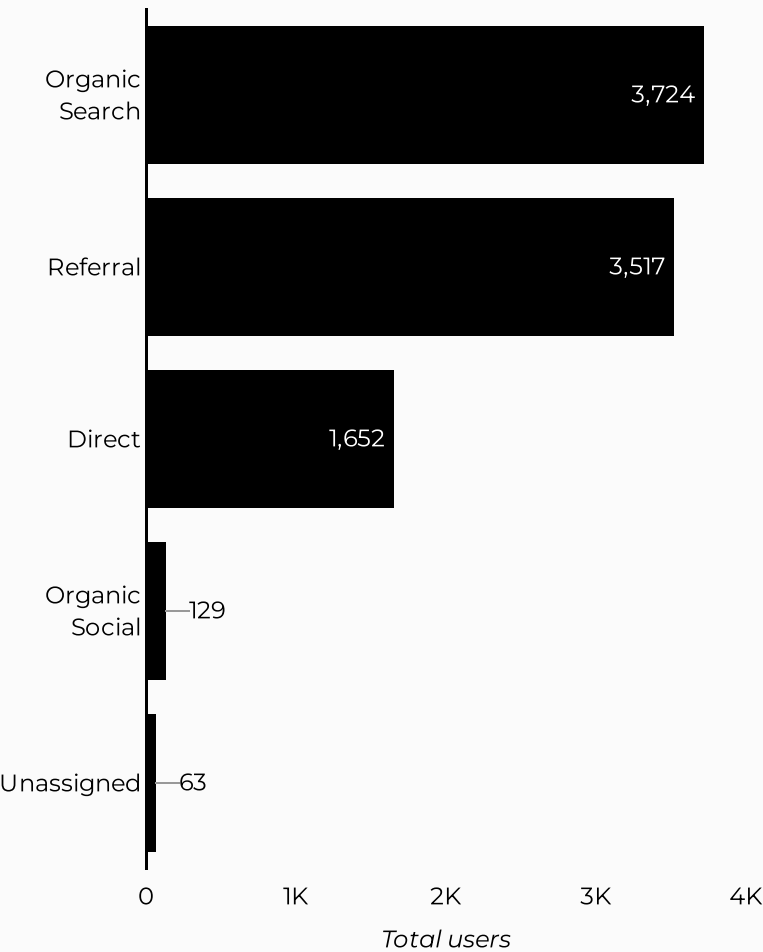


Top Pages

Sorted by Total Users

Page path	Total users
/employee-portal/naf-personnel-services	4,509
/employee-portal/naf-personnel-services/naf-retirement	2,208
/employee-portal/naf-personnel-services/naf-retirement/401k	896
/employee-portal/naf-personnel-services/office-locations	630
/employee-portal/naf-personnel-services/civilian-employment-assignment-tool	484
/programs/employee-portal	458
/programs/employee-portal/training-and-workforce-development	295

Which channels are driving traffic?



What are the top sources?

Session source	Total users
nafbenefits.com	3,181
google	2,689
(direct)	1,652
bing	940
yahoo	76
armyeitaas.sharepoint-mil.us	65
safe.menlosecurity.com	58
m.facebook.com	52
(not set)	44
facebook.com	42



Views

6,639

↑ 0.9%

Sessions

5,936

↑ 13.4%

Total users

5,397

↑ 22.4%

New users

2,886

↑ 200.0%

Avg. Session Time

01:11

↓ -23.5%

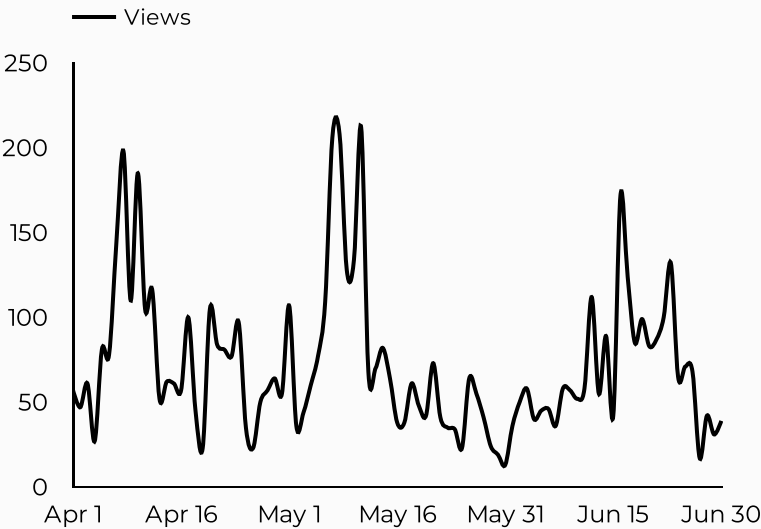
Engagement rate

49%

↓ -36.5%

Compared Y-o-Y

How is site traffic trending?

