

MWi National Metrics

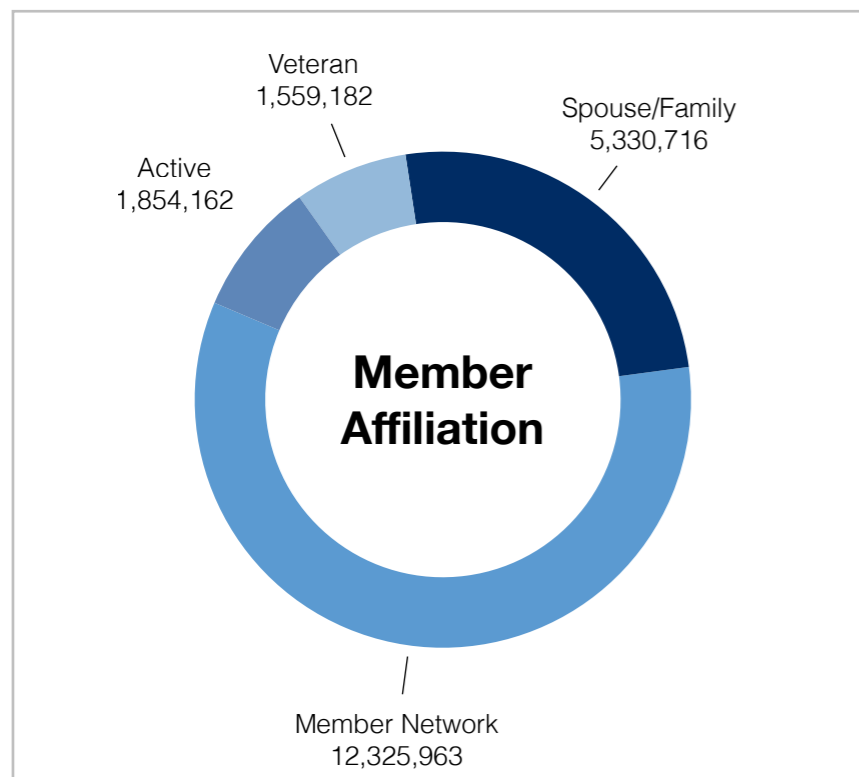
April 2024



Members	21,104,238
Communities	54
Surveys	1,677,267
Audience	110,966,855
Comments	882,182
Shares	1,274,614
Article Reads	308,126,771
Response Time	41 seconds

Total Membership	
Top 10	Membership
Texas	3,274,502
Florida	2,773,226
California	2,653,386
New York	883,350
Georgia	833,348
Arizona	736,276
Pennsylvania	627,094
Alabama	585,157
New Jersey	580,305
Colorado	566,514

Weighted Score	
Top 10	Score
Mississippi	217.5
Texas	215.4
Florida	211.8
Utah	211.7
Nevada	207.9
Colorado	202.3
Arkansas	201.5
Indiana	201.1
Illinois	193.2
North Carolina	193.0



Notes:

- As a digital platform MWi has created a rich collection of proprietary data.
- MWi metrics are both quantitative and qualitative with national, state and local insights captured.
- Multi-Scale Analysis has identified areas of greatest concern and where resource gaps exist.
- Real-time community management drives higher engagement and generates more candid member feedback.

MWi Monthly Metrics

April 2024



Community

Total

New Members	13,028
Comments	24,222
Response Time	41 seconds
Sentiment	100% Positive

Content

Total

Article Reads	18,517,888
Shares	40,964
Readers	40% Male 60% Female
Article Sentiment	100% Positive

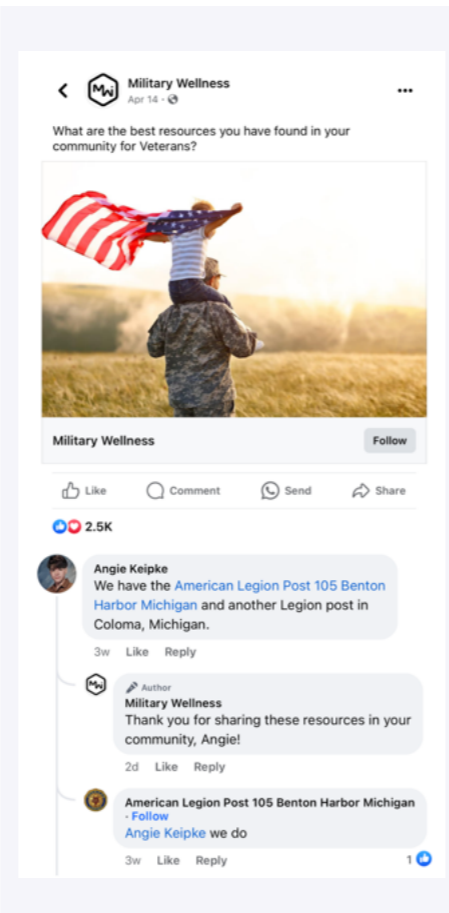
Key Insights

In April, MWi experienced robust organic growth, welcoming an average of over 10,000 new community members per month and receiving over 5,000 comments per week. During April, the focus shifted to piloting a system for community members suggesting resources, which MWi can then vet and screen as it continues to build out its resource network.

Additionally, MWi continues to analyze external factors and current events to better contextualize and understand the comments made by its members, providing deeper insights into their perspectives and concerns.

In April, MWi started to plan for the sleep challenge and Memorial Day Promotion. The Memorial Day Promotion focuses on community engagement and the sleep challenge works with a content provider and expert adapting their content to the MWi format.

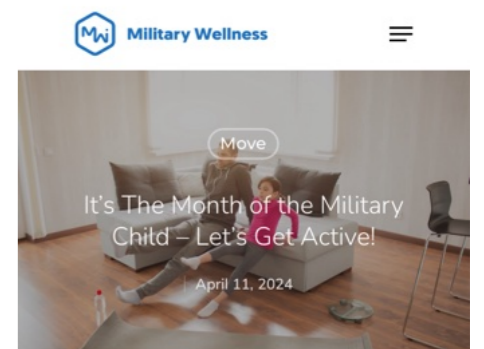
Furthermore, MWi is actively exploring the creation of original content and leveraging various tools to enhance its offerings.



Key Insights

During April 2024, MWi's focus on supporting military children and families has sparked remarkable engagement within our community. With the Month of the Military Child and Purple Up! For Military Kids Day highlighting the unique challenges faced by military children, our weekly articles have provided valuable insights and strategies to promote their well-being. The surge in views, particularly among the 35-44 age group, which aligns with the largest number of parents according to the National Center for Health Statistics and the U.S. Census Bureau, has exceeded 4 million views, demonstrating the impact of our content in fostering understanding and empowering military families to prioritize their children's health and well-being.

By leveraging AI tools to analyze community comments and feedback, we have identified five key areas of focus for the Month of the Military Child: recognition, celebration, community, awareness, and support. This data-driven approach has allowed us to craft content that addresses the specific needs and concerns of military families, while also promoting the importance of healthy habits.



Question: How do I get my kids going for The Month of The Military Child?



4,587,595 Engagements