

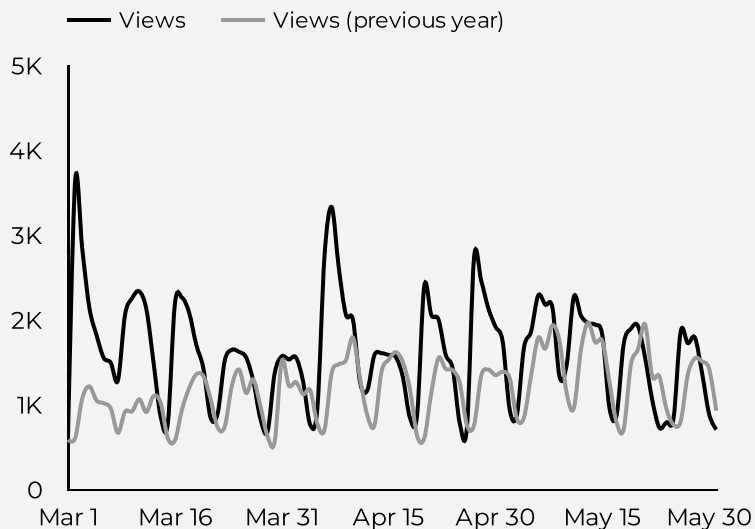


# Employment Readiness Program

Views <b>149,551</b> ↑ 37.1%	Total users <b>84,590</b> ↑ 40.7%	New users <b>51,270</b> ↑ 69.7%	Sessions <b>102,999</b> ↑ 31.0%	Engagement rate <b>65.92%</b> ↓ -7.3%	Average Time on Page <b>02:06</b> ↓ -7.9%
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Compared Y-o-Y

## How is site traffic trending?

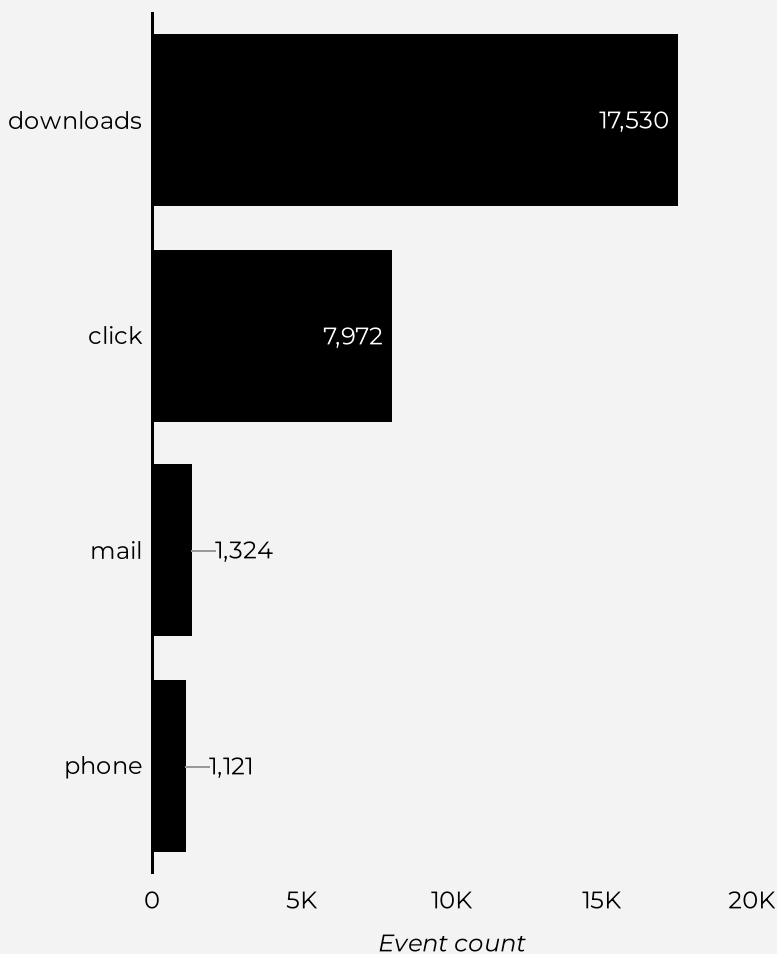


## Top Installation Websites

Sorted by Total Users

Website URL	Total users	% Δ
www.armymwr.com	29,287	91.5% ↑
jblm.armymwr.com	8,496	36.2% ↑
meade.armymwr.com	4,688	-4.2% ↓
hawaii.armymwr.com	3,606	38.2% ↑
stewarhunter.armymwr.com	3,433	83.9% ↑
redstone.armymwr.com	3,358	34.6% ↑
bragg.armymwr.com	2,449	36.8% ↑
campbell.armymwr.com	2,098	33.6% ↑
carson.armymwr.com	1,807	-8.7% ↓
humphreys.armymwr.com	1,766	7.0% ↑

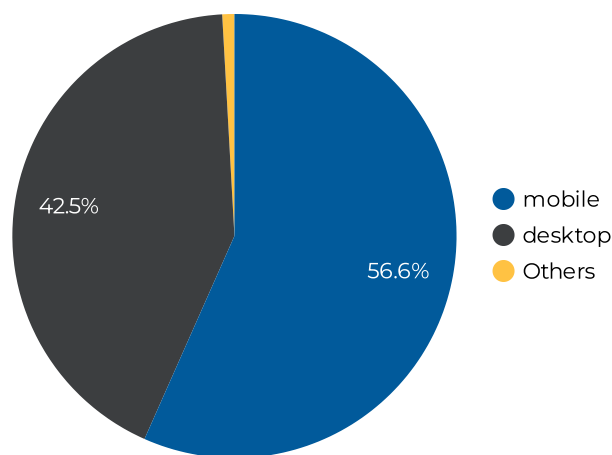
## Top User Actions



## Traffic Channels Overview

Traffic Channel	Total users	% Δ
Organic Search	39,530	9.9% ↑
Direct	20,408	39.1% ↑
Organic Social	15,768	287.2% ↑
Referral	8,536	41.7% ↑