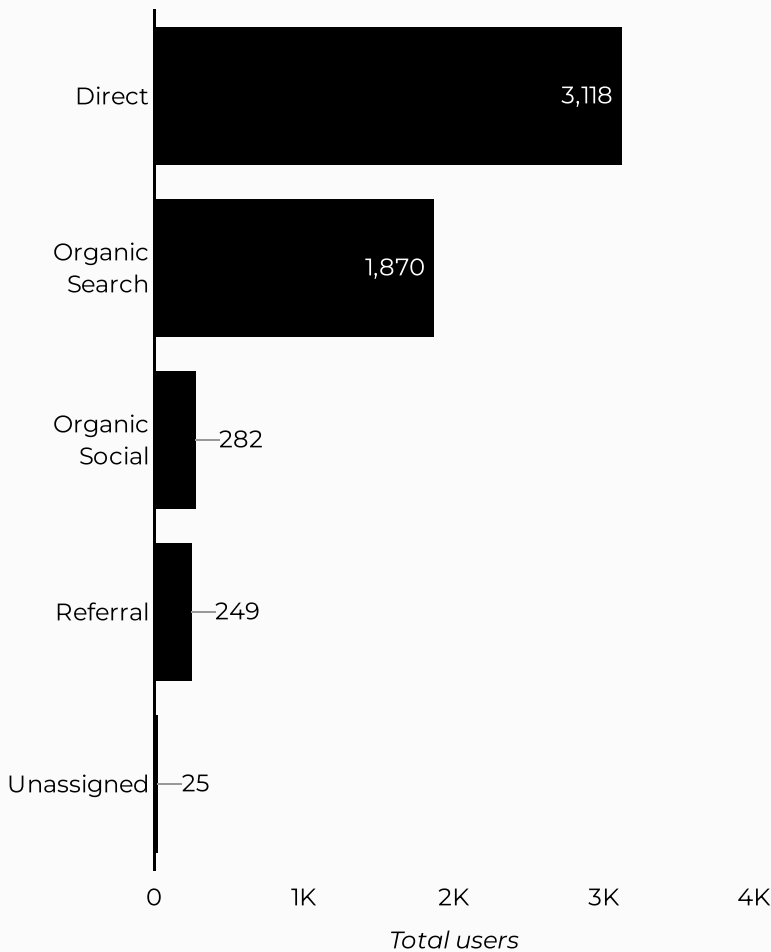


Top US Army Installations

Sorted by Total Users

Installation	Total us...	% Δ
www.armymwr.com	1,589	-3.2% ↓
baumholder.armymwr.com	414	909.8... ↑
bragg.armymwr.com	146	-20.2... ↓
hood.armymwr.com	137	1,612.5... ↑
stewarhunter.armymwr.co...	123	-5.4% ↓
benning.armymwr.com	114	54.1% ↑
hawaii.armymwr.com	109	-0.9% ↓
humphreys.armymwr.com	107	84.5%... ↑
bliss.armymwr.com	105	-11.0% ↓
rucker.armymwr.com	105	2,525.... ↑

Which channels are driving traffic?



What are the top sources?

