



ARMY MWR

Business and Recreation

Views
1,710,806

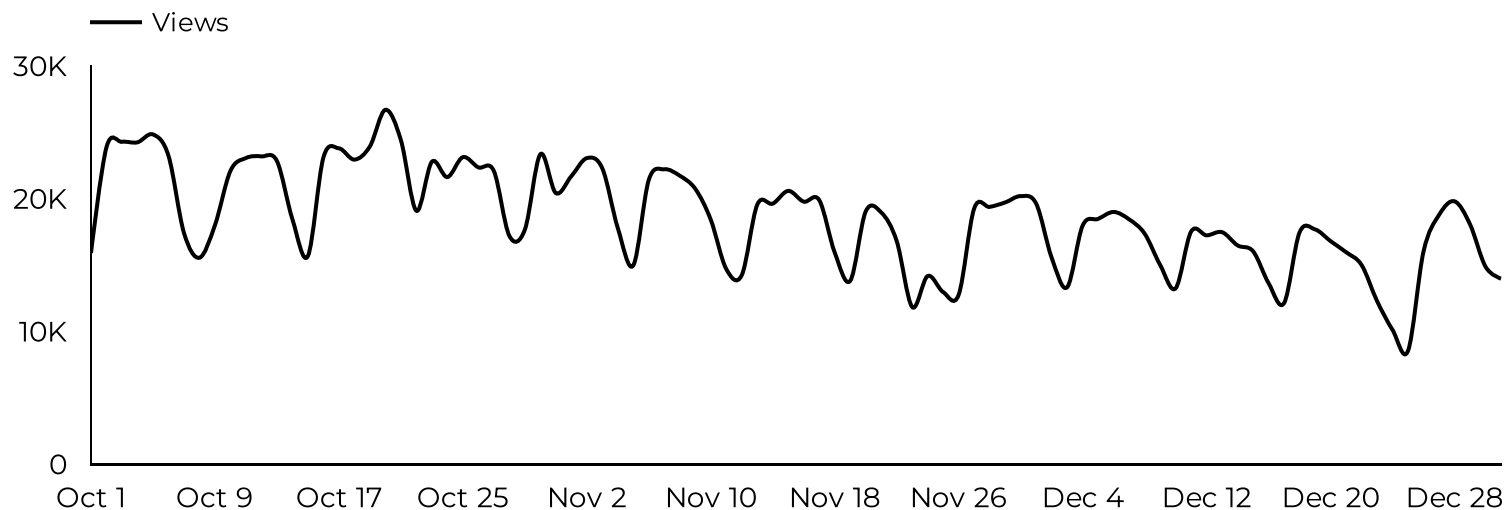
Visits (pageviews) to your page

Engagement rate
64%

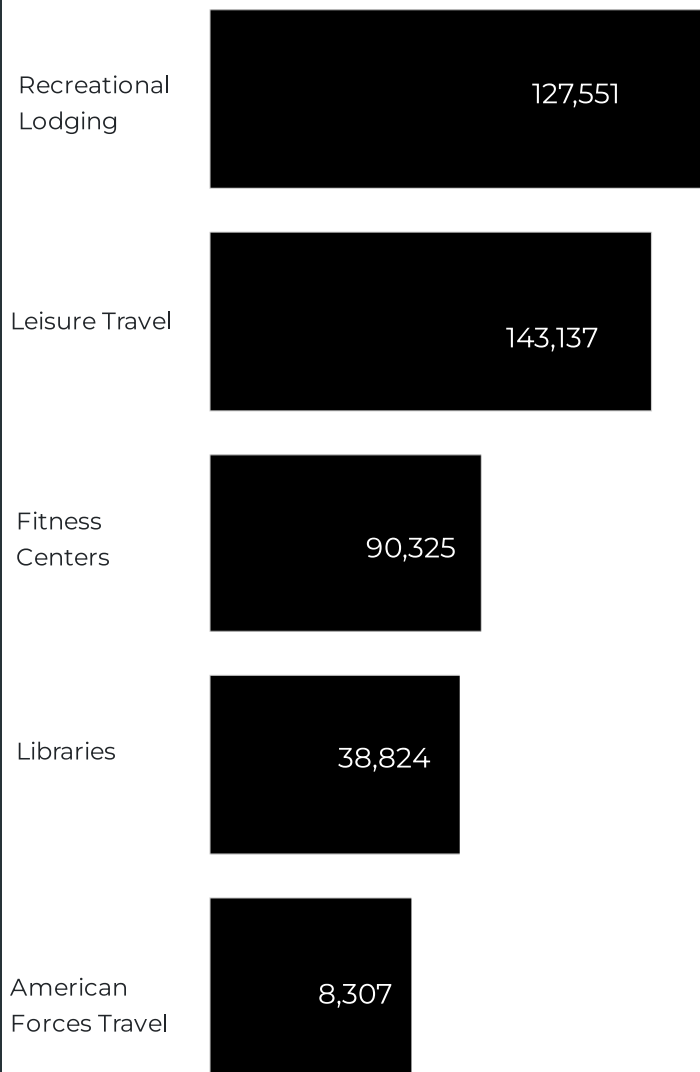
Average time people are engaged on your website

Total users
803,167

The total number of users who visited your website



What programs are users visiting?



Visits from social media.

Social Media	Total users
Facebook	5,318
YouTube	204
Other	147
Instagram	104
Reddit	9
LinkedIn	3



Program Roll-Up

Oct 1, 2023 - Dec 31, 2023



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
American Forces Travel	8,307	3,251	9,958	77.19%
Arts & Crafts	14,739	8,964	19,609	66.35%
Auto Skills	63,605	48,046	93,407	55.6%
BOSS	16,354	7,943	20,142	69.87%
Food and Beverage	366,201	258,844	489,128	67.45%
Healthy Army Communities	1,737	1,398	2,215	64.33%
Leisure Travel	143,137	88,796	196,246	74.66%
Libraries	38,824	26,510	60,156	61.95%
Warrior Zone	7,037	4,153	9,253	68.51%
Army Ten Miler (ATM)	101,052	92,174	198,348	58%
World Class Athlete Program	14,688	14,515	18,184	61.11%



Sports and Fitness Program Roll-Up

Oct 1, 2023 - Dec 31, 2023



PROGRAM	Total Users	New Users	Sessions	Engagement Rate
All Army Sports	7,879	5,454	9,705	65.95%
Aquatics	35,136	18,645	48,727	67.45%
Bowling	52,321	38,162	71,364	62.21%
Fitness Centers	90,325	63,490	131,103	59.55%
Golf	76,976	61,773	106,176	65.56%
Intramural Sports	3,807	1,279	4,695	80.15%
Strong BANDS	1,477	258	1,584	88.51%
Warrior Zone	7,037	4,153	9,253	68.51%
World Class Athlete Program	14,688	14,515	18,184	61.11%



Outdoor Rec Program Roll-Up

Oct 1, 2023 - Dec 31, 2023

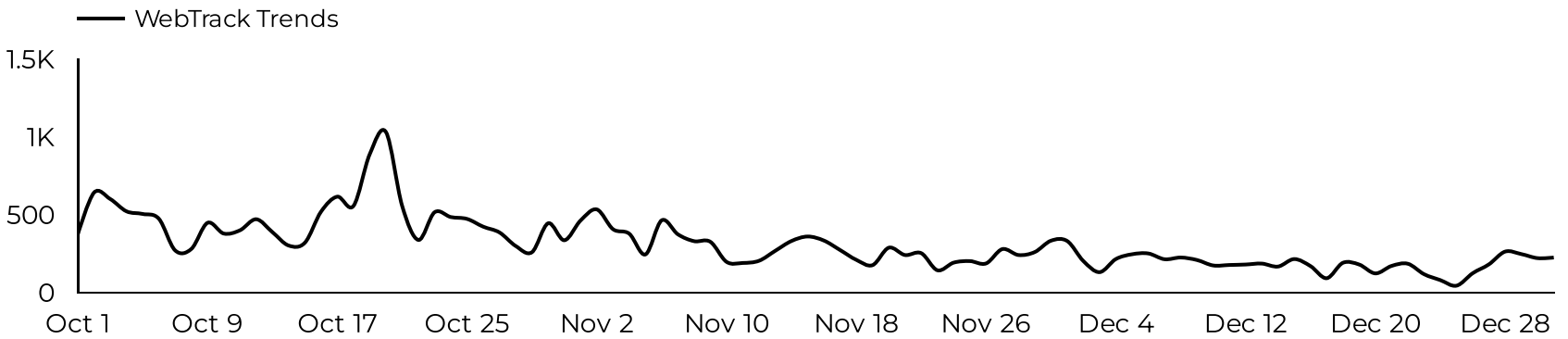


PROGRAM	Total Users	New Users	Sessions	Engagement Rate
Adventure Programs	2,716	1,424	3,337	66.14%
Equipment Rental	12,516	5,294	17,891	70.78%
Recreational Lodging	127,551	88,350	178,126	71.13%



Total WebTrac clicks on pages.

29,018



Top installations with the highest number of WebTrac link clicks on pages.

Installation	Clicks on WebTrac Links. ▾
westpoint.armymwr.com	4,127
campbell.armymwr.com	3,191
redstone.armymwr.com	2,277
belvoir.armymwr.com	2,267
picatinny.armymwr.com	1,687
stuttgart.armymwr.com	1,505
moore.armymwr.com	1,122
kaiserslautern.armymwr.com	1,103
jblm.armymwr.com	1,100
liberty.armymwr.com	1,100
mccoy.armymwr.com	1,005
humphreys.armymwr.com	1,004
jackson.armymwr.com	989
knox.armymwr.com	861
stewarhunter.armymwr.com	833
cavazos.armymwr.com	591
leavenworth.armymwr.com	408
wiesbaden.armymwr.com	373
gregg-adams.armymwr.com	338
grafenwoehr.armymwr.com	333



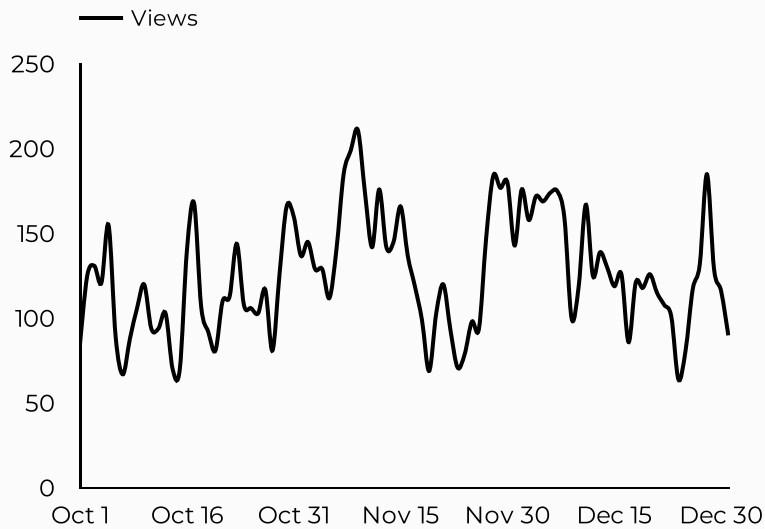
ARMY MWR

American Forces Travel

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
11,583	9,958	8,307	3,251	01:57	77%
↑ 32.0%	↑ 26.4%	↑ 25.6%	↑ 24.9%	↓ -17.3%	↑ 248.2%

Compared Y-o-Y

How is site traffic trending?

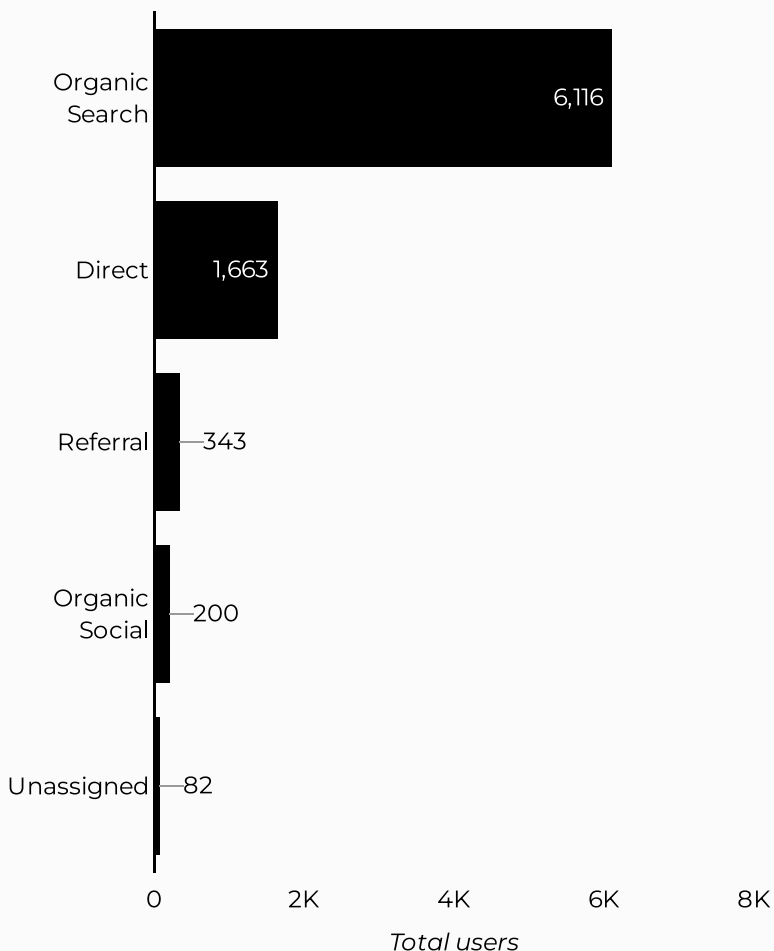


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	7,020
campbell.armymwr.com	168
belvoir.armymwr.com	134
zama.armymwr.com	118
bliss.armymwr.com	92
jblm.armymwr.com	83
hawaii.armymwr.com	72
liberty.armymwr.com	51
cavazos.armymwr.com	50
carlisle.armymwr.com	48

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	5,592
(direct)	1,663
bing	352
home.army.mil	162
yahoo	112
m.facebook.com	97
duckduckgo	93
(not set)	78
militaryonesource.mil	69
lm.facebook.com	37



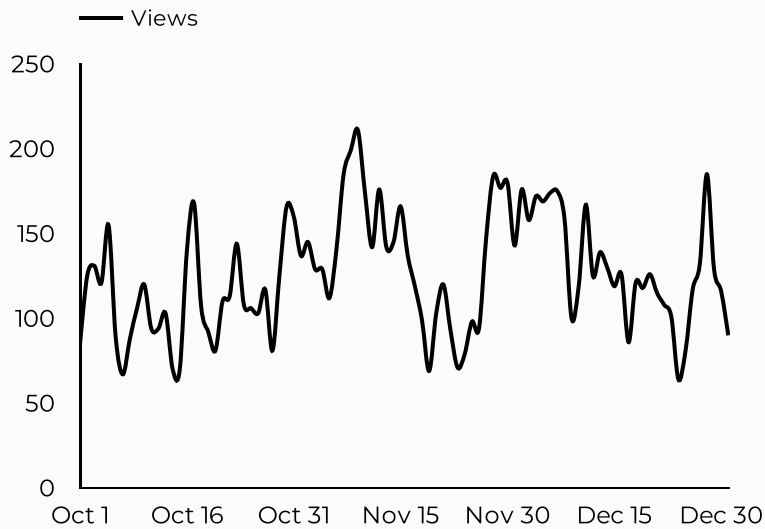
ARMY MWR

Arts & Crafts

Views 11,583 ↑ 32.0%	Sessions 9,958 ↑ 26.4%	Total users 8,307 ↑ 25.6%	New users 3,251 ↑ 24.9%	Avg. Session Time 01:57 ↓ -17.3%	Engagement rate 77% ↑ 248.2%
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Compared Y-o-Y

How is site traffic trending?

