

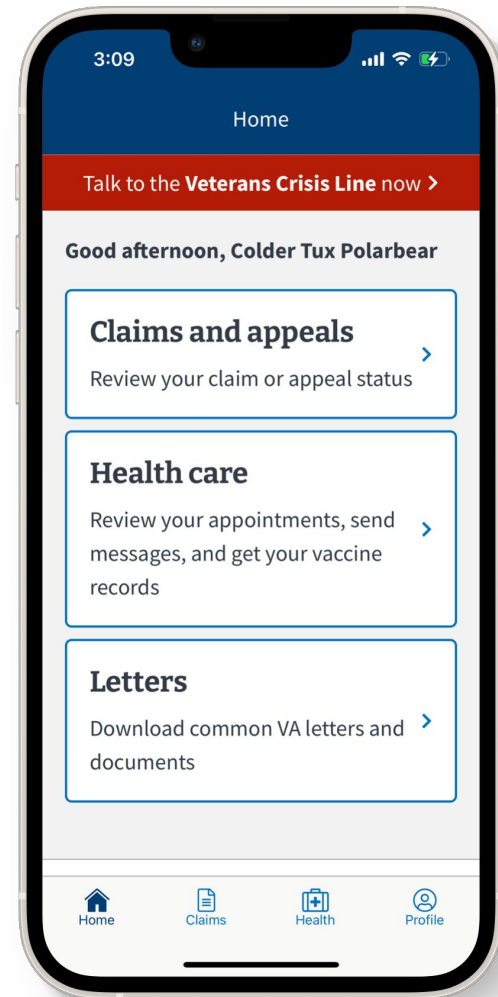


# VA Mobile App

**Weekly metrics**

JANUARY 2022

1/24/22 - 1/30/22



## TRUST & SATISFACTION

Average star rating since launch



4.8★

(14,671 ratings)



Google Play

4.5★

(3,654 ratings)

## LAST WEEK IN REVIEW

Sessions by unique user

116,500

Engagement Time per  
Session

1:44

13




Sessions per user

15,165




Downloads last week

# APP WIDE METRICS

## New Downloads

|  | This period | Last period | Lifetime - organic |
|--|-------------|-------------|--------------------|
| <div><div></div><div>iOS</div></div>  | 11,187      | 10,250      | 209,804            |
| <div><div></div><div>Android</div></div> <div><div></div><div>Google Play</div></div> | 3,978       | 4,987       | 88,557             |

## % Crash Free

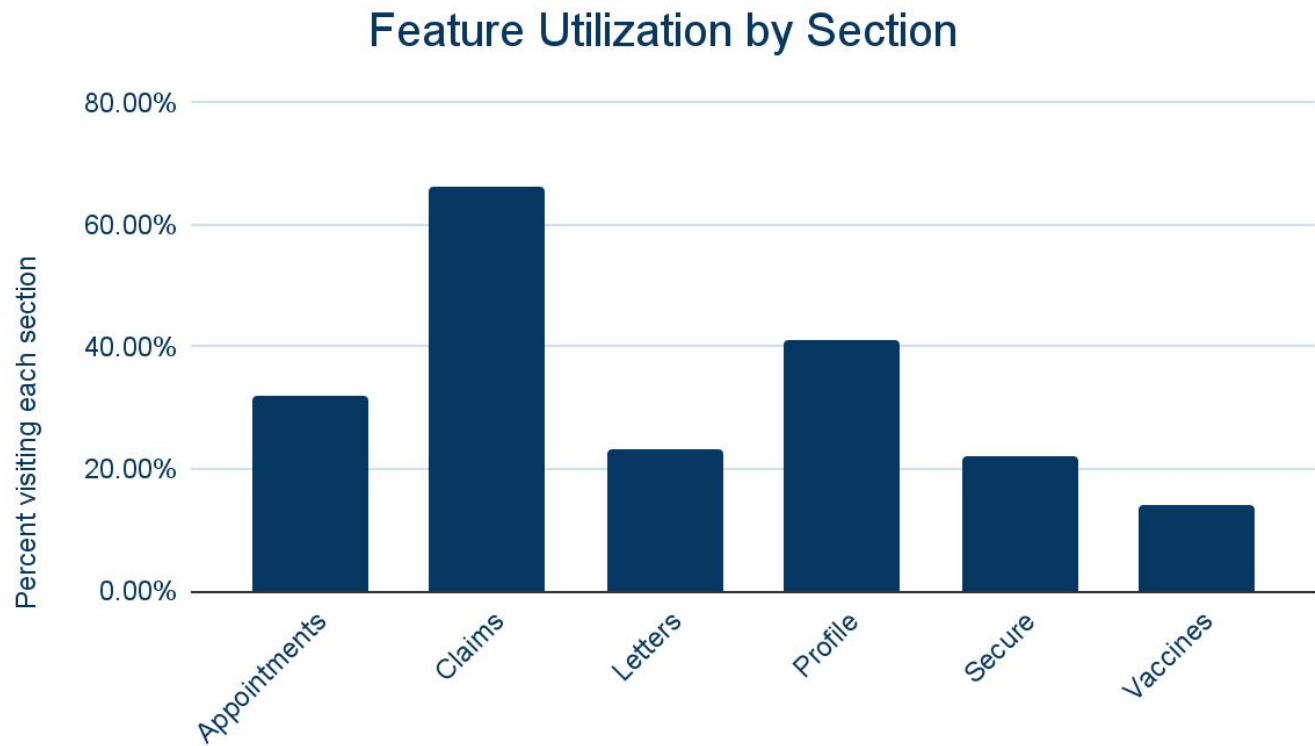
|  | This period | Last period | Lifetime |
|--|-------------|-------------|----------|
| <div><div></div><div>iOS</div></div>  | 99.94%      | 99.95%      | 98.96%   |
| <div><div></div><div>Android</div></div> <div><div></div><div>Google Play</div></div> | 98.32%      | 98.33%      | 94.34%   |