## Device Type



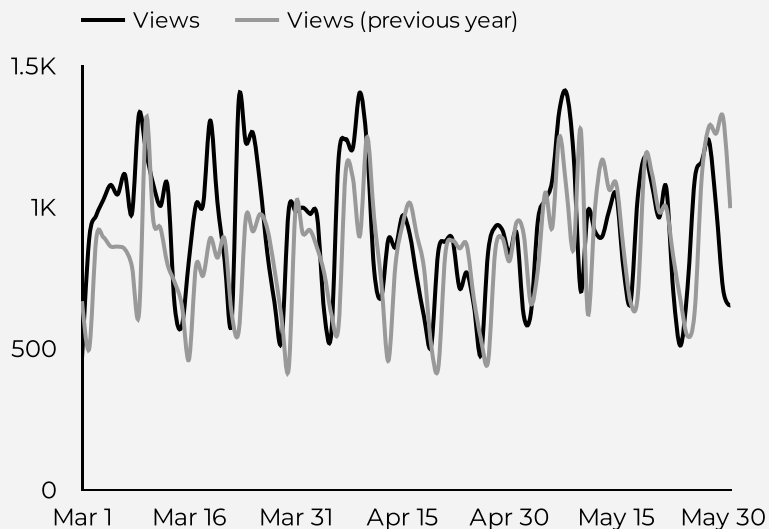


# Libraries

Views <b>85,355</b> ↑ 8.4%	Total users <b>41,088</b> ↑ 1.7%	New users <b>22,542</b> ↓ -4.6%	Sessions <b>54,802</b> ↓ -9.0%	Engagement rate <b>63.83%</b> ↑ 1.3%	Average Time on Page <b>02:29</b> ↑ 5.0%
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Compared Y-o-Y

## How is site traffic trending?

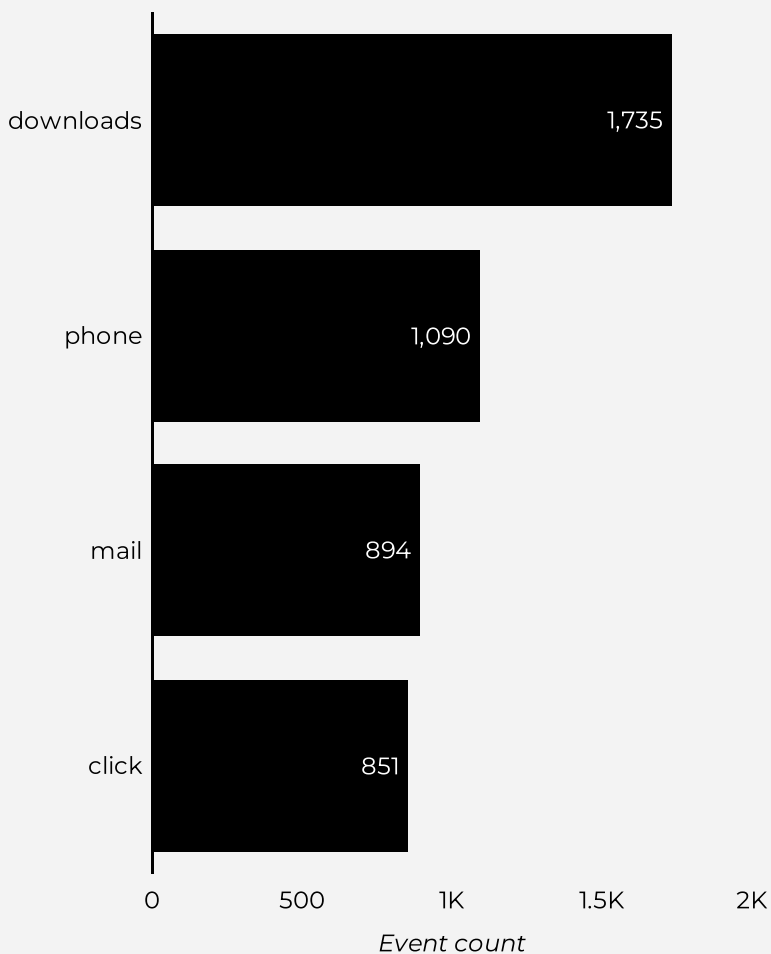


## Top Installation Websites

Sorted by Total Users

Website URL	Total users	% Δ
www.armymwr.com	6,777	10.3% ↑
hawaii.armymwr.com	3,311	72.4% ↑
jblm.armymwr.com	3,236	-0.9% ↓
bragg.armymwr.com	2,995	3.4% ↑
campbell.armymwr.com	1,730	4.2% ↑
redstone.armymwr.com	1,312	-8.4% ↓
humphreys.armymwr.com	1,243	2.0% ↑
benning.armymwr.com	1,220	16.9% ↑
belvoir.armymwr.com	1,187	-6.7% ↓
carson.armymwr.com	1,052	-15.3% ↓

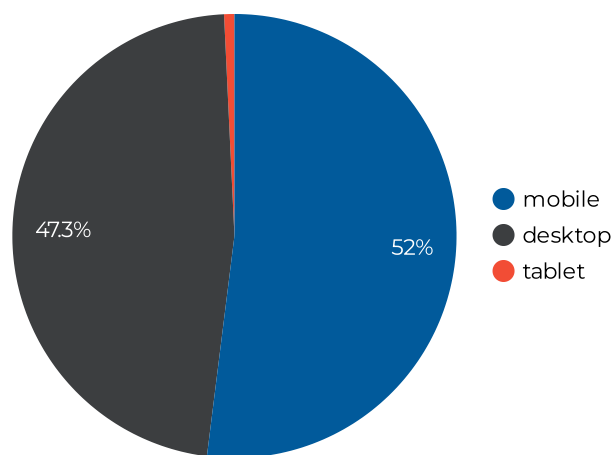
## Top User Actions



## Traffic Channels Overview

Traffic Channel	Total users	% Δ
Organic Search	21,558	-17.6% ↓
Direct	13,794	42.4% ↑
Referral	4,007	23.3% ↑
Organic Social	2,488	11.4% ↑

