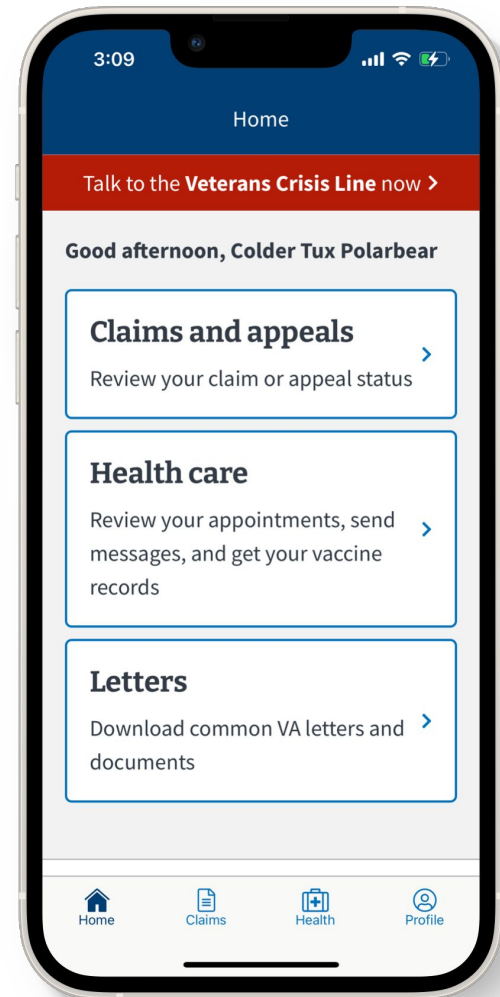# VA Mobile App

Weekly metrics

April 2022

4/4/22 - 4/10/22

TRUST & SATISFACTION

Average star rating since launch

4.8 ⭐
(23,879 ratings)

4.6 ⭐
(6,267 ratings)

LAST WEEK IN REVIEW

Crash-Free ios

99.96%

SMs sent

250K

173K

Unique users downloaded a letter

383K

Unique users successful login

APP WIDE METRICS

New Downloads

	This period	Last period	Lifetime - organic
iOS	**22,379**	19,703	366,953
Android Google Play	**4,820**	10,546	144,739

% Crash Free

	This period	Last period	Lifetime
iOS	**99.96%**	99.96%	98.71%
Android Google Play	**99.80%**	99.73%	96.19%

Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	**54,719**	41,113	383,230
Unique users who initiated a session	**162,761**	166,986	535,027
Sessions per user	**13.58**	12.7	26.17
Average engagement time per session	**1:42**	1:53	1:50
Biometric Login (% Utilization)	—	—	—