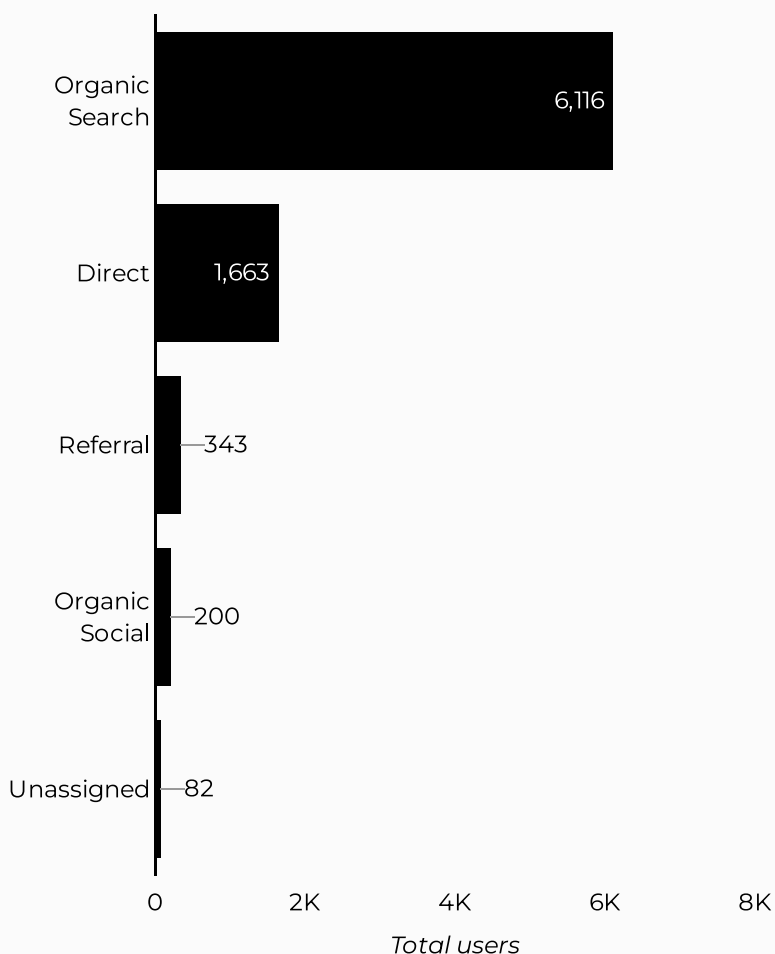


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	7,020
campbell.armymwr.com	168
belvoir.armymwr.com	134
zama.armymwr.com	118
bliss.armymwr.com	92
jblm.armymwr.com	83
hawaii.armymwr.com	72
liberty.armymwr.com	51
cavazos.armymwr.com	50
carlisle.armymwr.com	48

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(direct)	1,663
bing	352
home.army.mil	162
yahoo	112
m.facebook.com	97
duckduckgo	93
(not set)	78
militaryonesource.mil	69
lm.facebook.com	37



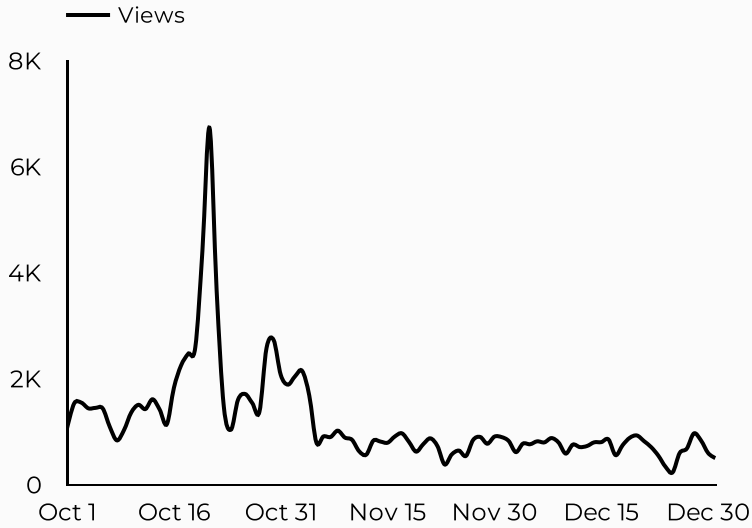
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Auto Skills

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
110,837	93,407	63,605	48,046	02:33	56%
↑ 9.3%	↑ 11.5%	↑ 7.3%	↑ 6.1%	↑ 12.7%	↑ 17.9%

Compared Y-o-Y

How is site traffic trending?

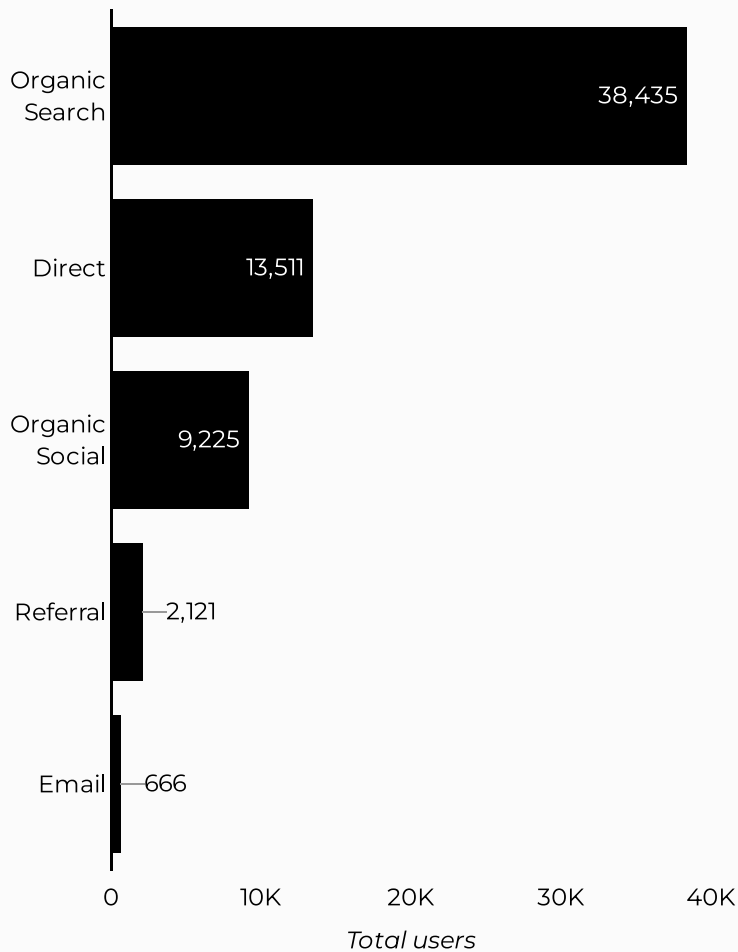


Top US Army Installations

Sorted by Total Users

Installation	Total users
moore.armymwr.com	13,194
stewarhunter.armymwr.com	11,794
liberty.armymwr.com	2,716
cavazos.armymwr.com	2,655
kaiserslautern.armymwr.com	2,628
hawaii.armymwr.com	2,040
jblm.armymwr.com	1,954
campbell.armymwr.com	1,925
grafenwoehr.armymwr.com	1,747
wiesbaden.armymwr.com	1,738

Which channels are driving traffic?



What are the top sources?

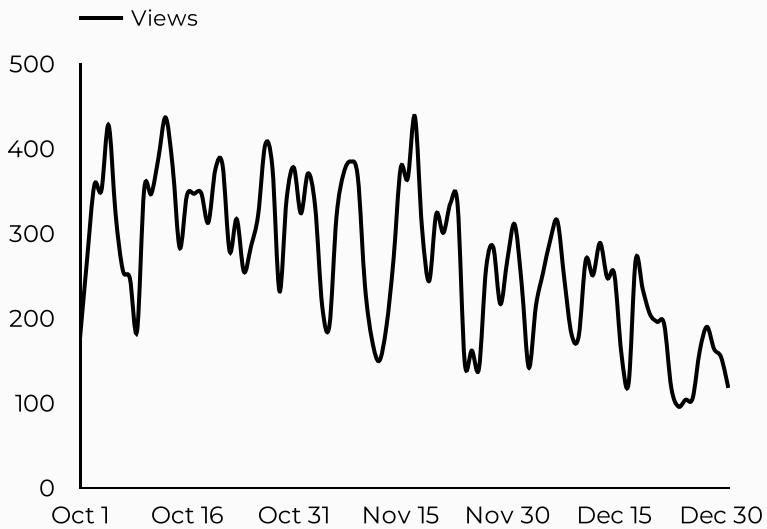
Session source	Total users
google	36,384
(direct)	13,511
m.facebook.com	6,025
lm.facebook.com	2,038
bing	1,208
l.facebook.com	1,013
LOCALiQ	666
duckduckgo	486
home.army.mil	421
visitaugusta.com	389



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
24,758	20,142	16,354	7,943	02:09	70%
↓ -10.2%	↓ -8.4%	↓ -7.4%	↓ -13.0%	↑ 13.6%	↑ 136.3%

Compared Y-o-Y

How is site traffic trending?

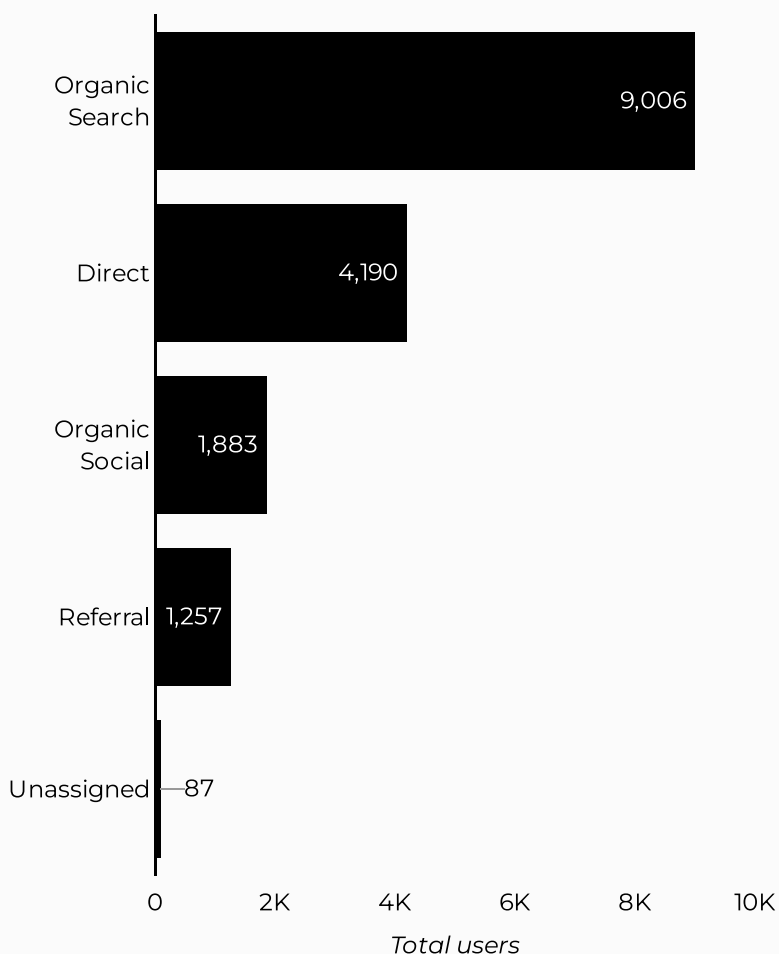


Top US Army Installations

Sorted by Total Users

Installation	Total users
humphreys.armymwr.com	2,293
www.armymwr.com	2,256
jblm.armymwr.com	1,043
cavazos.armymwr.com	1,019
stewarhunter.armymwr.com	1,017
liberty.armymwr.com	804
bliss.armymwr.com	677
hawaii.armymwr.com	588
drum.armymwr.com	485
stuttgart.armymwr.com	468

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	8,265
(direct)	4,190
m.facebook.com	1,043
home.army.mil	590
bing	559
l.facebook.com	350
lm.facebook.com	277
linktr.ee	246
facebook.com	107
l.instagram.com	91



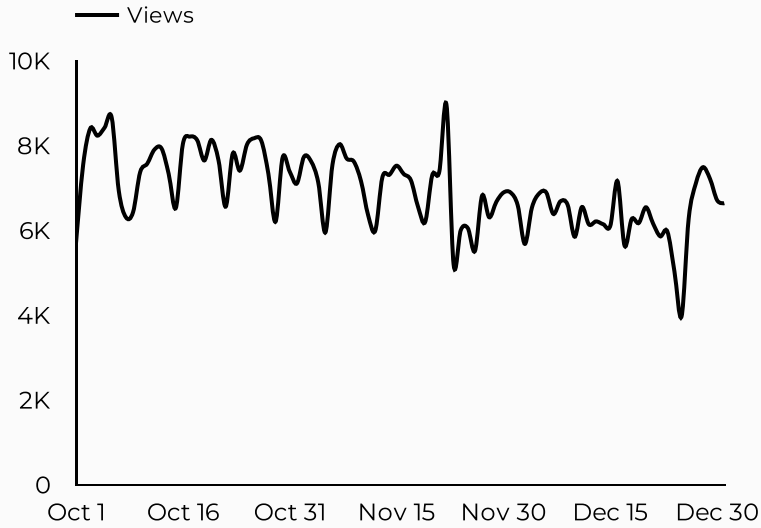
ARMY MWR

Food and Beverage

Views 639,150 ↑ 1.1%	Sessions 489,128 ↑ 0.4%	Total users 366,201 ↑ 3.5%	New users 258,844 ↑ 1.4%	Avg. Session Time 02:41 ↑ 13.3%	Engagement rate 67% ↑ 46.1%
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Compared Y-o-Y

How is site traffic trending?