## Device Type



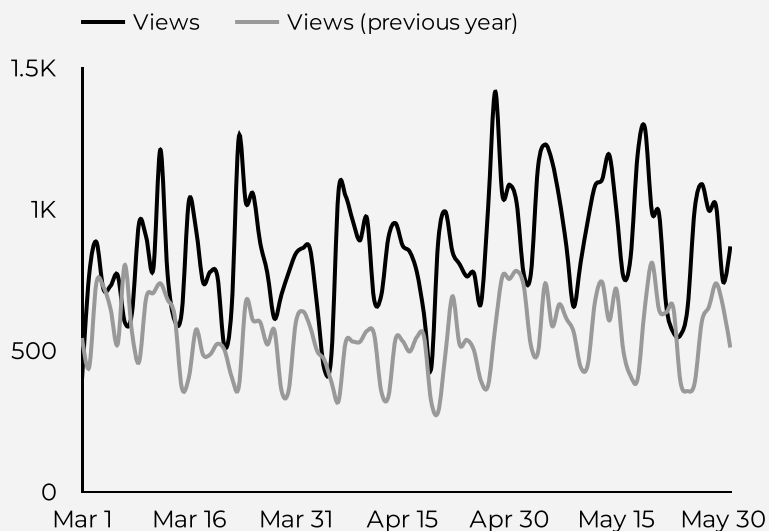


# Youth Sports

Views <b>79,033</b> ↑ 55.5%	Total users <b>33,823</b> ↑ 27.3%	New users <b>14,112</b> ↑ 23.8%	Sessions <b>43,877</b> ↑ 9.1%	Engagement rate <b>70.47%</b> ↑ 1.7%	Average Time on Page <b>02:46</b> ↑ 1.4%
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Compared Y-o-Y

## How is site traffic trending?

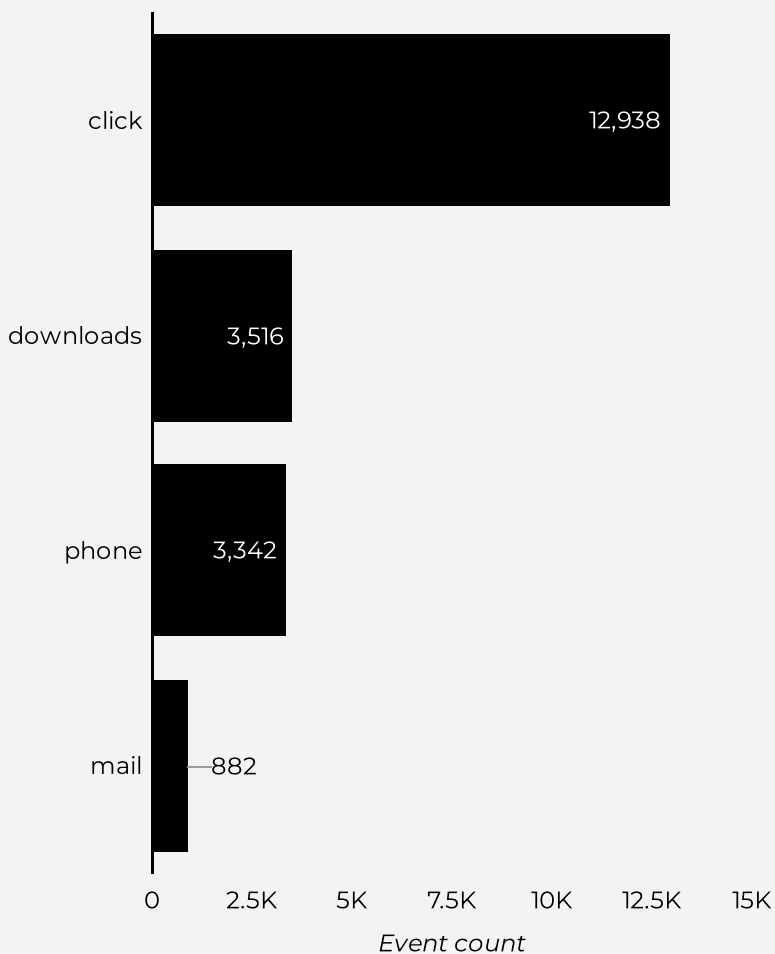


## Top Installation Websites

Sorted by Total Users

Website URL	Total users	% Δ
hawaii.armymwr.com	2,348	15.7% ↑
jblm.armymwr.com	2,173	-15.0% ↓
www.armymwr.com	2,142	32.5% ↑
campbell.armymwr.com	1,740	6.6% ↑
belvoir.armymwr.com	1,663	-1.9% ↓
stewarhunter.armymwr.com	1,629	63.2% ↑
benning.armymwr.com	1,617	2.1% ↑
bragg.armymwr.com	1,594	572.6% ↑
bliss.armymwr.com	1,467	-10.8% ↓
kaiserslautern.armymwr.com	1,100	74.3% ↑

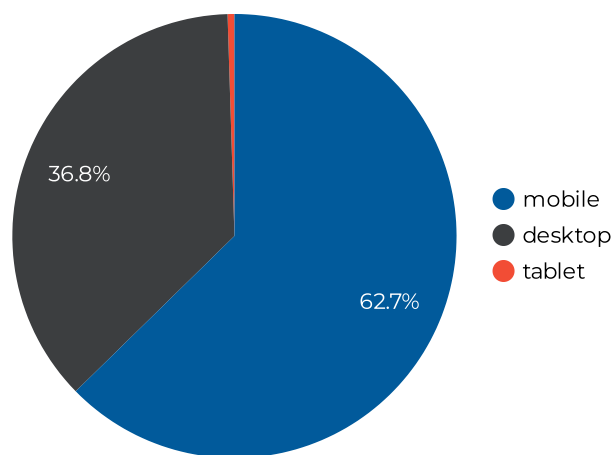
## Top User Actions



## Traffic Channels Overview

Traffic Channel	Total users	% Δ
Organic Search	21,058	12.6% ↑
Direct	7,868	83.9% ↑
Organic Social	3,245	51.1% ↑
Referral	1,932	14.5% ↑

