



Month of the Military Child

May, 2026

BLUF

The Month of the Military Child (MOMC) campaign for April 2026 generated 12,076 total users across the Army MWR enterprise, a 16.1% increase year over year. New users grew 16.5% to 7,115, indicating strong first-time audience acquisition. Sessions rose 9.0% to 14,671 and total views climbed 20.9% to 18,752, reflecting broad content reach across the campaign period. Organic search led all acquisition channels.

Table 1: MOMC April 2026 Core Performance Metrics vs. Prior Year

Metric	Total	YoY Change
Total Users	12,076	+16.1% YoY
New Users	7,115	+16.5% YoY
Sessions	14,671	+9.0% YoY
Total Views	18,752	+20.9% YoY
Engagement Rate	55%	+2.4% YoY

Organic search was the leading acquisition channel, contributing 4,479 users and confirming that search-led discovery was the primary path audiences used to reach MOMC content. Direct access followed at 3,055 users, reflecting a meaningful base of visitors who navigated to the site. Organic social delivered 3,024 users, indicating that social content played a role in driving awareness during the campaign period. Referral traffic contributed 1,495 users. The channel mix reflects an audience reaching the campaign through a combination of search intent and social awareness.

Engagement metrics strengthened significantly during the MOMC campaign. The engagement rate rose to 55%, a 2.4% year-over-year improvement. Notably, views grew at more than double the rate of sessions (20.9% vs. 9.0%), suggesting that visitors navigated deeper into the site and consumed more content per visit. Additionally, the campaign successfully drove action, with 1,844 total clicks on registration and "read more" links.

Stripe Impressions

Stripe impression data recorded 148,903 total impressions during April 2026. Daily impressions began at approximately 9,000 in early April, peaked near 9,700 around April 10, then declined sharply beginning around April 13, dropping below 1,000 by April 22 and flattening through the remainder of the month as the campaign came to an end.

Figure 1: Stripe Impression Trends, April 1 to April 30, 2026