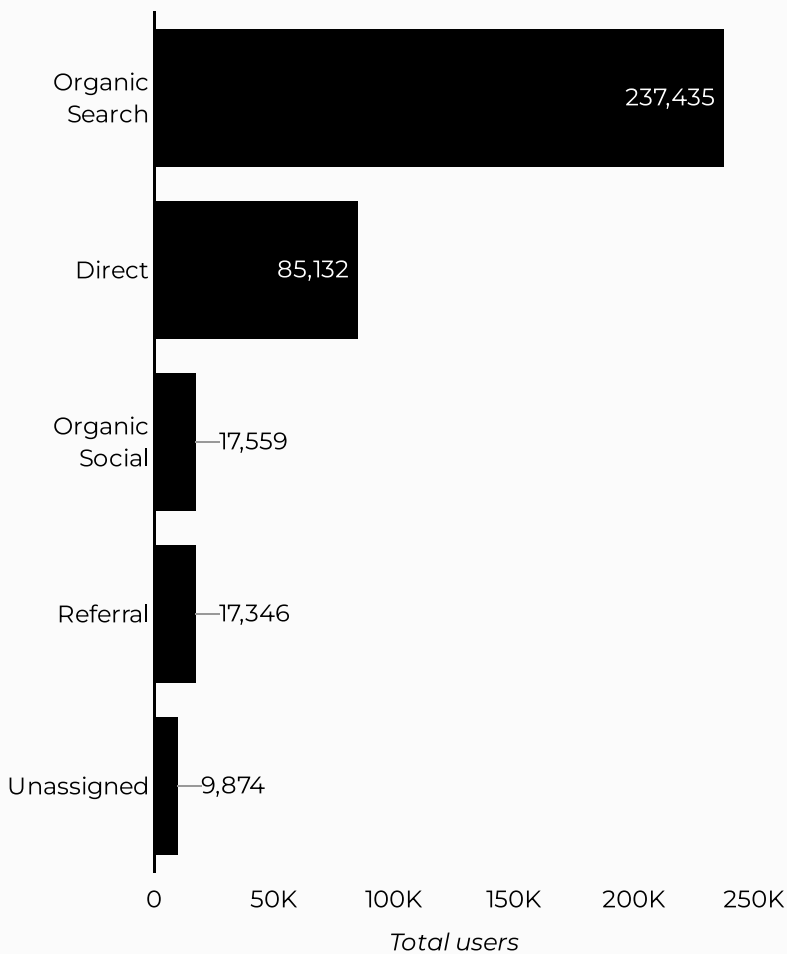


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	57,531
cavazos.armymwr.com	22,165
moore.armymwr.com	21,215
belvoir.armymwr.com	15,863
carlisle.armymwr.com	13,736
liberty.armymwr.com	12,259
grafenwoehr.armymwr.com	11,693
hawaii.armymwr.com	10,206
stewarhunter.armymwr.com	9,500
zama.armymwr.com	9,285

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	220,006
(direct)	85,132
m.facebook.com	11,183
bing	10,856
referral	8,598
yahoo	3,391
home.army.mil	3,276
l.facebook.com	2,958
duckduckgo	2,928
lm.facebook.com	2,830



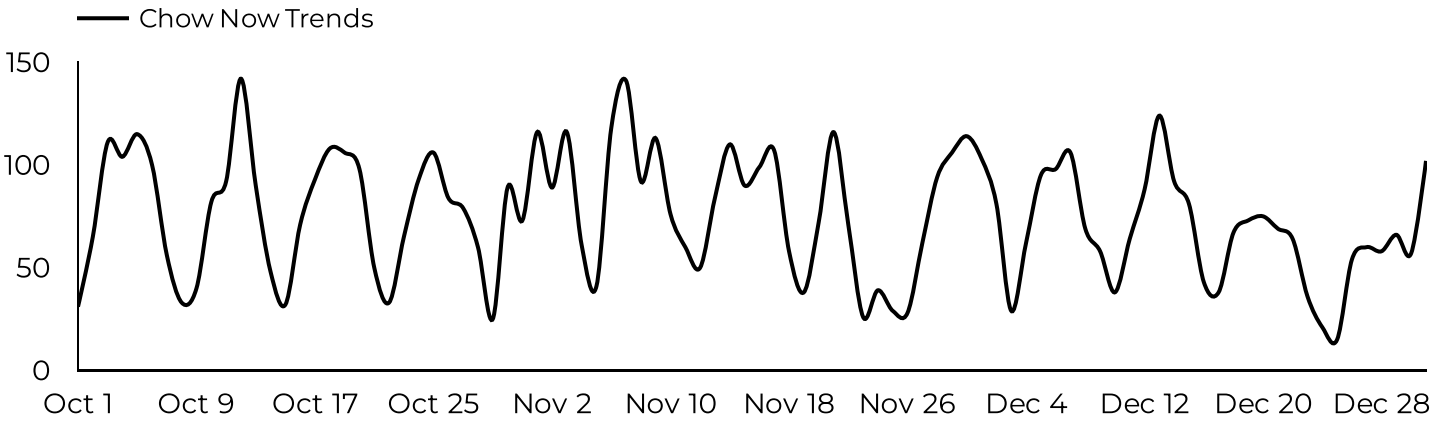
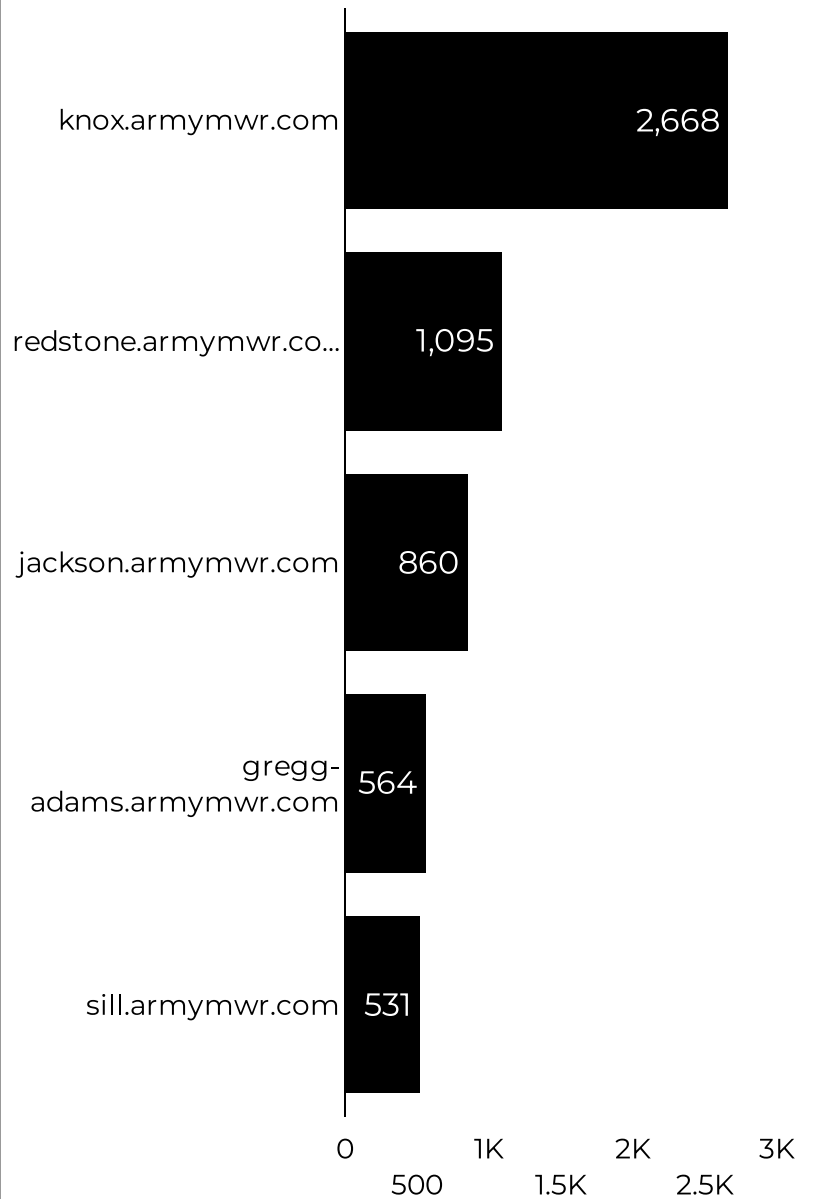
Chow Now Link Clicks

6,876

Top installations

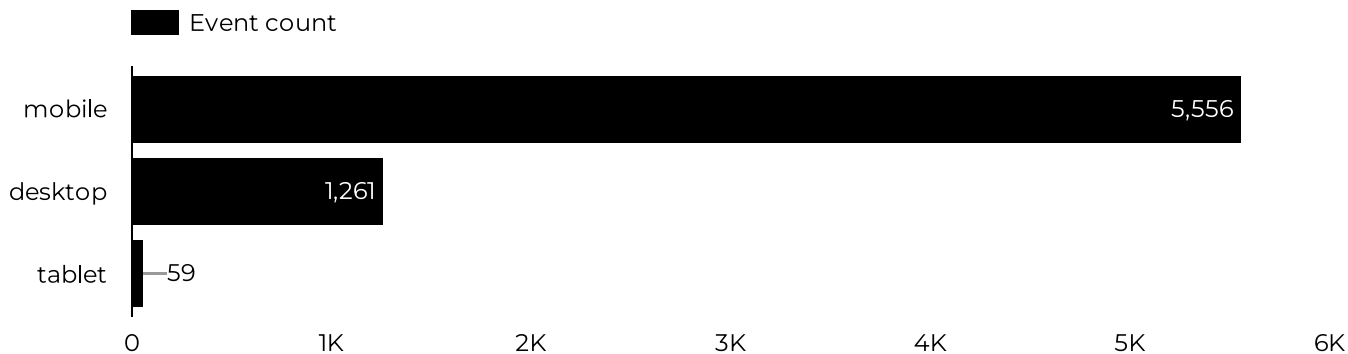
Top installations with the highest number of Chow Now link clicks on pages.

Clicks on Chow Now Links.



Which devices are driving engagement?

Do people order on mobile or desktop?





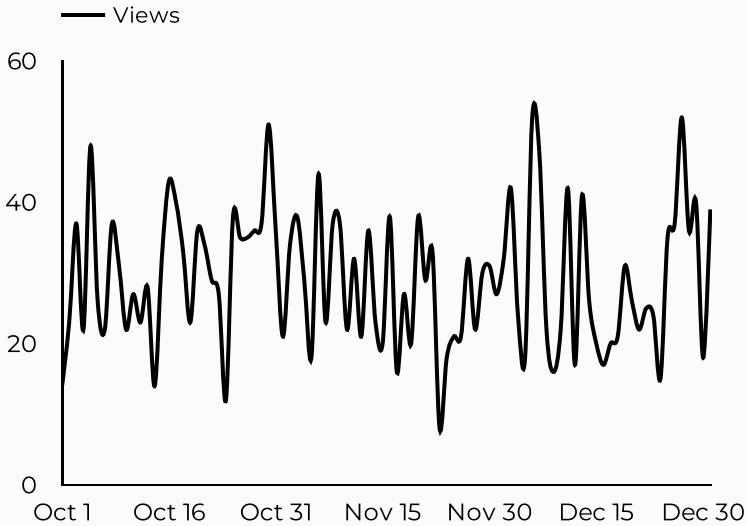
ARMY MWR

Healthy Army Communities (HAC)

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,676	2,215	1,737	1,398	02:47	64%
↑ 3.4%	↓ -3.3%	↓ -1.1%	↓ -4.0%	↑ 3.1%	↑ 13.6%

Compared Y-o-Y

How is site traffic trending?

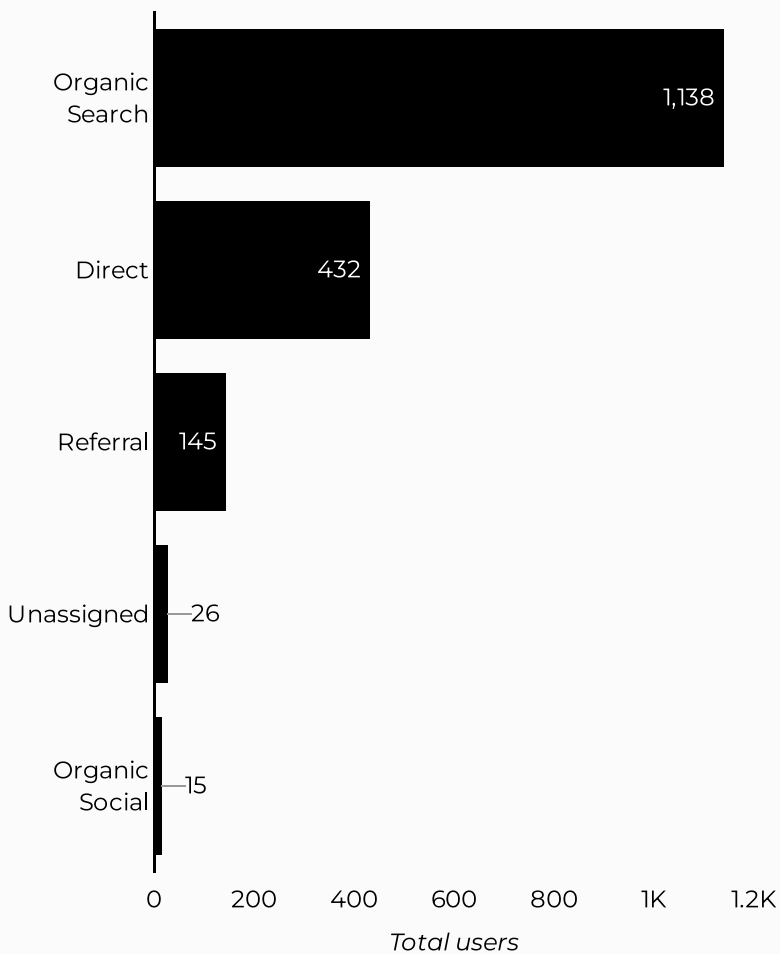


Top US Army Installations

Sorted by Total Users

Installation	Total users
hunterliggett.armymwr.com	1,441
www.armymwr.com	125
humphreys.armymwr.com	55
bliss.armymwr.com	31
stewarhunter.armymwr.com	25
eisenhower.armymwr.com	21
sill.armymwr.com	16
hohenfels.armymwr.com	5
drum.armymwr.com	4
wiesbaden.armymwr.com	4