## Device Type



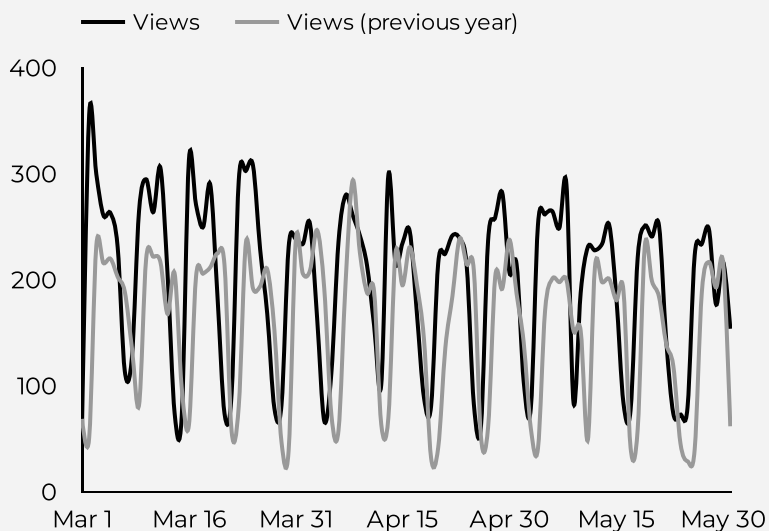


# Financial Readiness

Views <b>18,394</b> ↑ 25.9%	Total users <b>13,428</b> ↑ 36.4%	New users <b>7,272</b> ↑ 38.7%	Sessions <b>15,761</b> ↑ 18.0%	Engagement rate <b>60.62%</b> ↓ -3.3%	Average Time on Page <b>02:33</b> ↓ -6.8%
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Compared Y-o-Y

## How is site traffic trending?

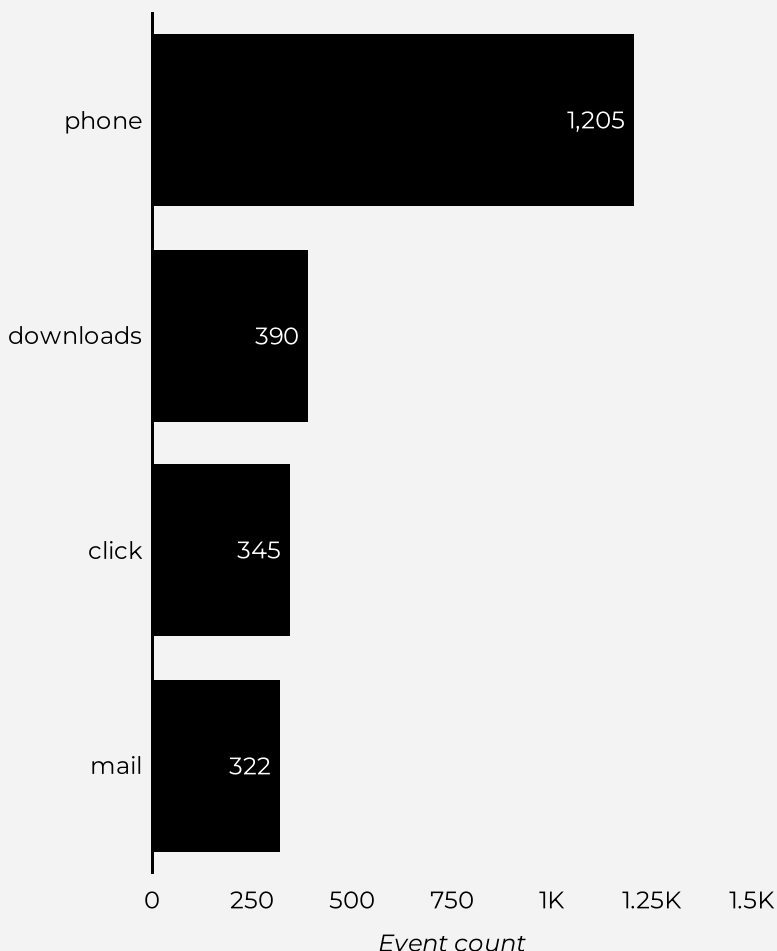


## Top Installation Websites

Sorted by Total Users

Website URL	Total users	% Δ
www.armymwr.com	3,074	96.0% ↑
redstone.armymwr.com	1,126	436.2% ↑
bragg.armymwr.com	1,033	-10.8% ↓
bliss.armymwr.com	1,009	-5.3% ↓
carson.armymwr.com	981	-0.5% ↓
jblm.armymwr.com	702	53.3% ↑
campbell.armymwr.com	556	6.5% ↑
sill.armymwr.com	462	79.8% ↑
aberdeen.armymwr.com	399	102.5% ↑
humphreys.armymwr.com	356	-10.3% ↓

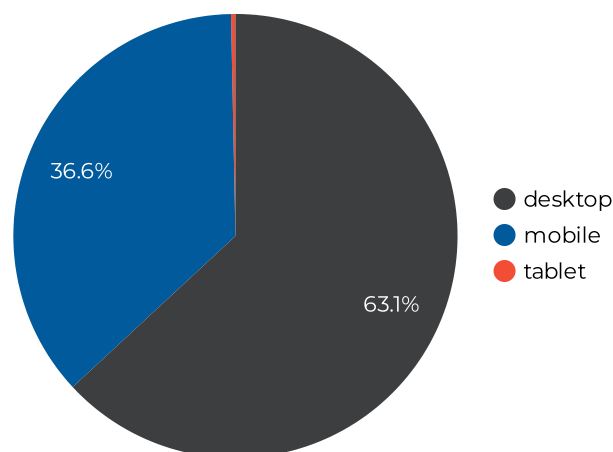
## Top User Actions



## Traffic Channels Overview

Traffic Channel	Total users	% Δ
Organic Search	5,798	-4.1% ↓
Direct	5,725	130.1% ↑
Referral	1,454	27.4% ↑
Organic Social	390	120.3% ↑