Feature Utilization

FEATURE UTILIZATION

Feature Utilization by Section
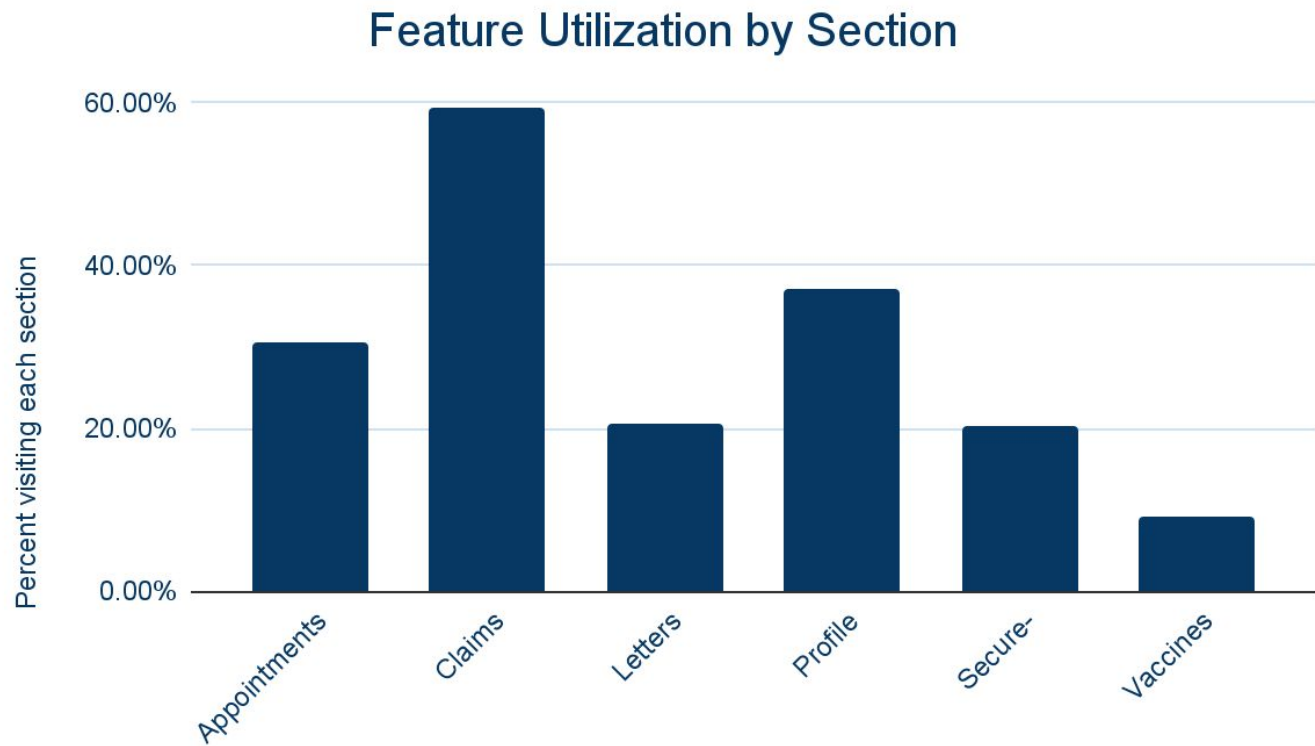
GENERAL FEATURE UTILIZATION

Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	60,251	64,589	305,315
Views per user	5.73	5.85	21.98
% of users who viewed Profile	37.02%	38.68%	57.07%
% of users who took an action	5.50%	6.25%	--

Login

	This period	Last period	Lifetime
Unique users who started login	79,708	60,078	474,327
Unique users who succeeded with login	54,719	41,113	383,230
Login success rate	68.65%	68.43%	--

CLAIMS & BENEFIT UTILIZATION

Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	**33,649**	31,558	240,147
Unique users who downloaded a letter	**21,509**	22,749	173,940
Letter downloads per user	**2.82**	2.90	6.52
% of viewers who downloaded a Letter	**63.92%**	72.09%	72.43%

Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	**96,517**	92,204	322,724
Views per user	**8.15**	7.24	44.22
Users who viewed a Claims details page	**64,699**	65,021	227,594
% of app users who visited Claims and Appeals	**59.30%**	55.22%	60.32%

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	**33,010**	33,510	322,724
Views per user	**3.64**	3.64	9.55
Unique users who sent a SM	**8,978**	8,773	62,557
Total SMs sent	**15,532**	14,992	252,102
% of users who viewed SM	**20.28%**	20.07%	60.32%
% of SM viewers who sent a SM	**27.20%**	26.18%	19.38%

Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	**49,569**	50,892	264,176
Views per user	**3.21**	3.13	10.4
Unique users who viewed appointment details	**26,507**	26,271	176,454
% of app users who viewed Appointments landing page	**30.46%**	30.48%	49.38%
% of Appointment landing page viewers that viewed the details page	**53.47%**	51.62%	66.79%

Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	**15,077**	16,972	159,556
Views per user	**1.68**	1.72	3.06
Unique users who viewed Vaccine details	**3,700**	4,405	57,899
% of app users who viewed Vaccine landing page	**9.26%**	10.16%	29.82%
% of Vaccine landing page viewers that viewed the details page	**24.54%**	25.95%	36.29%

Appendix

APPENDIX

Item	Lifetime period start		Item	Lifetime period start
App Store Rating	July 13, 2021		Secure Messaging	July 13, 2021
Login	July 13, 2021		Appointments	July 13, 2021
Sessions	July 13, 2021		Vaccines	November 24, 2021
Engagement time	July 13, 2021		Crashlytics	January 13, 2022
Biometric Login	N/A			
Stability (% Crash Free)	July 13, 2021			
Letters	July 13, 2021			
Claims and Appeals	July 13, 2021			
Appointments	July 13, 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.

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Thank you