## Overall Usage

|   | This period | Last period | Lifetime |
|---|-------------|-------------|----------|
| Total Unique users who successfully logged in | 42,080      | 38,010      | 237,906  |
| Unique users who initiated a session          | 116,500     | 111,164     | 334,218  |
| Sessions per user                             | 12.88       | 12.87       | 19.51    |
| Average engagement time per session           | 1:44        | 1:46        | 1:49     |
| Biometric Login (% Utilization)               | —           | —           | —        |

# Feature Utilization

# FEATURE UTILIZATION



# GENERAL FEATURE UTILIZATION

## Profile

|                                   | This period | Last period | Lifetime |
|-----------------------------------|-------------|-------------|----------|
| Unique users who viewed Profile   | 47,746      | 45,192      | 188,390  |
| Views per user                    | 6.12        | 6.16        | 18.62    |
| Users who updated Profile address | 40.98%      | 40.65%      | 56.37%   |
| % of users who viewed Profile     | 5.34%       | 5.62%       | --       |

## Login

|                                       | This period | Last period | Lifetime |
|---------------------------------------|-------------|-------------|----------|
| Unique users who started login        | 59,761      | 52,949      | 284,106  |
| Unique users who succeeded with login | 42,080      | 38,010      | 237,906  |
| Login success rate                    | 70.41%      | 71.79%      | 83.74%   |



# CLAIMS & BENEFIT UTILIZATION

## Letters

|   | This period | Last Period | Lifetime |
|---|-------------|-------------|----------|
| Unique users who viewed their list of letters | 27,044      | 25,837      | 144,030  |
| Unique users who downloaded a letter          | 16,386      | 15,752      | 94,438   |
| Letter downloads per user                     | 2.92        | 2.90        | 5.91     |
| % of viewers who downloaded a Letter          | 60.59%      | 60.97%      | 65.57%   |

## Claims and Appeals

|  | This period | Last Period | Lifetime |
|--|-------------|-------------|----------|
| Unique users who viewed C&A landing page*              | 75,670      | 73,119      | 199,456  |
| Views per user   | 8.31        | 8.32        | 37.15    |
| Users who viewed a Claims details page                 | 49,184      | 48,055      | 141,905  |
| Percentage of app users who visited Claims and Appeals | 64.95%      | 65.78%      | 59.68%   |

# HEALTH FEATURE UTILIZATION

## Secure Messaging (SM)

|                                     | This period | Last period | Lifetime |
|-------------------------------------|-------------|-------------|----------|
| Unique users who viewed their inbox | 24,166      | 23,334      | 135,881  |
| Views per user                      | 3.52        | 3.5         | 7.88     |
| Unique users who sent an SM         | 5,957       | 5,742       | 35,026   |
| Total SMs sent                      | 10,349      | 9,807       | 121,383  |
| % of users who viewed SM            | 20.74%      | 20.99%      | 40.66%   |
| % of SM viewers who sent an SM      | 24.65%      | 24.61%      | 25.78%   |

## Appointments

|  | This period | Last period | Lifetime |
|--|-------------|-------------|----------|
| Unique users who viewed the Appointments landing page              | 36,039      | 34,423      | 162,264  |
| Views per user   | 3.06        | 2.97        | 7.98     |
| Unique users who viewed appointment details                        | 17,266      | 15,663      | 100,008  |
| % of app users who viewed Appointments landing page                | 30.93%      | 30.97%      | 48.55%   |
| % of Appointment landing page viewers that viewed the details page | 47.91%      | 45.50%      | 61.63%   |

## Vaccines

|  | This period | Last period | Lifetime |
|--|-------------|-------------|----------|
| Unique users who viewed the Vaccines landing page              | 14,088      | 13,965      | 84,289   |
| Views per user   | 1.83        | 1.89        | 2.88     |
| Unique users who viewed Vaccine details                        | 4,043       | 4,354       | 32,068   |
| % of app users who viewed Vaccine landing page                 | 12.09%      | 12.56%      | 25.22%   |
| % of Vaccine landing page viewers that viewed the details page | 28.70%      | 31.18%      | 38.05%   |

# Appendix

# APPENDIX

| Item                     | Lifetime period start |
|--------------------------|-----------------------|
| App Store Rating         | July 13, 2021         |
| Login                    | July 13, 2021         |
| Sessions                 | July 13, 2021         |
| Engagement time          | July 13, 2021         |
| Biometric Login          | N/A                   |
| Stability (% Crash Free) | July 13, 2021         |
| Letters                  | July 13, 2021         |
| Claims and Appeals       | July 13, 2021         |
| Appointments             | July 13, 2021         |

| Item             | Lifetime period start |
|------------------|-----------------------|
| Secure Messaging | July 13, 2021         |
| Appointments     | July 13, 2021         |
| Vaccines         | July 13, 2021         |
| Crashlytics      | November 4, 2021      |

## Notes:

- Downloads do not include 201,316 automatic installs on Apple VA devices.
- The count of unique users who initiated a session should be higher than login successes. This is because after logging in, users start new sessions using biometric logins, and don't need to undergo the login process.
- We identified an issue with biometric login data that will be fixed and reportable mid-February
- Lifetime profile data is currently unavailable.

**VA**



U.S. Department  
of Veterans Affairs

**Thank you**