## Device Type



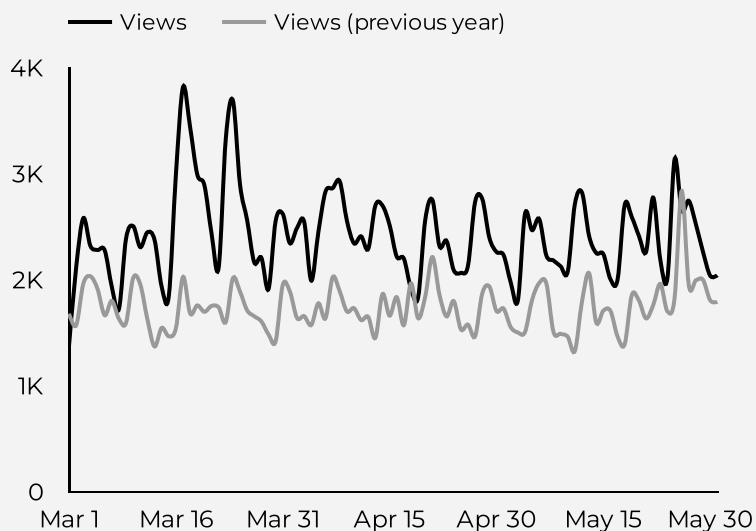


# Fitness Centers

Views <b>222,919</b> ↑ 39.1%	Total users <b>101,496</b> ↑ 14.6%	New users <b>65,782</b> ↑ 19.3%	Sessions <b>138,251</b> ↑ 11.0%	Engagement rate <b>62.05%</b> ↓ -4.8%	Average Time on Page <b>02:32</b> ↓ -5.6%
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Compared Y-o-Y

## How is site traffic trending?

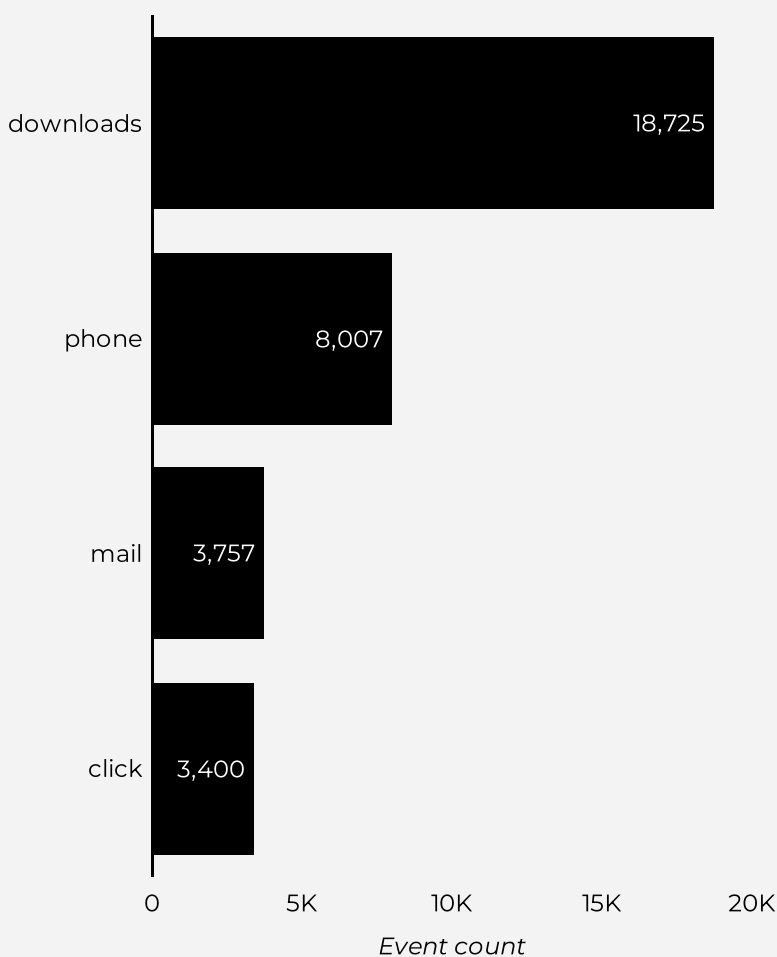


## Top Installation Websites

Sorted by Total Users

Website URL	Total users	% Δ
bragg.armymwr.com	6,895	16.8% ↑
jblm.armymwr.com	6,745	47.0% ↑
hawaii.armymwr.com	5,614	1.7% ↑
hood.armymwr.com	4,819	-
humphreys.armymwr.com	4,418	-17.2% ↓
meade.armymwr.com	4,352	5.6% ↑
bliss.armymwr.com	4,122	13.9% ↑
campbell.armymwr.com	3,975	8.8% ↑
carson.armymwr.com	3,776	-1.1% ↓
benning.armymwr.com	3,655	10.1% ↑

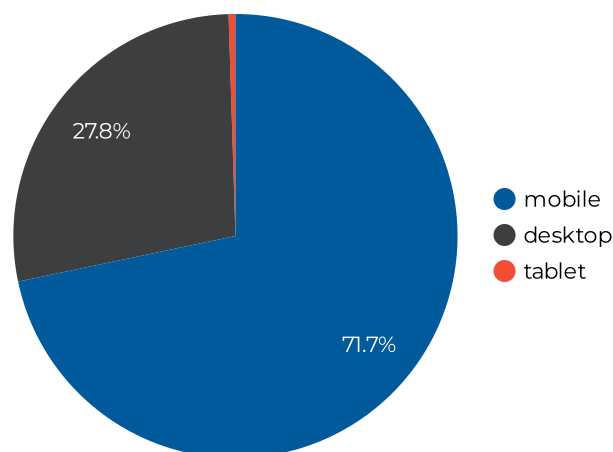
## Top User Actions



## Traffic Channels Overview

Traffic Channel	Total users	% Δ
Organic Search	63,111	3.8% ↑
Direct	31,509	38.9% ↑
Organic Social	4,163	49.1% ↑
Referral	3,339	7.6% ↑