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,051
(direct)	432
home.army.mil	102
bing	50
referral	25
duckduckgo	24
mymilitarynetwork.org	12
yahoo	11
l.facebook.com	7
m.facebook.com	5



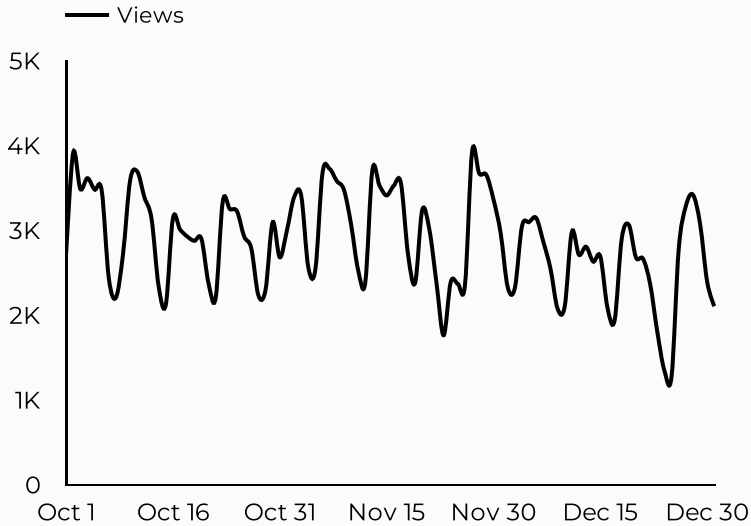
ARMY MWR

Leisure Travel

Views 263,683 ↑ 1.2%	Sessions 196,246 ↓ -0.1%	Total users 143,137 ↑ 2.2%	New users 88,796 ↑ 1.5%	Avg. Session Time 02:47 ↑ 9.3%	Engagement rate 75% ↑ 54.0%
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Compared Y-o-Y

How is site traffic trending?

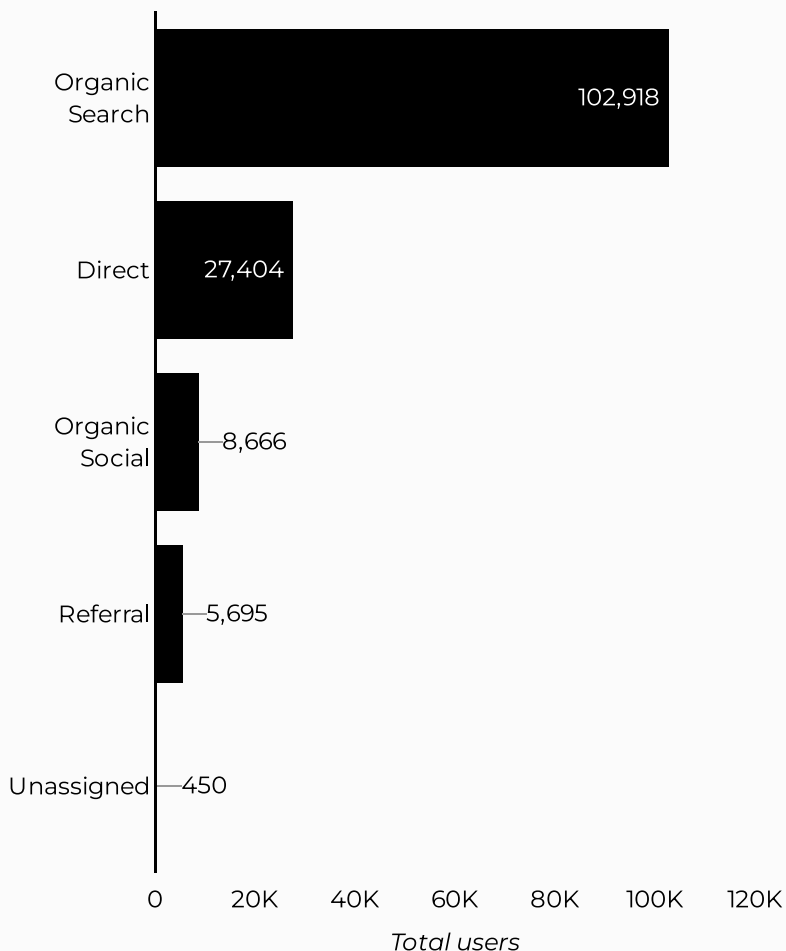


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	11,213
belvoir.armymwr.com	10,433
jblm.armymwr.com	9,854
redstone.armymwr.com	8,282
liberty.armymwr.com	7,866
hawaii.armymwr.com	7,576
moore.armymwr.com	6,793
cavazos.armymwr.com	5,341
stewarhunter.armymwr.com	5,077
jackson.armymwr.com	4,838

Which channels are driving traffic?



What are the top sources?

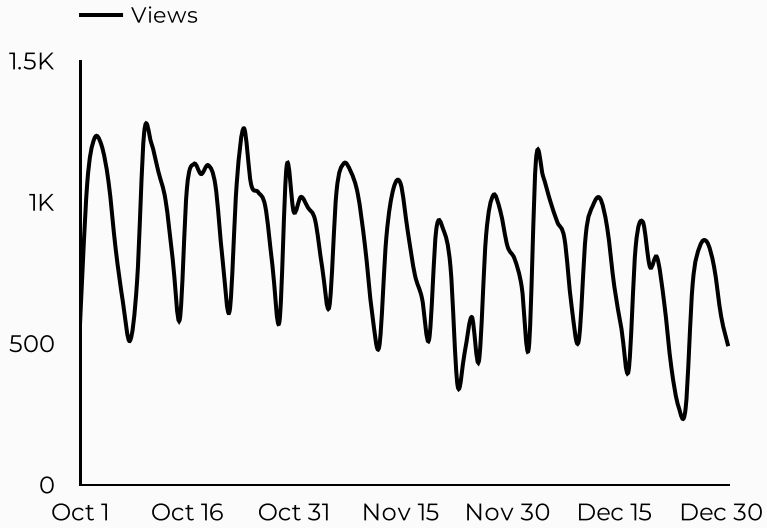
Session source	Total users
google	95,208
(direct)	27,404
m.facebook.com	5,899
bing	5,267
home.army.mil	2,479
yahoo	1,678
lm.facebook.com	1,334
l.facebook.com	1,254
duckduckgo	1,234
militaryonesource.mil	543



Views 77,001 ↑ 2.5%	Sessions 60,156 ↑ 4.5%	Total users 38,824 ↑ 3.2%	New users 26,510 ↑ 0.8%	Avg. Session Time 02:28 ↑ 7.3%	Engagement rate 62% ↑ 42.8%
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Compared Y-o-Y

How is site traffic trending?

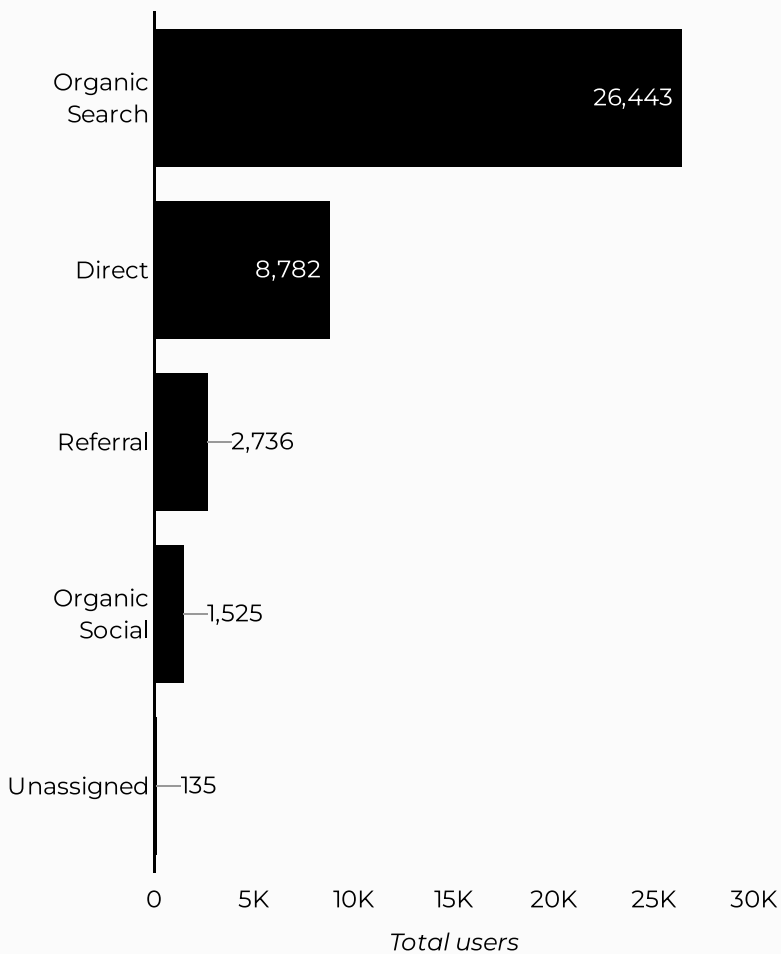


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	5,346
www.armymwr.com	3,486
liberty.armymwr.com	2,779
campbell.armymwr.com	1,760
humphreys.armymwr.com	1,550
hawaii.armymwr.com	1,445
knox.armymwr.com	1,388
cavazos.armymwr.com	1,169
stuttgart.armymwr.com	1,124
wiesbaden.armymwr.com	1,122

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	24,458
(direct)	8,782
bing	1,306
mwrlibrary.armybiznet.com	844
m.facebook.com	835
army.dodmwrlibraries.org	675
l.facebook.com	449
duckduckgo	376
home.army.mil	323
yahoo	312



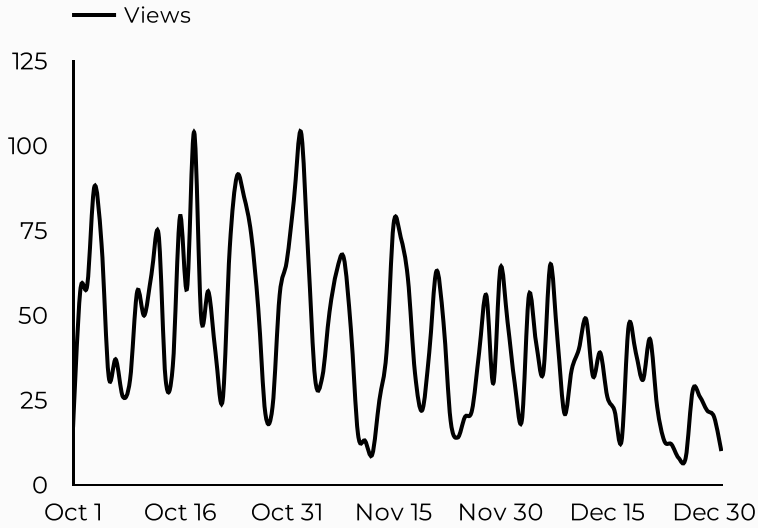
ARMY MWR

Adventure Programs

Views 3,945 ↓ -2.0%	Sessions 3,337 ↑ 3.1%	Total users 2,716 ↑ 7.1%	New users 1,424 ↑ 14.9%	Avg. Session Time 02:11 ↓ -4.3%	Engagement rate 66% ↑ 114.4%
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Compared Y-o-Y

How is site traffic trending?

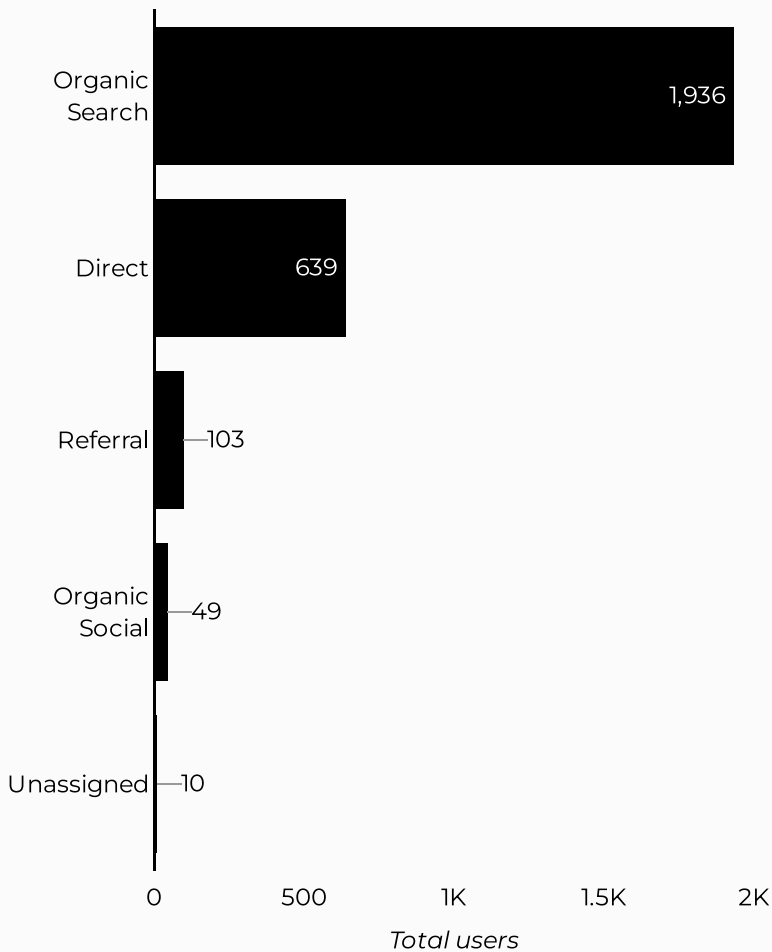


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	1,007
liberty.armymwr.com	388
jblm.armymwr.com	350
stewarthunter.armymwr.com	154
carson.armymwr.com	133
moore.armymwr.com	119
drum.armymwr.com	103
campbell.armymwr.com	97
casey.armymwr.com	90
riley.armymwr.com	77

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	1,723
(direct)	639
bing	148
home.army.mil	42
duckduckgo	35
m.facebook.com	24
yahoo	21
l.facebook.com	18
mybaseguide.com	11
(not set)	10



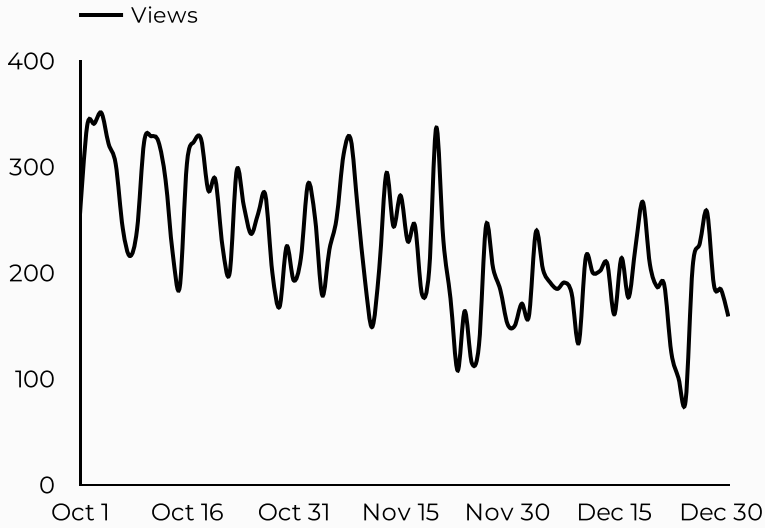
ARMY MWR

Equipment Rental

Views 20,686 ↓ -5.4%	Sessions 17,891 ↓ -4.0%	Total users 12,516 ↓ -7.9%	New users 5,294 ↓ -6.1%	Avg. Session Time 02:51 ↑ 15.5%	Engagement rate 71% ↑ 145.7%
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Compared Y-o-Y

How is site traffic trending?