Session source	Total users
(direct)	3,118
google	1,397
bing	444
facebook.com	142
home.army.mil	76
m.facebook.com	59
lm.facebook.com	52
l.facebook.com	19
safe.menlosecurity.com	19
yahoo	18



Views

11,169

↑ 9.6%

Sessions

9,160

↑ 5.4%

Total users

7,729

↑ 7.5%

New users

2,720

↑ 26.7%

Avg. Session Time

02:41

↑ 19.7%

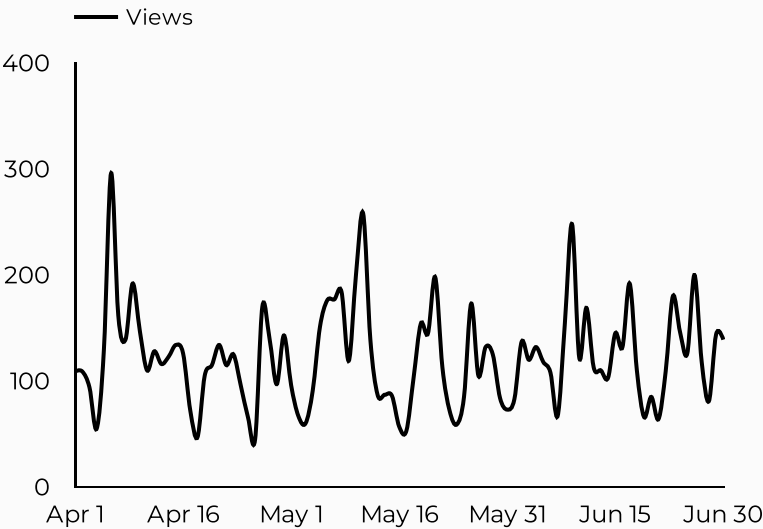
Engagement rate

69%

↓ -5.4%

Compared Y-o-Y

How is site traffic trending?

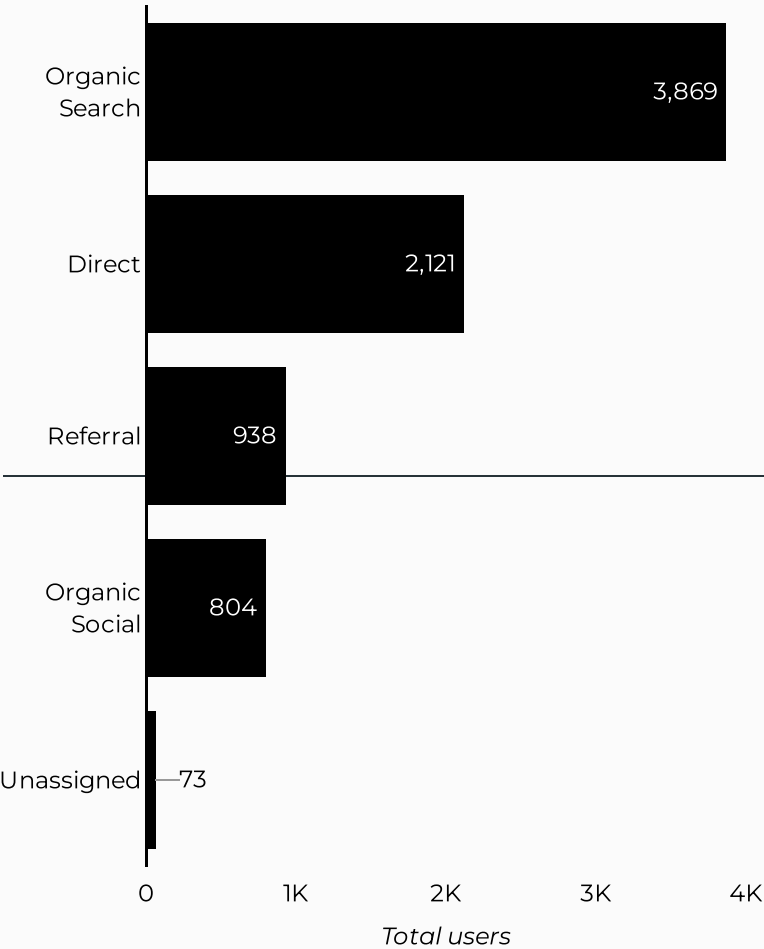


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,341
jblm.armymwr.com	493
grafenwoehr.armymwr.c...	477
hawaii.armymwr.com	369
polk.armymwr.com	361
stuttgart.armymwr.com	240
drum.armymwr.com	209
hood.armymwr.com	208
bragg.armymwr.com	203
humphreys.armymwr.co...	196

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	3,409
(direct)	2,121
home.army.mil	626
facebook.com	423
bing	401
m.facebook.com	194
lm.facebook.com	119
chatgpt.com	86
l.facebook.com	59
yahoo	37