## Device Type



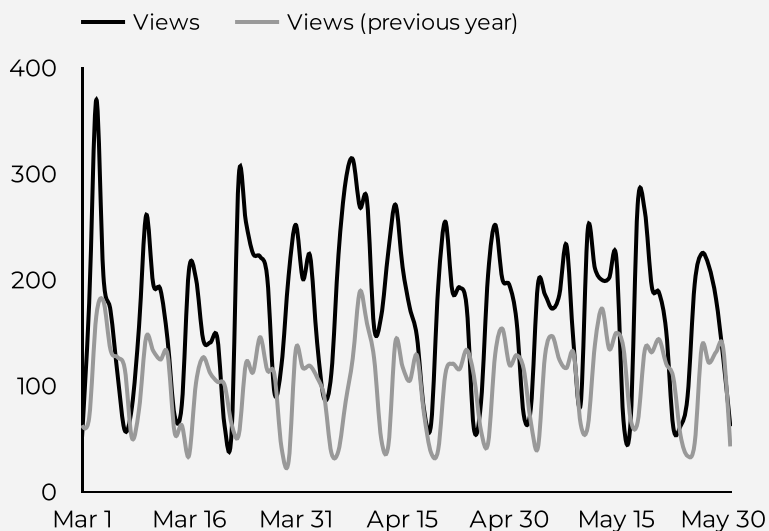


# Parent and Outreach Services

Views <b>15,806</b> ↑ 66.0%	Total users <b>9,498</b> ↑ 46.1%	New users <b>4,175</b> ↑ 70.8%	Sessions <b>11,707</b> ↑ 34.0%	Engagement rate <b>66.37%</b> ↓ -4.9%	Average Time on Page <b>02:14</b> ↓ -15.0%
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Compared Y-o-Y

## How is site traffic trending?

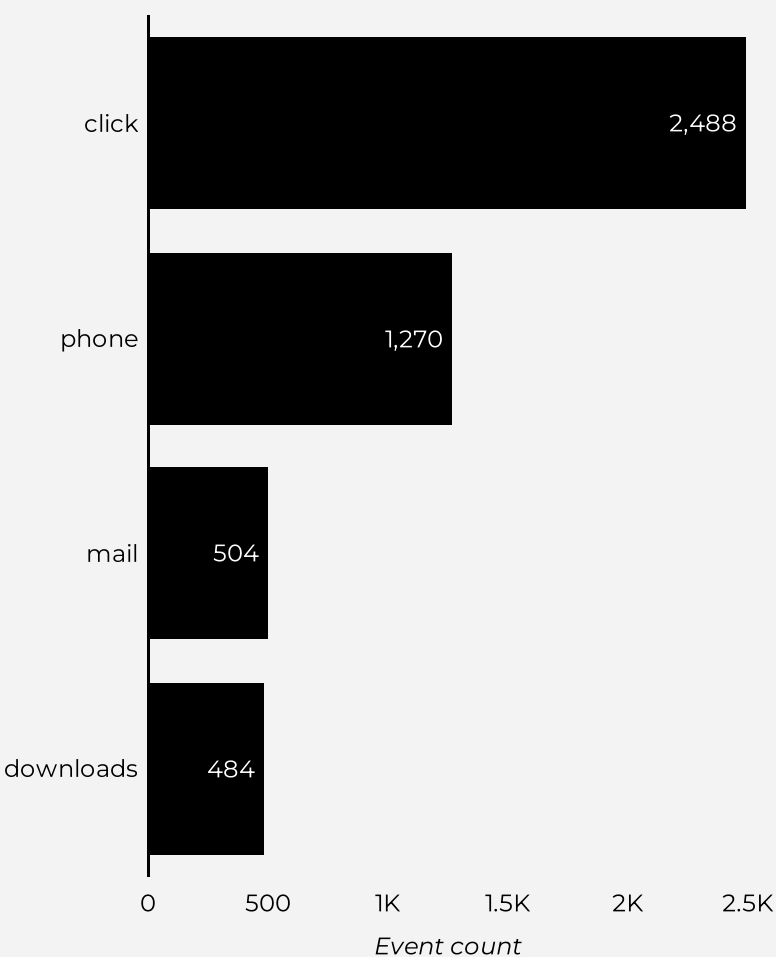


## Top Installation Websites

Sorted by Total Users

Website URL	Total users	% Δ
bragg.armymwr.com	789	6.5% ↑
riley.armymwr.com	769	-7.5% ↓
bliss.armymwr.com	667	-23.8% ↓
meade.armymwr.com	477	4.4% ↑
belvoir.armymwr.com	448	27.6% ↑
stuttgart.armymwr.com	393	19,550.0...
drum.armymwr.com	384	-
www.armymwr.com	361	14.6% ↑
hood.armymwr.com	335	-
jblm.armymwr.com	331	-