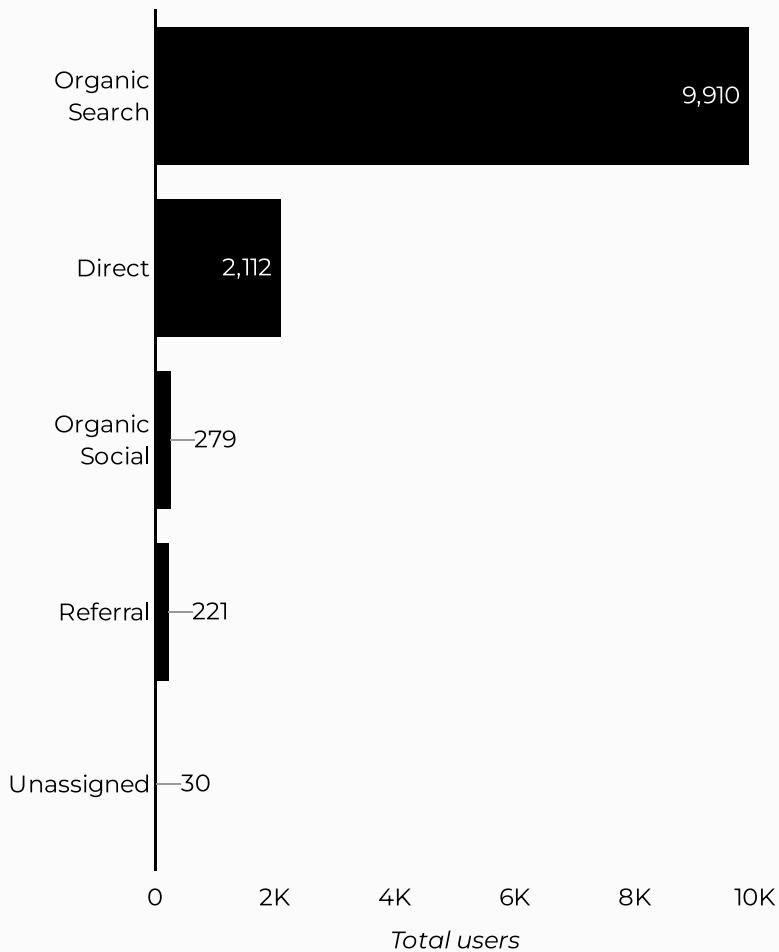


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	2,811
liberty.armymwr.com	2,389
cavazos.armymwr.com	1,491
knox.armymwr.com	911
redstone.armymwr.com	807
riley.armymwr.com	679
humphreys.armymwr.com	522
sill.armymwr.com	507
grafenwoehr.armymwr.com	424
eisenhower.armymwr.com	417

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	9,322
(direct)	2,112
bing	351
m.facebook.com	167
duckduckgo	125
yahoo	107
home.army.mil	93
l.facebook.com	80
(not set)	30
lm.facebook.com	27



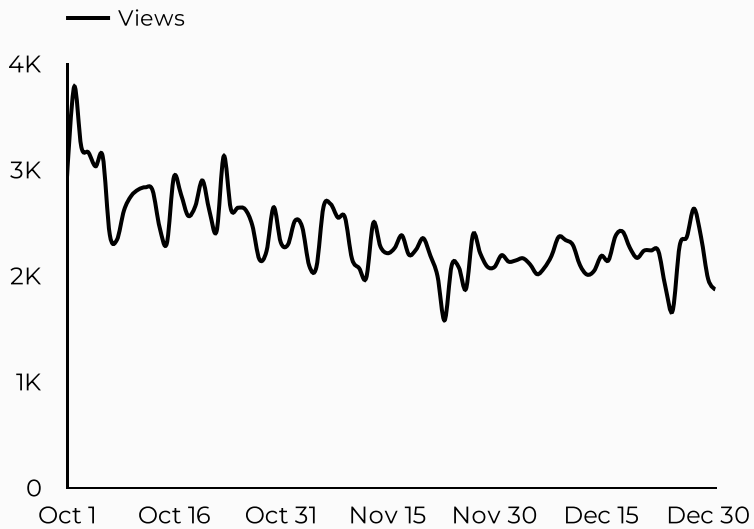
ARMY MWR

Recreational Lodging

Views 219,072 ↓ -10.0%	Sessions 178,126 ↓ -9.5%	Total users 127,551 ↓ -8.3%	New users 88,350 ↓ -12.5%	Avg. Session Time 02:51 ↑ 9.3%	Engagement rate 71% ↑ 42.0%
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Compared Y-o-Y

How is site traffic trending?

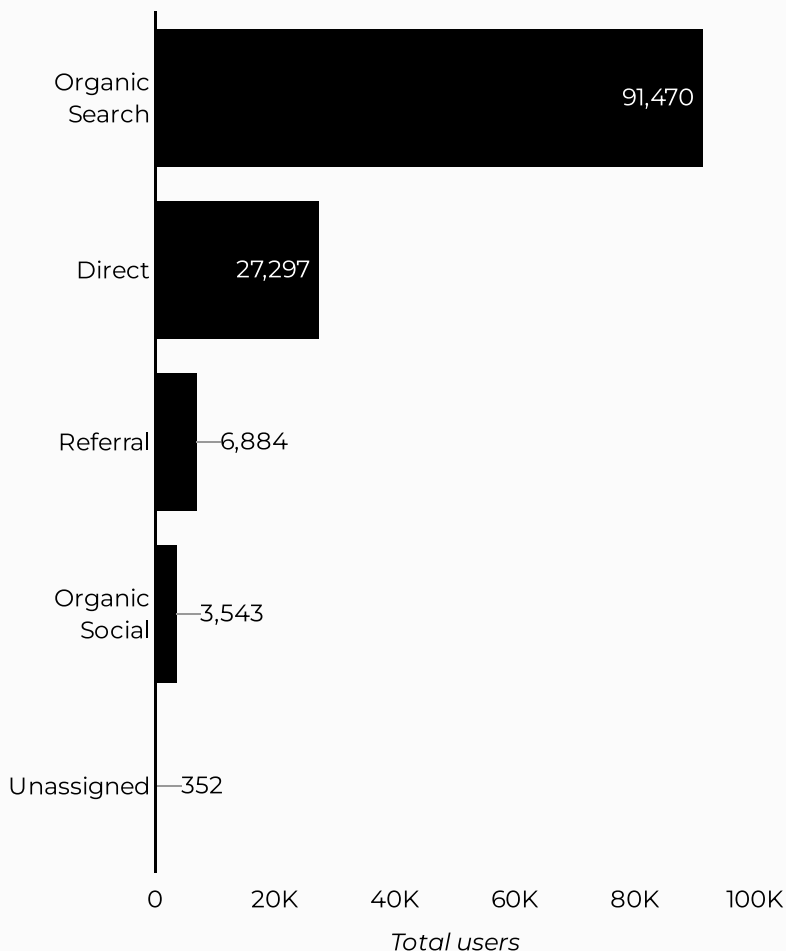


Top US Army Installations

Sorted by Total Users

Installation	Total users
cavazos.armymwr.com	19,169
jackson.armymwr.com	8,464
moore.armymwr.com	8,006
belvoir.armymwr.com	7,082
liberty.armymwr.com	6,013
redstone.armymwr.com	4,405
kaiserslautern.armymwr.com	4,210
jblm.armymwr.com	4,113
meade.armymwr.com	4,039
mccoy.armymwr.com	3,756

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	86,102
(direct)	27,297
bing	3,625
m.facebook.com	2,061
home.army.mil	1,350
yahoo	1,097
campgrounds.rvlife.com	1,022
duckduckgo	998
militarycampgrounds.us	942
l.facebook.com	814



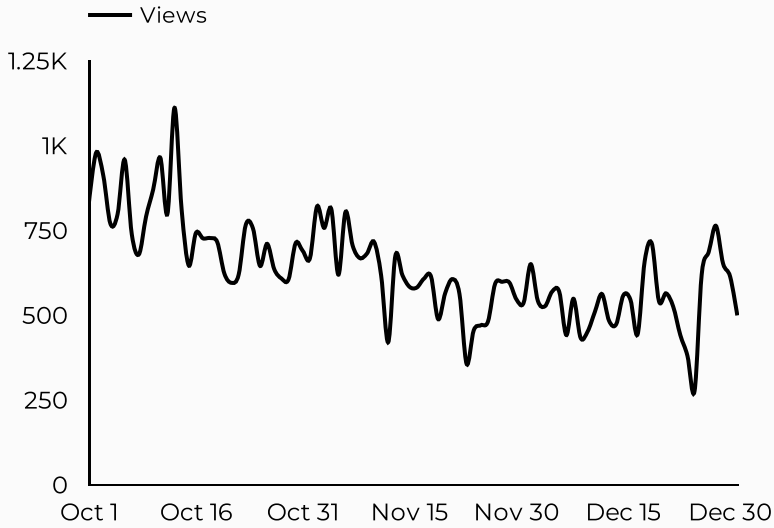
ARMY MWR

Aquatics

Views 58,667 ↑ 6.2%	Sessions 48,727 ↑ 10.9%	Total users 35,136 ↑ 7.1%	New users 18,645 ↑ 9.6%	Avg. Session Time 02:13 ↑ 2.1%	Engagement rate 67% ↑ 106.4%
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Compared Y-o-Y

How is site traffic trending?

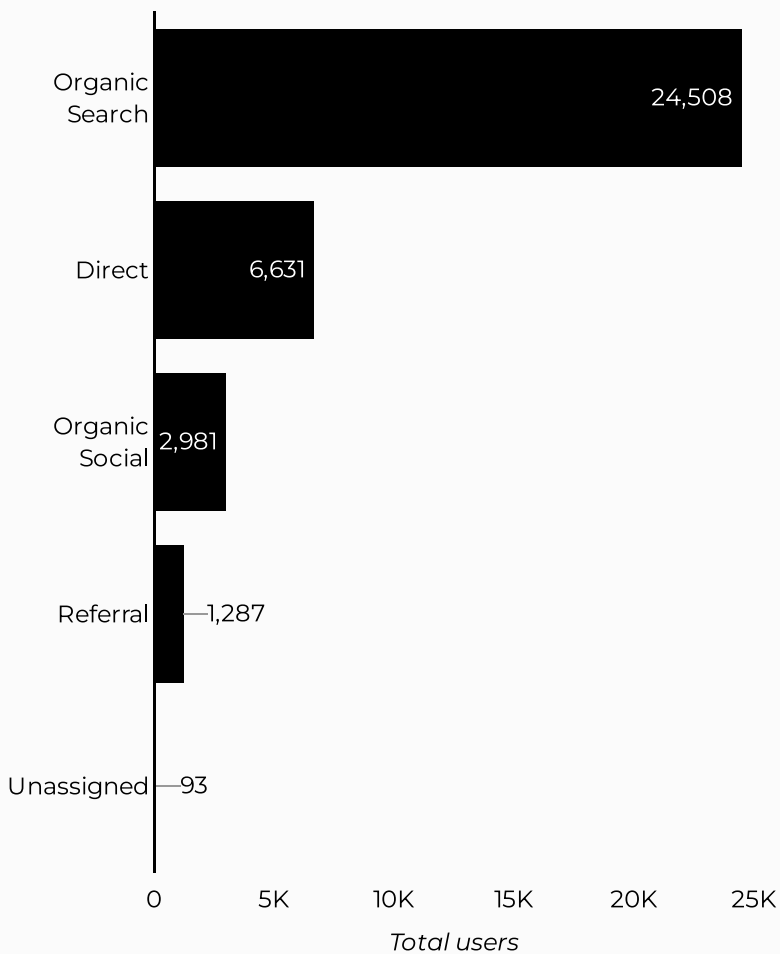


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	5,445
humphreys.armymwr.com	2,859
liberty.armymwr.com	2,695
hawaii.armymwr.com	1,684
cavazos.armymwr.com	1,659
huachuca.armymwr.com	1,518
knox.armymwr.com	1,478
bliss.armymwr.com	1,429
campbell.armymwr.com	1,350
drum.armymwr.com	1,338

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	22,981
(direct)	6,631
m.facebook.com	1,922
bing	893
home.army.mil	549
lm.facebook.com	518
l.facebook.com	485
duckduckgo	304
yahoo	231
(not set)	89



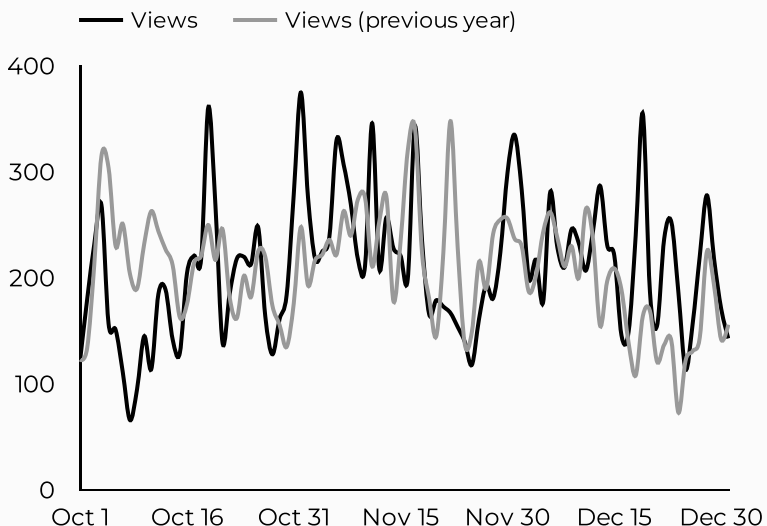
ARMY MWR

All Army Sports

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
19,373	9,705	7,879	5,454	02:26	66%
↑ 1.4%	↓ -14.6%	↓ -11.4%	↓ -28.0%	↑ 13.6%	↑ 43.0%

Compared Y-o-Y

How is site traffic trending?

