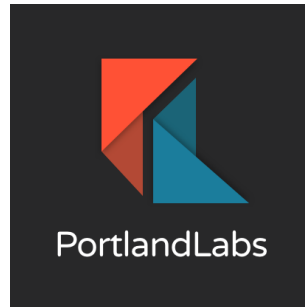




After Action Reports FY25

ESPORTS

Oct 1 2024 - Sep 30 2025

During the analyzed period, the ESPORTS campaign demonstrated significant user engagement and effective audience reach. Here are the key metrics:

- Total Users: 9,692 visitors were recorded (+0.9% YoY), demonstrating a robust level of traffic to the site.
- Views: 14,074 total pageviews were logged (+4.4% YoY), reflecting consistent audience engagement with Esports content.
- Total Stripe Impressions: 397,211 showing strong exposure across MWR pages and consistent campaign reach.

Table 1: ESPORTS Content Engagement Metrics

Link Clicks	Total ▾
https://soldiershowdown.complexity.gg/#/	2,148
Image Clicks	1,969
https://www.twitch.tv/armyentertainment	202
https://www.usaa.com/	29
https://www.shopmyexchange.com/sweepstakes	10
Grand total	4,358

Table 2: Top Stripe impressions.

Installation	Total ▾
www.armymwr.com	107,828
bragg.armymwr.com	15,965
redstone.armymwr.com	14,379
jblm.armymwr.com	12,558
hood.armymwr.com	11,273
bliss.armymwr.com	11,090
humphreys.armymwr.com	10,471
stewarhunter.armymwr.com	8,693
jackson.armymwr.com	8,381
leonardwood.armymwr.com	8,075

MWR Cares

Mar 1 2025 - Apr 30 2025

The MWR Cares campaign, presented by SHARP, demonstrated strong year-over-year growth in audience engagement and visibility. Engagement Metrics and Click Activity

The MWR Cares campaign generated 2,344 total link clicks, reflecting diverse interest across partner organizations and support resources.

- Total stripe impressions reached 110,050

Table 3: The most-clicked MWR Content.

Clicks	Total ▾
Image Clicks	1,987
Fitness Centers.	36
Continue	34
Outdoor Recreation.	34
Auto Skills.	19
Travel.	18
https://www.armymwr.com/careers	17
Child and Youth Services.	15
Grand total	2,344

Table 4: Top Stripe impressions.

Installation	Total ▾
bragg.armymwr.com	8,225
www.armymwr.com	7,961
jblm.armymwr.com	5,822
campbell.armymwr.com	4,290
redstone.armymwr.com	4,210
leonardwood.armymwr.com	3,683
benning.armymwr.com	3,217
hawaii.armymwr.com	2,967
kaiserslautern.armymwr.com	2,778
bliss.armymwr.com	2,709

Strong B.A.N.D.S.

May 1 2025 - Jun 7 2025

The Strong B.A.N.D.S. campaign achieved strong growth in reach and participation during the 2025 event period. Total users increased to 1,905 (+90.7% YoY), with 1,171 new users (+156.8%), highlighting successful promotion across Army installations. Views rose to 1,912 (+89.3%) and sessions climbed to 2,147 (+86.5%), reflecting sustained visibility and strong user acquisition through multiple channels.

Engagement Metrics and Click Activity

Engagement remained steady at 61% (-9.3%), and average session time averaged 1 minute and 48 seconds (-10.1%), showing that visitors efficiently located and interacted with content. User interaction centered on wellness, nutrition, and readiness themes, driving a total of **8,602 clicks across campaign resources**.

- The LET’S GET PHYSICAL campaign had 82,062 stripe impressions.

Table 5: The most-clicked content.

Clicks	Total Clicks
Image Clicks	6,315
Continue	165
Activity	89
Balance	91
Nutrition	78
Strength	47
STRONG B.A.N.D.S.	49
Tuesday Trivia	47
RECREATION	41
Human Performance Resources by CHAMP (HPRC)	25
Deal of the Month	55
Grand total	8,602

Table 6: Top Stripe impressions.

Installation	Stripes ▾
jackson.armymwr.com	8,381
hawaii.armymwr.com	6,323
leavenworth.armymwr.com	5,911
stewarthus.armymwr.com	4,242
bliss.armymwr.com	3,563
humphreys.armymwr.com	3,416
www.armymwr.com	3,134
sill.armymwr.com	2,836
jblm.armymwr.com	2,529
knox.armymwr.com	2,380
bragg.armymwr.com	1,675

Summer Water Safety

Jun 13 2025 - Aug 17 2025

The Water Safety campaign maintained strong engagement throughout the FY25 summer season, reflecting consistent audience interest in swim safety and readiness programs. Total users reached 1,760, while new users accounted for 864, indicating balanced participation between returning and first-time visitors. Views climbed to 2,995, supported by 1,899 sessions, signaling sustained awareness during peak swim months.

Engagement Metrics and Click Activity

The engagement rate remained exceptionally high at 80%, showing that the campaign continues to resonate with families and Soldiers seeking safety education and recreational resources. User engagement remained high, with a total of 2,025 link clicks across all campaign elements.

Table 7: The most-clicked educational swim content.

Clicks	Total ▾
Ripple Rookies – 1-4 years old	429
Wave Watchers – 5-14 years old	306
On-post pools and aquatic centers	203
Guardians of the Deep – adults	153
Continue	148
Grand total	2,025

Table 8: Top Stripe impressions.

Installation	Total ▾
jblm.armymwr.com	28,055
bragg.armymwr.com	18,897
bliss.armymwr.com	18,417
humphreys.armymwr.com	17,656
hood.armymwr.com	14,153
redstone.armymwr.com	13,129
jackson.armymwr.com	11,481
knox.armymwr.com	11,171
leonardwood.armymwr.com	10,899

Summer Reading Program

The Summer Reading Program continued its strong performance in FY25, reflecting sustained community participation and visibility across Army MWR channels. Total users reached 16,779 (+8.6% YoY), with new users holding steady at 7,024 (+0.7%). Views climbed to 29,718 (+16.7%) and sessions rose to 24,098 (+14.5%), reinforcing steady interest and returning engagement.

The engagement rate stood at 63% (-3.8%), while average session time increased to 1 minute and 46 seconds (+7.8%), suggesting visitors are spending more time exploring reading program content.

Engagement Metrics and Click Activity

User interaction with reading resources remained strong, reflecting consistent interest and effective campaign placement.

- The Summer Reading campaign achieved 470,558 total stripe impressions
- Total Beanstack link clicks: 7,756
- Total sponsored (AT&T) link clicks: 6,593

Table 9: Top Beanstack link clicks.

Link Clicks	Clicks
https://www.beanstack.com/dod	3,041
https://usaghumphreys.beanstack.org/reader365	1,015
https://jlthrockmorton.beanstack.org/reader365	909
https://dodvirtualsrp.beanstack.org/reader365	586
https://bookpatchgrandstaff.beanstack.org/reader365	583
https://bruceclarke.beanstack.org/reader365	284
Others	1,096

Table 10: Stripe impressions.

Installation	Total
jblm.armymwr.com	60,097
bragg.armymwr.com	37,570
www.armymwr.com	30,486
jackson.armymwr.com	23,953
redstone.armymwr.com	18,900
benning.armymwr.com	17,258
cavazos.armymwr.com	13,362
hawaii.armymwr.com	12,777
Grand total	470,558