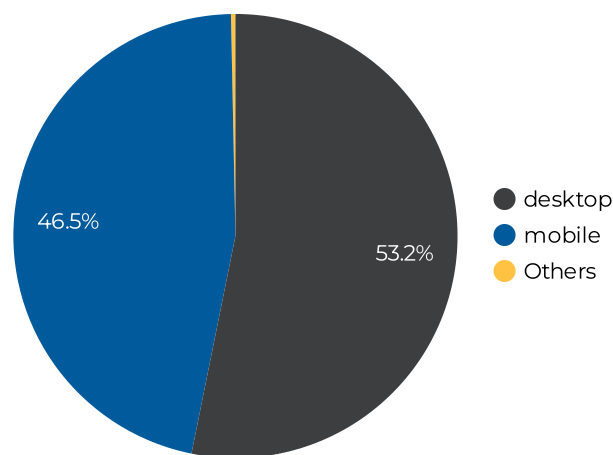
## Top User Actions



## Traffic Channels Overview

Traffic Channel	Total users	% Δ
Organic Search	6,051	24.0% ↑
Direct	2,630	181.3% ↑
Referral	661	58.9% ↑
Organic Social	240	-34.8% ↓

## Device Type



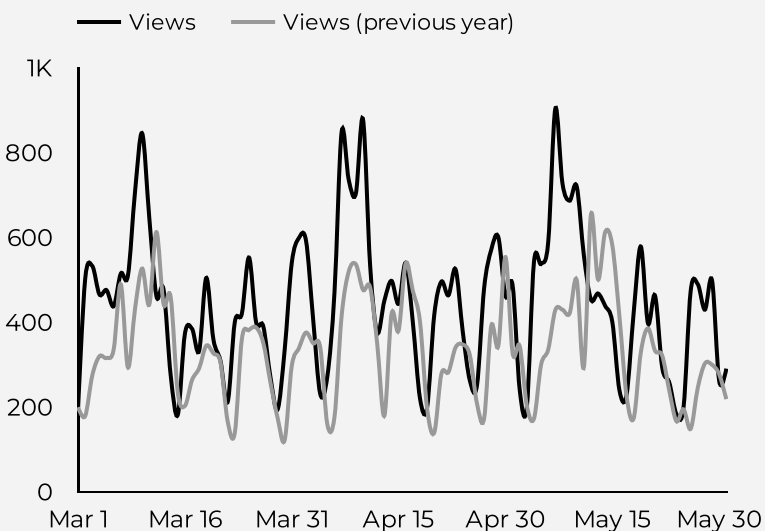


# BOSS

Views <b>41,205</b> ↑ 33.6%	Total users <b>21,490</b> ↑ 19.1%	New users <b>10,923</b> ↑ 22.6%	Sessions <b>25,856</b> ↑ 10.1%	Engagement rate <b>65.96%</b> ↓ -1.7%	Average Time on Page <b>01:51</b> ↓ -10.8%
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Compared Y-o-Y

## How is site traffic trending?

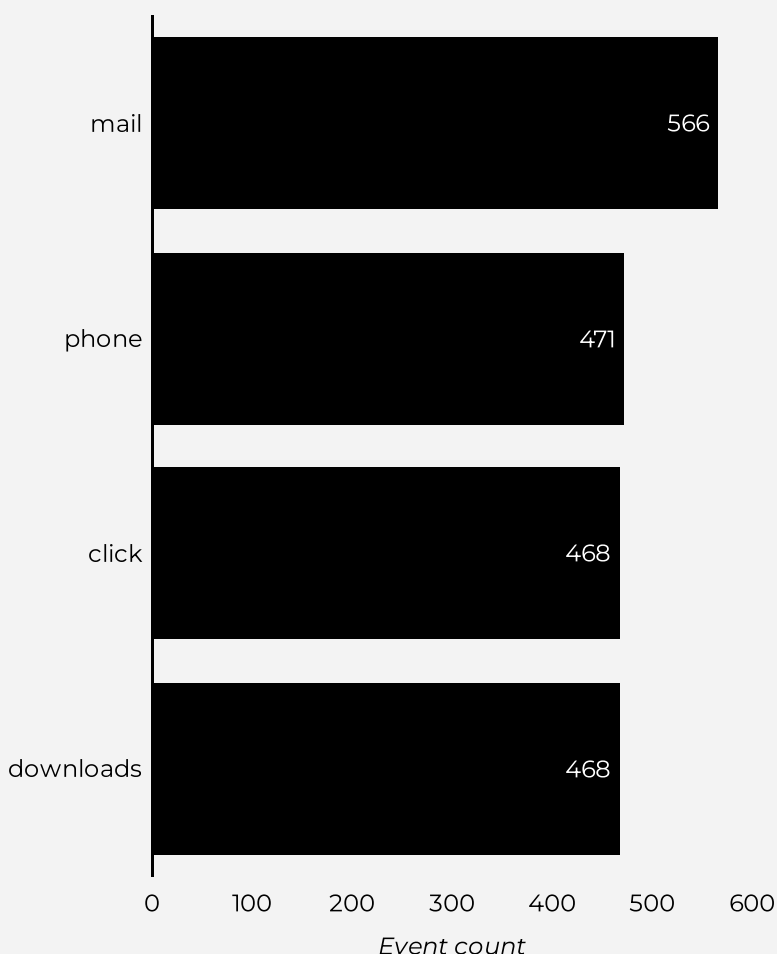


## Top Installation Websites

Sorted by Total Users

Website URL	Total users	% Δ
bragg.armymwr.com	2,041	442.8% ↑
humphreys.armymwr.com	1,892	2.5% ↑
www.armymwr.com	1,866	-0.3% ↓
hood.armymwr.com	1,863	-
stewarhunter.armymwr.com	1,523	226.1% ↑
bliss.armymwr.com	958	-6.5% ↓
campbell.armymwr.com	901	55.6% ↑
hawaii.armymwr.com	675	66.3% ↑
polk.armymwr.com	646	-
carson.armymwr.com	600	-23.8% ↓