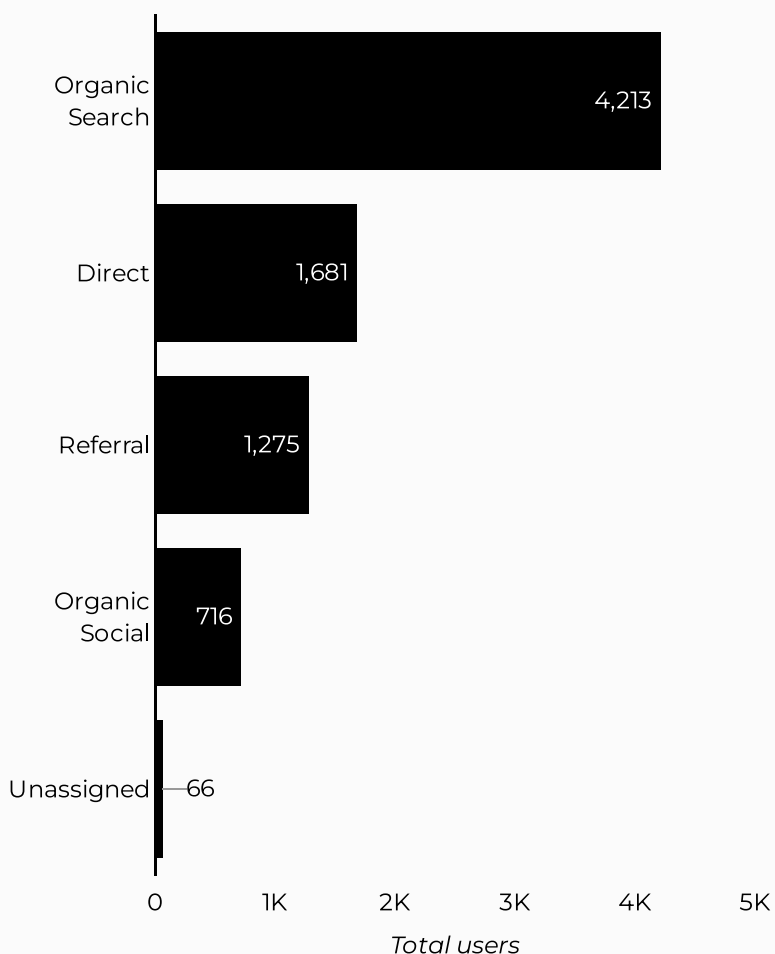


How many athletes started an application?

Link clicks to start an application.

URL	Total
https://cloud.mwr.army.mil/apptrac/atwsc/apptrac.wsc/wb1000.html?wbsi=9dddee6a-1fd6-2f9b-af14-5e265017e3ae&wbp=1&wbsi=af2680c-148f-a095-2a14-	705
https://cloud.mwr.army.mil/atwsc/apptrac.wsc/wb1000.html?wbsi=d9d192b4-5bcb-0d92-6514-bfd4a87ddd3a&w	510
https://cloud.mwr.army.mil/atwsc/apptrac.wsc/wb1000.html?wbsi=a3305b5e-e793-2fa8-b414-64d9841a434f&w	409
http://www.armedforcessports.com/	344
Grand total	2,746

Which channels are driving traffic?



What are the top sources?

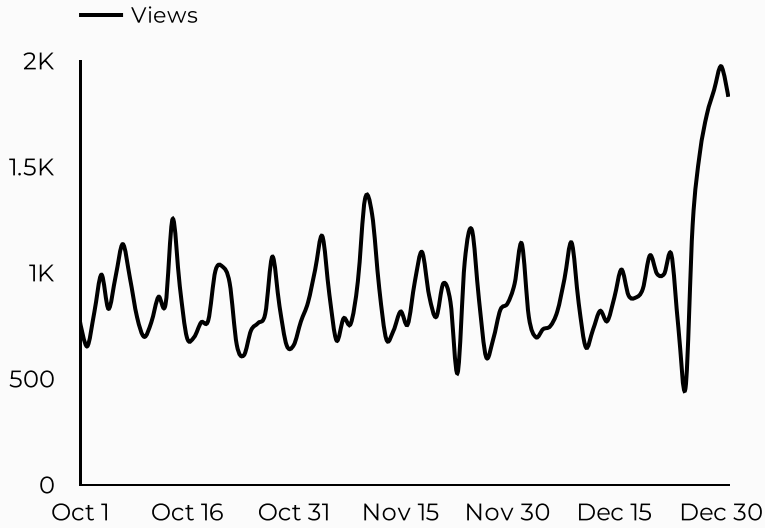
Session source	Total users...	% Δ
google	3,865	-33.5% ↓
(direct)	1,681	14.1% ↑
armywcap.com	553	26.3% ↑
armedforcessports.defens...	476	-12.0% ↓
m.facebook.com	441	255.6% ↑
bing	268	10.3% ↑
cloud.mwr.army.mil	94	-13.8% ↓
l.instagram.com	90	718.2% ↑
lm.facebook.com	82	583.3% ↑
l.facebook.com	69	137.9% ↑



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
84,745	71,364	52,321	38,162	02:19	62%
↓ -2.8%	↓ -2.9%	↓ -3.8%	↓ -4.1%	↑ 8.2%	↑ 38.1%

Compared Y-o-Y

How is site traffic trending?

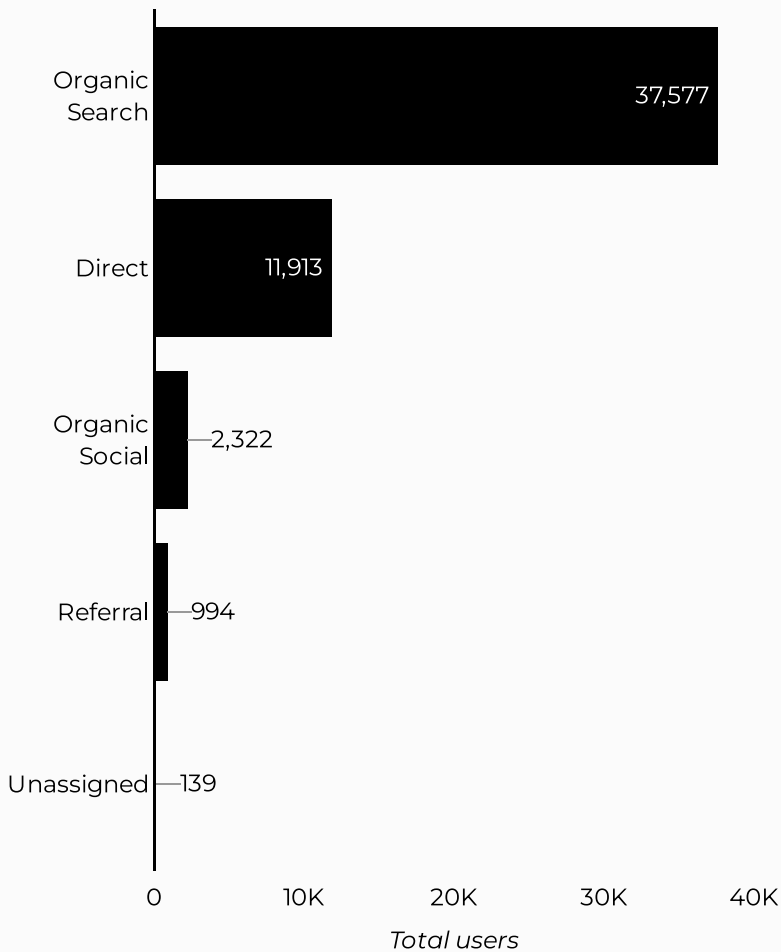


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	3,916
campbell.armymwr.com	3,611
stuttgart.armymwr.com	2,488
stewarhunter.armymwr.com	2,457
jbmhh.armymwr.com	2,400
liberty.armymwr.com	2,189
redstone.armymwr.com	2,171
knox.armymwr.com	2,084
belvoir.armymwr.com	2,045
bliss.armymwr.com	1,913

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	35,719
(direct)	11,913
m.facebook.com	1,457
bing	1,139
l.facebook.com	485
home.army.mil	339
lm.facebook.com	330
yahoo	317
duckduckgo	287
(not set)	124



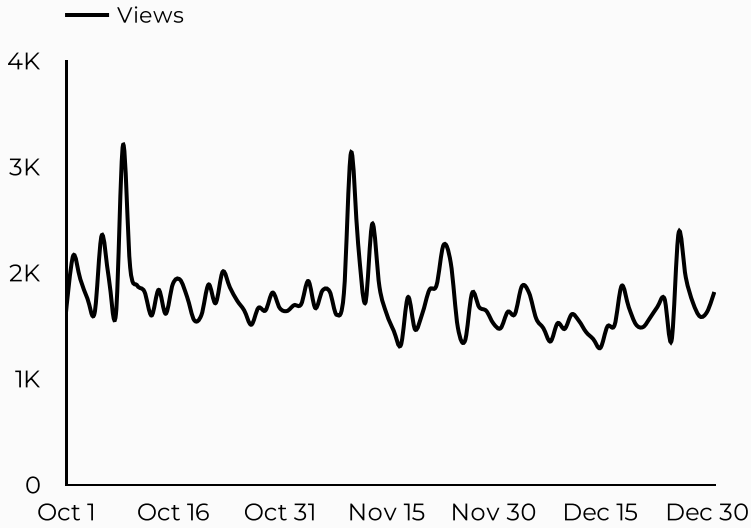
ARMY MWR

Fitness Centers

Views 161,139 ↓ -1.5%	Sessions 131,103 ↑ 2.3%	Total users 90,325 ↓ -1.4%	New users 63,490 ↓ -0.5%	Avg. Session Time 02:31 ↑ 13.8%	Engagement rate 60% ↑ 39.3%
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Compared Y-o-Y

How is site traffic trending?

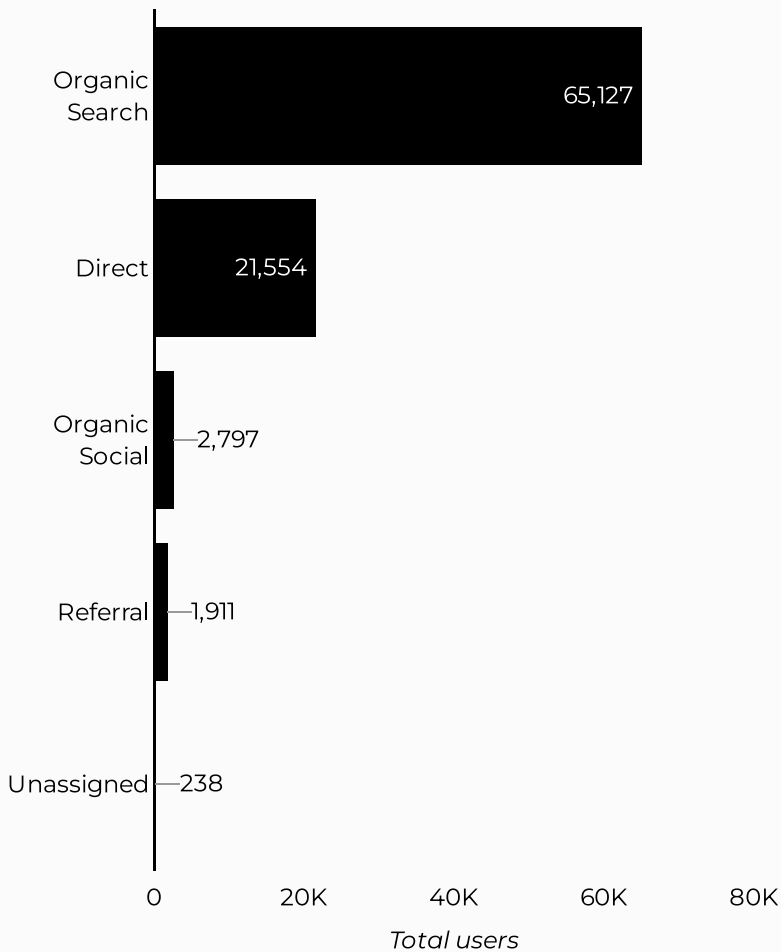


Top US Army Installations

Sorted by Total Users

Installation	Total users
liberty.armymwr.com	7,067
jblm.armymwr.com	6,248
cavazos.armymwr.com	6,140
humphreys.armymwr.com	5,990
campbell.armymwr.com	5,380
carson.armymwr.com	4,971
hawaii.armymwr.com	3,858
moore.armymwr.com	3,646
bliss.armymwr.com	3,509
meade.armymwr.com	3,141

Which channels are driving traffic?



What are the top sources?

