

MWi Monthly Metrics

January 2025



Community		Content	
	Total		Total
New Members	156,292	Views	27,842,147
Comments	92,122	Shares	80,301
Response Time	34 seconds	Demographics	41% Male 59% Female
Comment Sentiment	100% Positive	Article Sentiment	100% Positive
Profile	Alabama	Engagement	176,858

Community and Content Insights

Community

Growth and Engagement:

- SEO and User Engagement Improvements: Search engines are now indexing the 'relate' category with an SEO Plugin score of 97/100, while the "Read More" button receives approximately 34,000 clicks (social + web), indicating strong community interest in deeper content engagement.
- Mobile Usage Dominance: The platform saw 98.9% mobile usage, with Android devices representing 27% of all mobile usage - a 7% increase month over month. This demonstrates the importance of mobile optimization for the community.
- Veteran Mental Health & Isolation Challenges: Data revealed that 44% of Veterans face post-service isolation and 67% of military spouses experience isolation during deployments, highlighting the critical importance of community connection programs.

Content

Reach & Relevance: "The Power of Recovery" (7,001,922 views) showcased strong community engagement during January 2025, aligning with data showing that 80% of New Year's resolutions typically fail by February. Our recovery-focused content maintained engagement beyond typical 24-hour social media drop-offs, demonstrating the community's need for sustained wellness support.

Articles and Learning: January's wellness content contributed to monthly total views of 27,842,147, with members actively expressing gratitude for consistent check-ins and accountability reminders. This validated our approach that establishing health habits requires ongoing support - transforming typical social media interactions into lasting wellness conversations.

Key Insights for Future Content: Analysis of January engagement shows that 44% of Veterans face post-service isolation, making consistent community check-ins crucial for wellness success. Content focusing on long-term habit formation and regular accountability touch-points maintains higher engagement than standard motivational posts, particularly when addressing the documented challenges of maintaining New Year health commitments.

MWi National Metrics

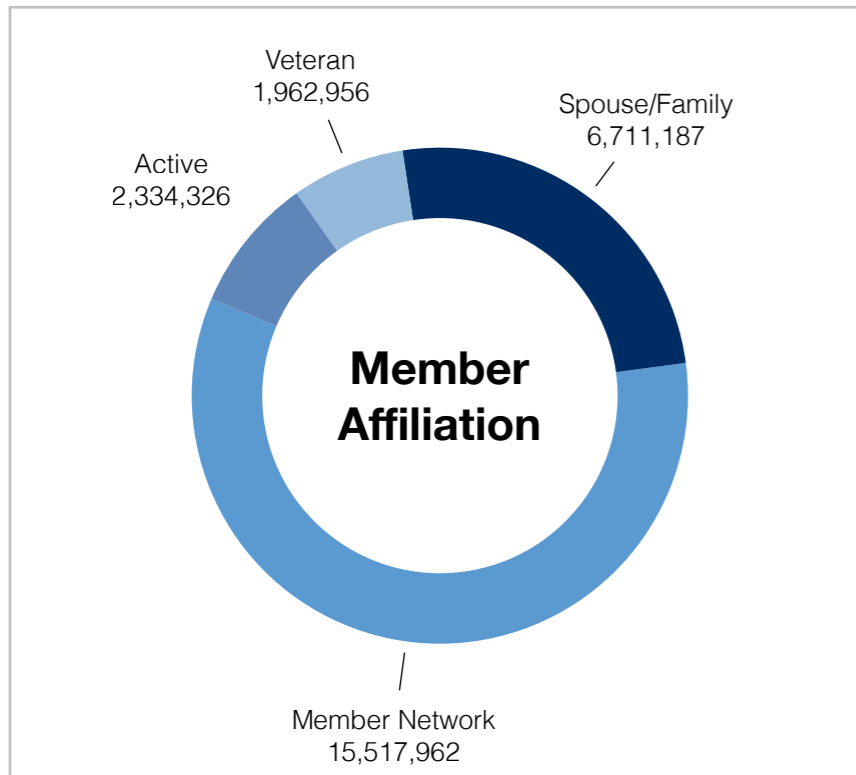
January 2025



Members	26,526,431
Communities	54
Surveys	3,718,820
Audience	111,783,232
Comments	1,647,522
Shares	2,062,388
Article Views	473,083,490
Response Time	34 seconds

Total Membership	
Top 10	Membership
Texas	4,787,606
Florida	3,912,538
California	3,701,851
New York	1,116,230
Georgia	1,014,182
Arizona	802,755
Alabama	732,677
Pennsylvania	642,769
Tennessee	591,779
Colorado	589,358

Weighted Score	
Top 10	Score
Arkansas	332.4
Texas	315.0
Florida	298.7
North Dakota	283.7
Montana	279.6
Minnesota	241.5
California	235.8
New York	234.5
Mississippi	225.9
Illinois	224.7



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.