WCAP Winter Olympics Digital Performance Report

Milan & Cortina 2026

Reporting Period: January 18 – February 28, 2026

BLUF

The Milan and Cortina 2026 Winter Olympic cycle was WCAP's strongest digital performance on record. Over the six-week reporting period, the WCAP website reached 21,685 users, 54% more than the Beijing 2022 cycle, and held their attention longer, with average time on page nearly doubling from 1:16 to 2:27. Sessions grew 45% and new user acquisition grew 53%, driven primarily by organic search as audiences actively looked for information on competing Soldier-athletes.

The results reflect a maturing digital presence. More people are finding WCAP content, and more of them are staying to read it.

Traffic Growth Comparison to Beijing 2022 Winter Olympics

Table 1: Traffic Growth Comparison (Beijing 2022 compared to Milan and Cortina 2026)

Metric	2022 Olympics	2O26 Olympics	% Change
Views	44,803	49,920	**+11.4%**
Sessions	17,746	25,826	**+45.5%**
Users	14,074	21,685	**+54.1%**
New Users	14,064	21,473	**+52.7%**
Avg. Time on Page	1:16	2:27	**+93.4%**

How Audiences Found WCAP

Organic search was the dominant discovery channel, accounting for 11,809 users more than half of all site traffic. This reflects audiences searching directly for athlete names and Olympic sports coverage, not just stumbling onto WCAP content through general browsing.

Direct traffic (4,381 users) and referral traffic from external media coverage (3,587 users) rounded out the top three sources. Organic social contributed an additional 1,964 users.

Traffic spiked repeatedly throughout February in alignment with Olympic competition dates, confirming that live event moments drove active search behavior and audience discovery in real time.

For future cycles: The consistent pattern of organic search leading discovery suggests that investing in pre-competition SEO, optimized athlete profiles and sport pages published ahead of competition windows would capture search demand at its peak.

What Audiences Engaged With

Athlete profiles were the core of the site's Olympic performance. The Soldier-Athlete section recorded 27,166 views, 13,517 users, and 15,543 sessions, representing roughly half of all site traffic during the reporting period. Engagement on these pages was high, a 61.37% engagement rate and 2:15 average time on page, indicating that visitors were reading athlete biographies in depth, not just scanning and leaving.

The Winter Olympians hub page served as the primary gateway, drawing 6,341 users and directing them toward individual profiles and sport pages. Bobsled dominated individual athlete traffic. PV2 Spencer Howe, SPC Frank Del Duca, and SPC Azaria Hill all appeared among the top pages for the entire site.

Table 2: Top Athlete Pages

Page path	Total users ▾
/winterolympians	6,341
/soldier-athletes/olympic-sports/bobsled/pv2-spencer-howe	1,695
/soldier-athletes/olympic-sports/bobsled/spc-frank-del-duca	1,602
/soldier-athletes/olympic-sports/boxing	928
/soldier-athletes/olympic-sports/wrestling	760
/soldier-athletes/olympic-sports/bobsled	704
/soldier-athletes/olympic-sports/bobsled/spc-azaria-hill	611
/soldier-athletes/olympic-sports/bobsled/ssg-deebra-irwin	591
/soldier-athletes	555
/soldier-athletes/olympic-sports/bobsled/spc-sean-doherty	552

For future cycles: Bobsled's concentration of traffic across both individual profiles and the sport page suggests team sports with multiple competing athletes generate compounding search interest. Prioritizing content development for team-sport athletes ahead of competition windows could amplify this effect.

Campaign Reach: Winter Olympics Sweepstakes

The WCAP Winter Olympics Sweepstakes extended the campaign's reach significantly beyond organic search, combining a centralized HQ landing page with distribution across the Army MWR installation network.

The HQ landing page recorded 583 views with an 87% engagement rate, a strong indicator that audiences arriving at the page were motivated to participate. From total campaign traffic, 2,352 users clicked toward sweepstakes entry opportunities, and 790 completed entries, a 33.6% conversion rate from click to completion.

Installation-level distribution through the Stripes promotional network generated 98,497 views across the Army community, extending visibility well beyond the WCAP website's organic audience.

Table 3: Top Stripe Impressions Sorted by Installation

Installation	Total ▾
jblm.armymwr.com	24,980
hood.armymwr.com	7,705
rockisland.armymwr.com	6,037
kaiserslautern.armymwr.com	4,217
wainwright.armymwr.com	3,732
bluegrass.armymwr.com	3,145
mcalester.armymwr.com	2,705
rucker.armymwr.com	2,456
bragg.armymwr.com	2,454

For future cycles: The high engagement rate on the HQ landing page combined with the installation network's reach suggests this distribution model is working. Expanding the number of participating installations and launching the sweepstakes earlier in the competition window could increase both total entries and overall campaign visibility.