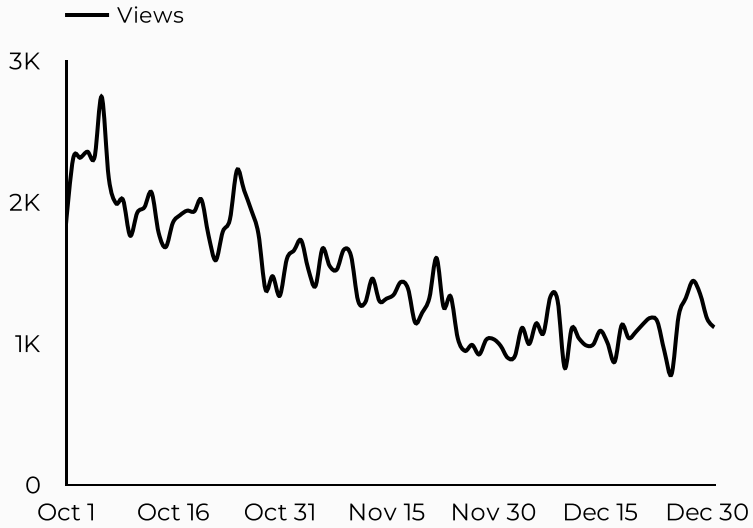
Session source	Total users
google	61,856
(direct)	21,554
bing	1,841
m.facebook.com	1,693
home.army.mil	916
duckduckgo	751
l.facebook.com	626
yahoo	519
lm.facebook.com	396
(not set)	234



Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
134,616	106,176	76,976	61,773	02:39	66%
↑ 17.2%	↑ 15.8%	↑ 17.3%	↑ 17.0%	↑ 1.7%	↑ 31.7%

Compared Y-o-Y

How is site traffic trending?

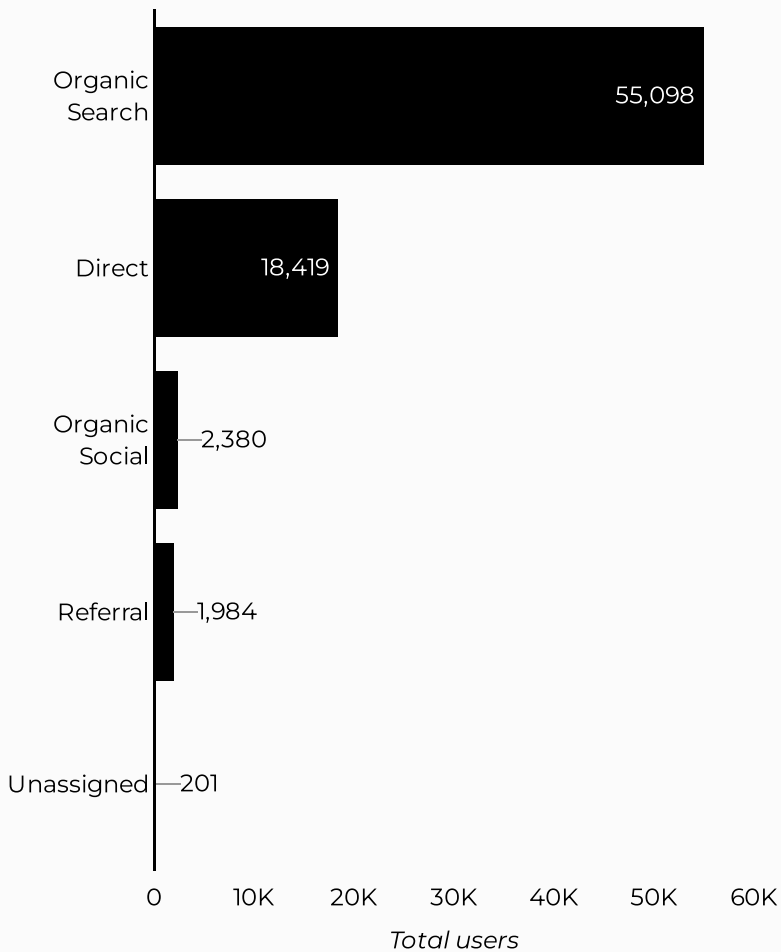


Top US Army Installations

Sorted by Total Users

Installation	Total users
hawaii.armymwr.com	7,821
jblm.armymwr.com	6,190
westpoint.armymwr.com	5,338
liberty.armymwr.com	4,456
jackson.armymwr.com	4,095
belvoir.armymwr.com	4,024
stewarhunter.armymwr.com	3,248
humphreys.armymwr.com	3,174
carson.armymwr.com	2,643
bliss.armymwr.com	2,475

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	51,039
(direct)	18,419
bing	2,259
m.facebook.com	1,456
yahoo	654
duckduckgo	540
lm.facebook.com	346
home.army.mil	308
l.facebook.com	293
(not set)	191



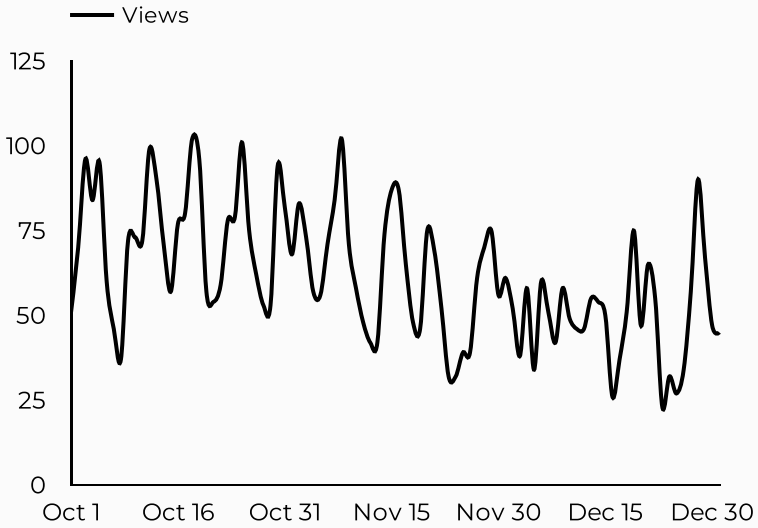
ARMY MWR

Intramural Sports

Views 5,669 ↑ 0.3%	Sessions 4,695 ↓ -3.6%	Total users 3,807 ↓ -6.0%	New users 1,279 ↓ -18.8%	Avg. Session Time 01:59 ↑ 21.3%	Engagement rate 80% ↑ 187.9%
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Compared Y-o-Y

How is site traffic trending?

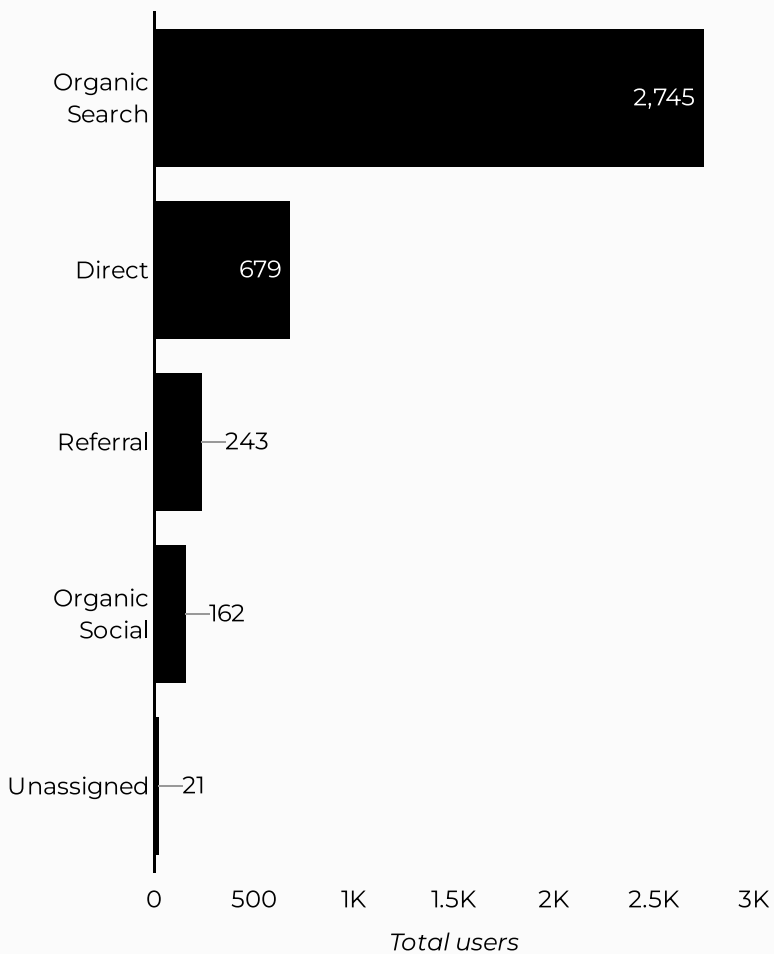


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	692
liberty.armymwr.com	586
www.armymwr.com	470
campbell.armymwr.com	306
hawaii.armymwr.com	282
cavazos.armymwr.com	279
carson.armymwr.com	271
johnson.armymwr.com	137
westpoint.armymwr.com	134
riley.armymwr.com	115

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	2,561
(direct)	679
bing	133
home.army.mil	107
m.facebook.com	95
armywcap.com	46
l.facebook.com	42
duckduckgo	28
yahoo	22
(not set)	12



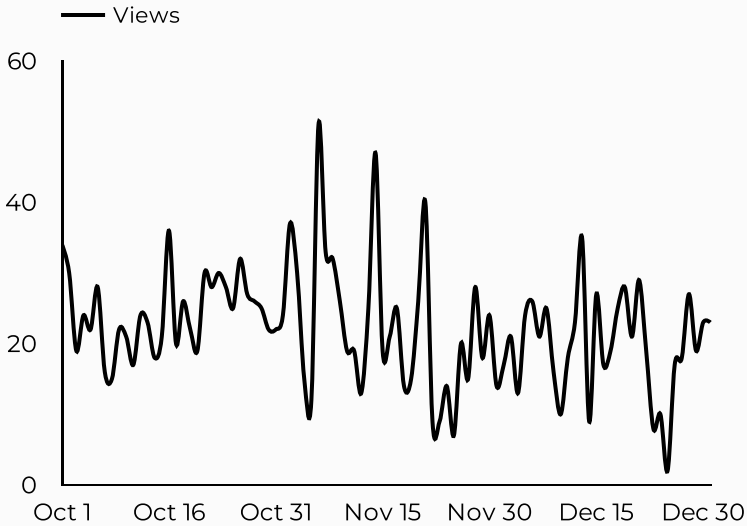
ARMY MWR

Strong BANDS

Views	Sessions	Total users	New users	Avg. Session Time	Engagement rate
2,043	1,584	1,477	258	01:33	89%
↑ 28.5%	↑ 20.6%	↑ 19.6%	↑ 2.0%	↑ 75.3%	↑ 760.8%

Compared Y-o-Y

How is site traffic trending?

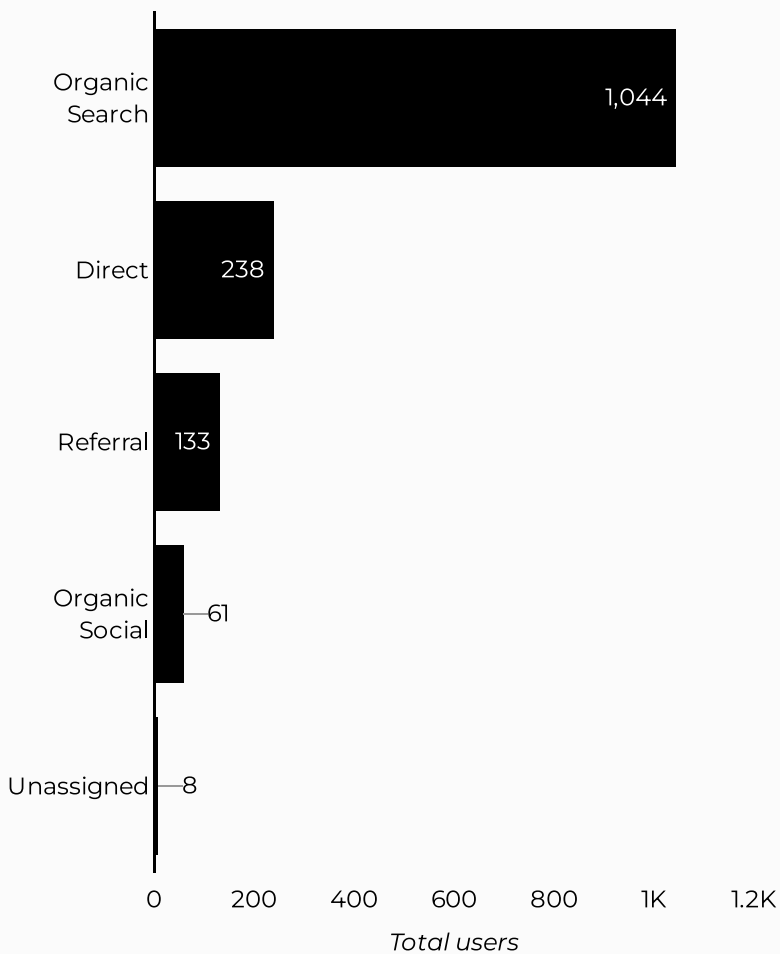


Top US Army Installations

Sorted by Total Users

Installation	Total users
www.armymwr.com	330
belvoir.armymwr.com	105
humphreys.armymwr.com	76
wiesbaden.armymwr.com	60
leonardwood.armymwr.com	58
hawaii.armymwr.com	53
redstone.armymwr.com	49
carson.armymwr.com	48
moore.armymwr.com	41
knox.armymwr.com	39

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	965
(direct)	238
home.army.mil	61
bing	51
m.facebook.com	36
l.facebook.com	21
yahoo	12
hprc-online.org	10
duckduckgo	8
(not set)	7



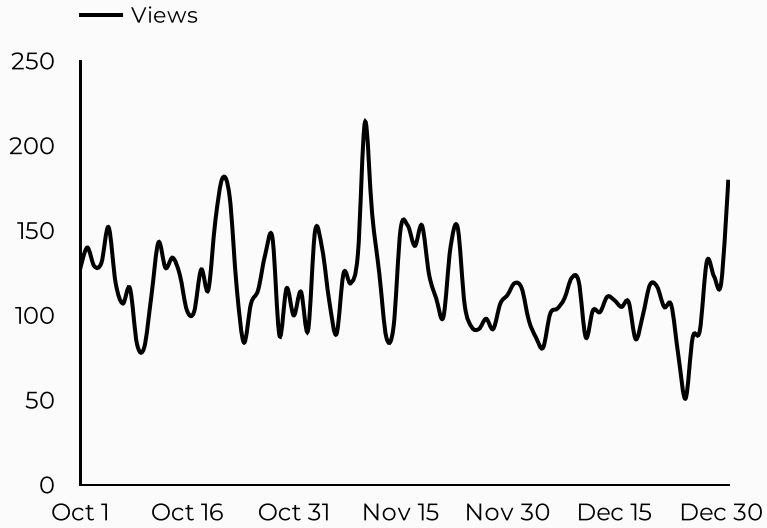
ARMY MWR

Warrior Zone

Views 10,733 ↓ -7.0%	Sessions 9,253 ↓ -6.7%	Total users 7,037 ↓ -4.7%	New users 4,153 ↓ -8.0%	Avg. Session Time 02:02 ↓ -3.3%	Engagement rate 69% ↑ 73.7%
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Compared Y-o-Y

How is site traffic trending?