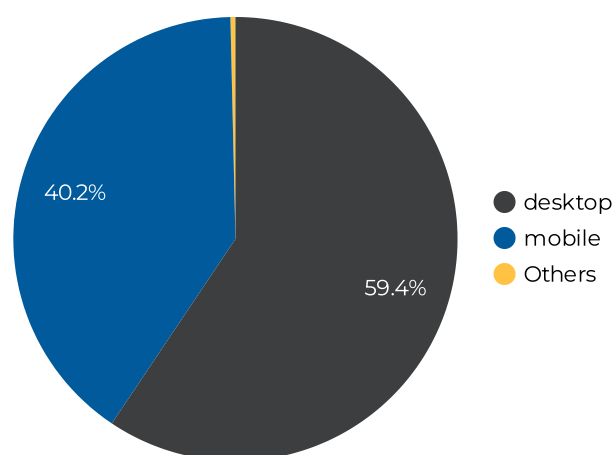
## Top User Actions



## Traffic Channels Overview

Traffic Channel	Total users	% Δ
Direct	9,752	77.4% ↑
Organic Search	9,099	-7.4% ↓
Organic Social	1,545	22.1% ↑
Referral	1,338	-19.7% ↓

## Device Type



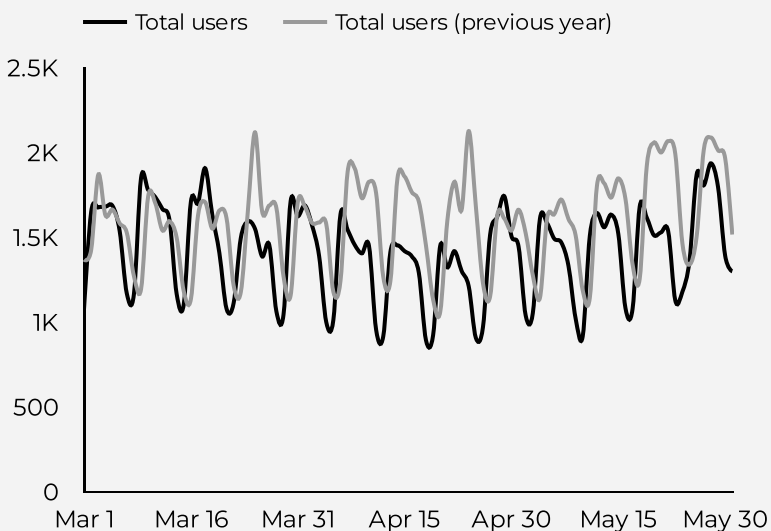


# Leisure Travel Services

Views <b>435,417</b> ↑ 95.4%	Total users <b>107,371</b> ↓ -6.9%	New users <b>65,861</b> ↓ -10.3%	Sessions <b>150,436</b> ↓ -10.7%	Engagement rate <b>73.48%</b> ↑ 1.0%	Average Time on Page <b>03:49</b> ↑ 18.6%
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Compared Y-o-Y

## How is site traffic trending?

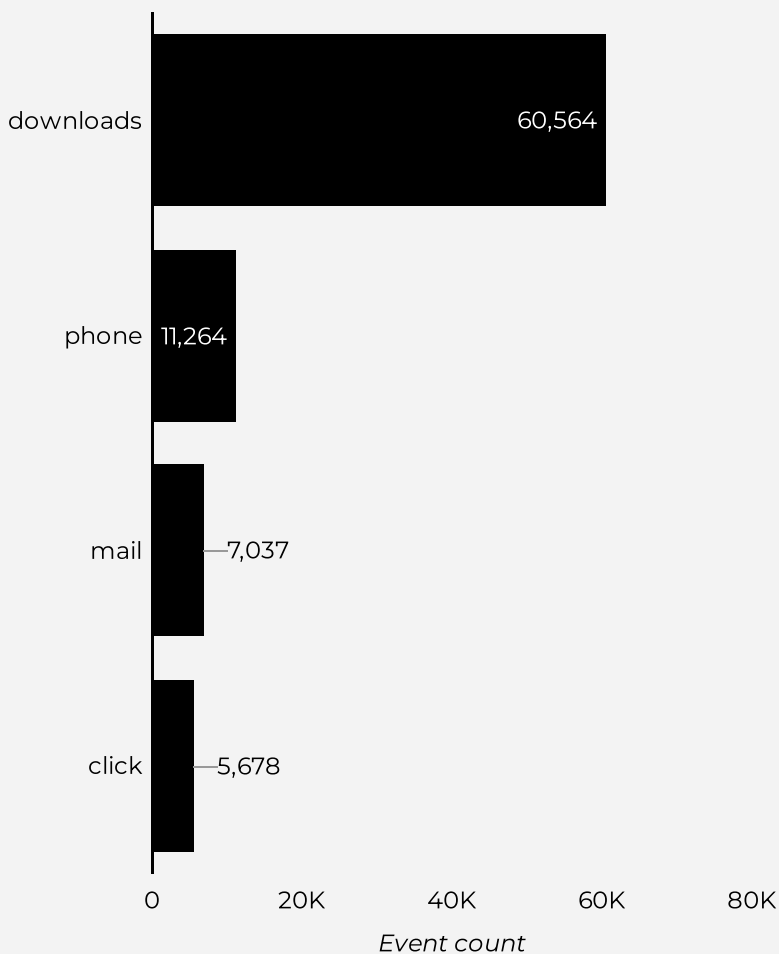


## Top Installation Websites

Sorted by Total Users

Website URL	Total users	% Δ
www.armymwr.com	8,658	-1.1% ↓
carlisle.armymwr.com	7,042	-11.2% ↓
jblm.armymwr.com	6,976	-11.0% ↓
belvoir.armymwr.com	6,110	-10.6% ↓
hood.armymwr.com	5,865	-
bragg.armymwr.com	5,787	-19.2% ↓
hawaii.armymwr.com	5,399	-24.5% ↓
redstone.armymwr.com	5,375	-11.8% ↓
campbell.armymwr.com	4,786	23.6% ↑
bliss.armymwr.com	4,666	7.0% ↑

## Top User Actions



## Traffic Channels Overview

Traffic Channel	Total users	% Δ
Organic Search	79,174	-11.8% ↓
Direct	18,803	20.0% ↑
Referral	5,015	1.6% ↑
Organic Social	4,321	-25.7% ↓

## Device Type