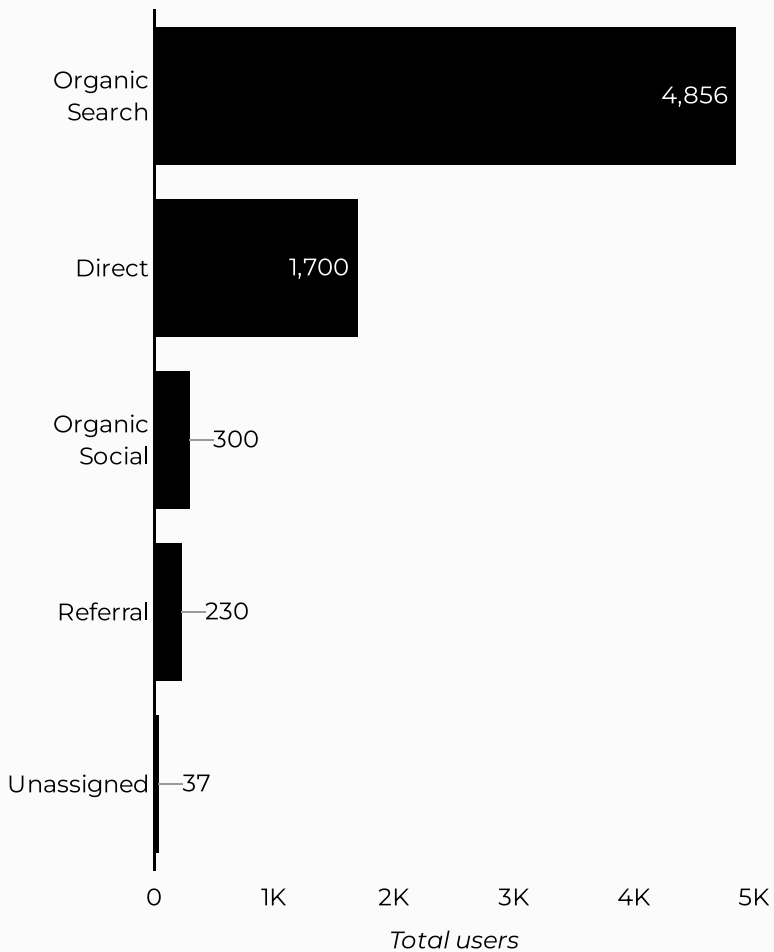


Top US Army Installations

Sorted by Total Users

Installation	Total users
jblm.armymwr.com	2,159
campbell.armymwr.com	1,103
wainwright.armymwr.com	934
riley.armymwr.com	909
humphreys.armymwr.com	578
italy.armymwr.com	521
grafenwoehr.armymwr.com	246
irwin.armymwr.com	129
wiesbaden.armymwr.com	128
baumholder.armymwr.com	103

Which channels are driving traffic?



What are the top sources?

Session source	Total us...
google	4,594
(direct)	1,700
bing	194
m.facebook.com	158
home.army.mil	144
l.facebook.com	63
lm.facebook.com	54
duckduckgo	36
(not set)	32
mybaseguide.com	28

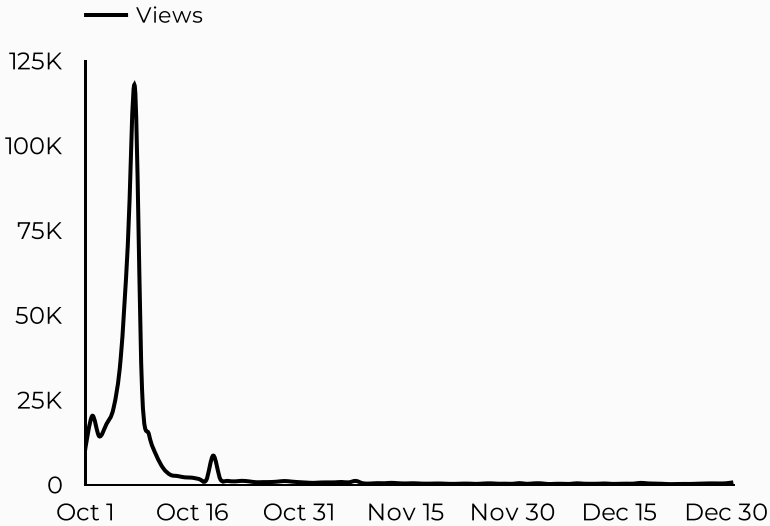


ARMY MWR

Army Ten Miler (ATM)

Views 430,645 ↑ 59.1%	Sessions 198,348 ↑ 54.6%	Total users 101,052 ↑ 49.2% Compared Y-o-y	New users 92,174 ↑ 36.7%	Engagement rate 58% ↑ 0.8%
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How is site traffic trending?

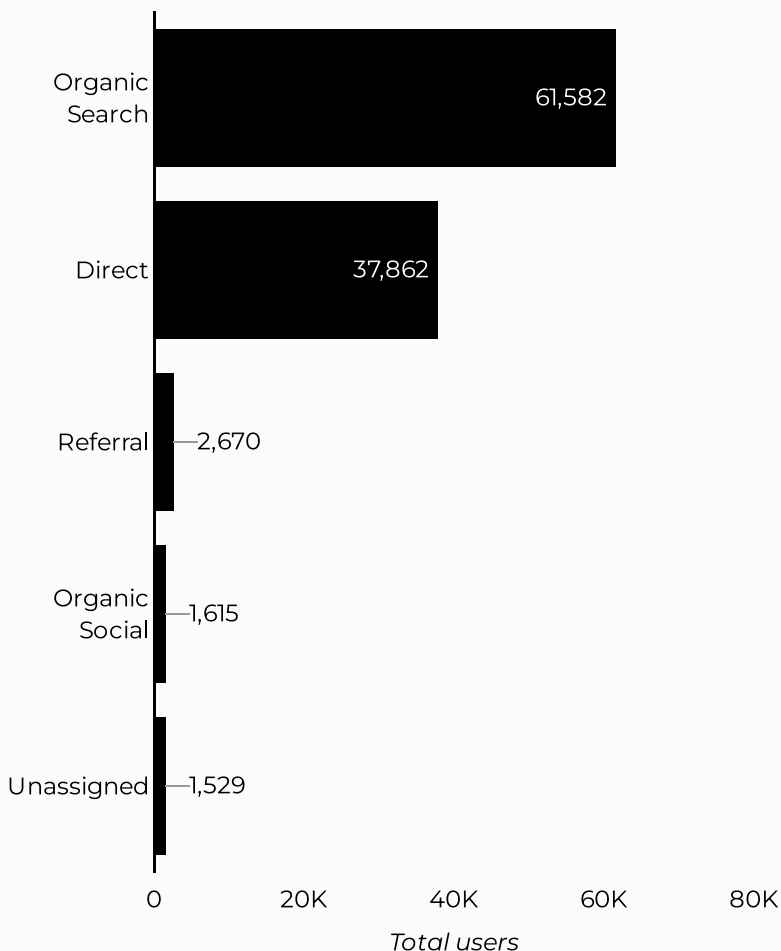


Top Pages

Sorted by Total Users

Page title	Total users
Army Ten Miler	62,801
Results :: Army Ten-Miler	26,980
The Course :: Army Ten-Miler	20,592
In-Person Race :: Army Ten-Miler	17,552
Race Day Schedule :: Army Ten-Miler	16,609
Arrive & Depart :: Army Ten-Miler	14,520
Wave Start & Scoring :: Army Ten-Miler	11,130
ATM Virtual Awards Ceremony :: Army Ten-Miler	10,290
Packet Pickup :: Army Ten-Miler	10,189

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	57,920
(direct)	37,862
bing	2,128
(not set)	1,529
yahoo	796
m.facebook.com	785
mybestruns.com	764
duckduckgo	731
runguides.com	337
l.facebook.com	311



ARMY MWR World Class Athlete Program (WCAP)

Views
39,600
↑ 32.8%

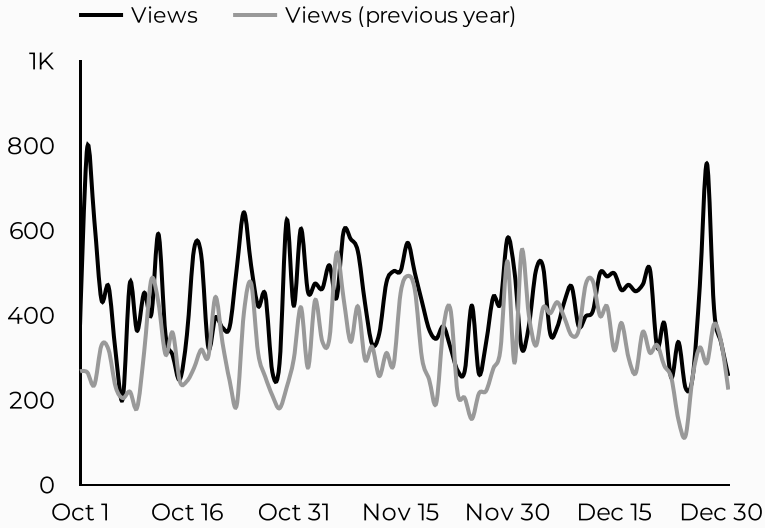
Sessions
18,184
↑ 37.1%

Total users
14,688
↑ 38.4%
Compared Y-o-y

New users
14,515
↑ 38.2%

Engagement rate
61%
↑ 2.8%

How is site traffic trending?

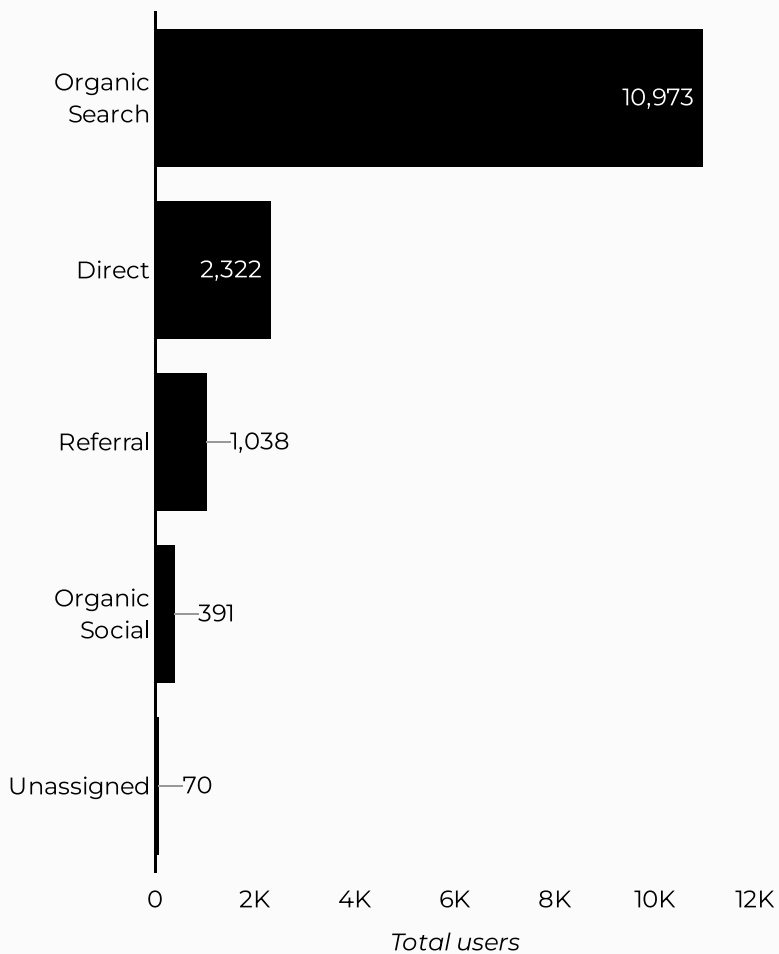


Top WCAP Pages

Sorted by Total Users

Page title	Total users
Home :: WCAP	3,471
Boxing :: WCAP	2,596
Wrestling :: WCAP	2,200
Entry Standards & Apply :: WCAP	2,096
About :: WCAP	1,393
Track & Field :: WCAP	1,314
SSG Morgan McIntosh :: WCAP	736
PFC Kamal Bey :: WCAP	606
Soldiers :: WCAP	469
High Performance Team :: WCAP	440

Which channels are driving traffic?



What are the top sources?

Session source	Total users
google	10,469
(direct)	2,322
goarmy.com	611
bing	304
m.facebook.com	151
armymwr.com	105
duckduckgo	81
(not set)	70
facebook.com	67
l.facebook.com	60



	Search	Total Searches	Total users	Search count per user	Bounce rate
1.	disney	408	353	1.16	82.97%
2.	tickets	364	298	1.22	84.98%
3.	golf	340	214	1.6	80.6%
4.	travel	299	97	3.11	89.09%
5.	rental	270	206	1.31	79.19%
6.	rentals	250	201	1.24	85.29%
7.	pool	239	207	1.15	94.12%
8.	cys	199	165	1.21	87.79%
9.	bowling	186	145	1.28	82.12%
10.	youth sports	185	129	1.43	79.73%
11.	webtrac	184	154	1.19	93.04%
12.	sports	181	113	1.6	76.67%
13.	camping	178	147	1.21	82.55%
14.	lodging	177	138	1.28	89.29%
15.	jobs	171	141	1.21	84%
16.	fishing	155	123	1.26	87.69%
17.	soccer	152	124	1.23	87.5%
18.	rv	138	121	1.14	83.87%
19.	mwr	136	110	1.24	83.19%
20.	auction	133	111	1.2	74.36%
21.	disneyland	127	119	1.07	84.87%
22.	rv rental	125	83	1.51	76.19%
23.	bingo	117	90	1.3	79.21%
24.	boss	103	74	1.39	81.71%
25.	food	100	78	1.28	85.37%
26.	skies	100	76	1.32	80.49%
27.	bounce house	99	82	1.21	87.36%
28.	gym	93	81	1.15	87.65%
29.	cruise	85	75	1.13	80.26%
30.	universal studios	85	70	1.21	78.57%
	Grand total	33,482	21,212	1.58	83.28%