

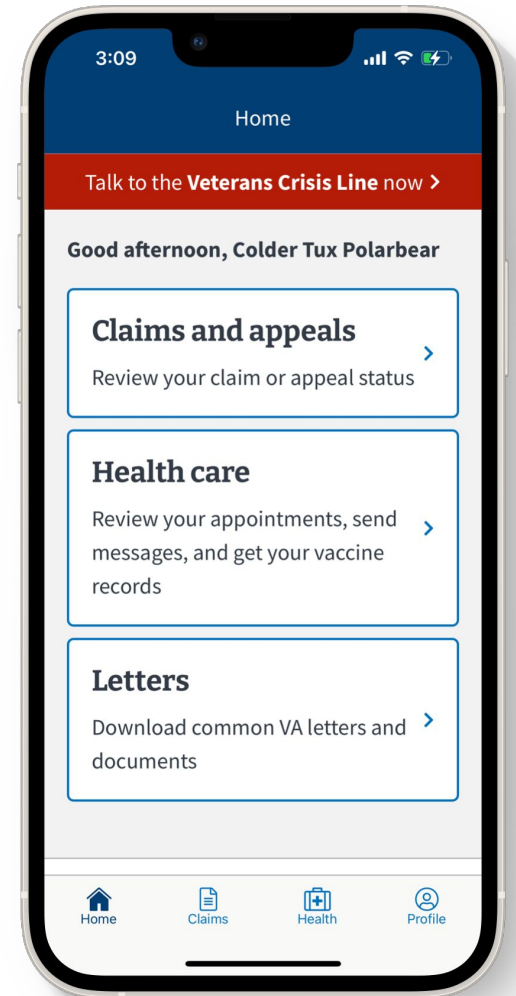


VA Mobile App

Weekly metrics

May 2022

5/2/22 - 5/15/22



TRUST & SATISFACTION

Average star rating since launch



4.8★

(28,443 ratings)





Google Play

4.6★



(7,583 ratings)

APP WIDE METRICS

New Downloads

	This period	Last period	Lifetime - organic
<div><div></div><div>iOS</div></div>	20,515	9,875	418,306
<div><div></div><div>Android Google Play</div></div>	4,117	4,317	163,285

% Crash Free

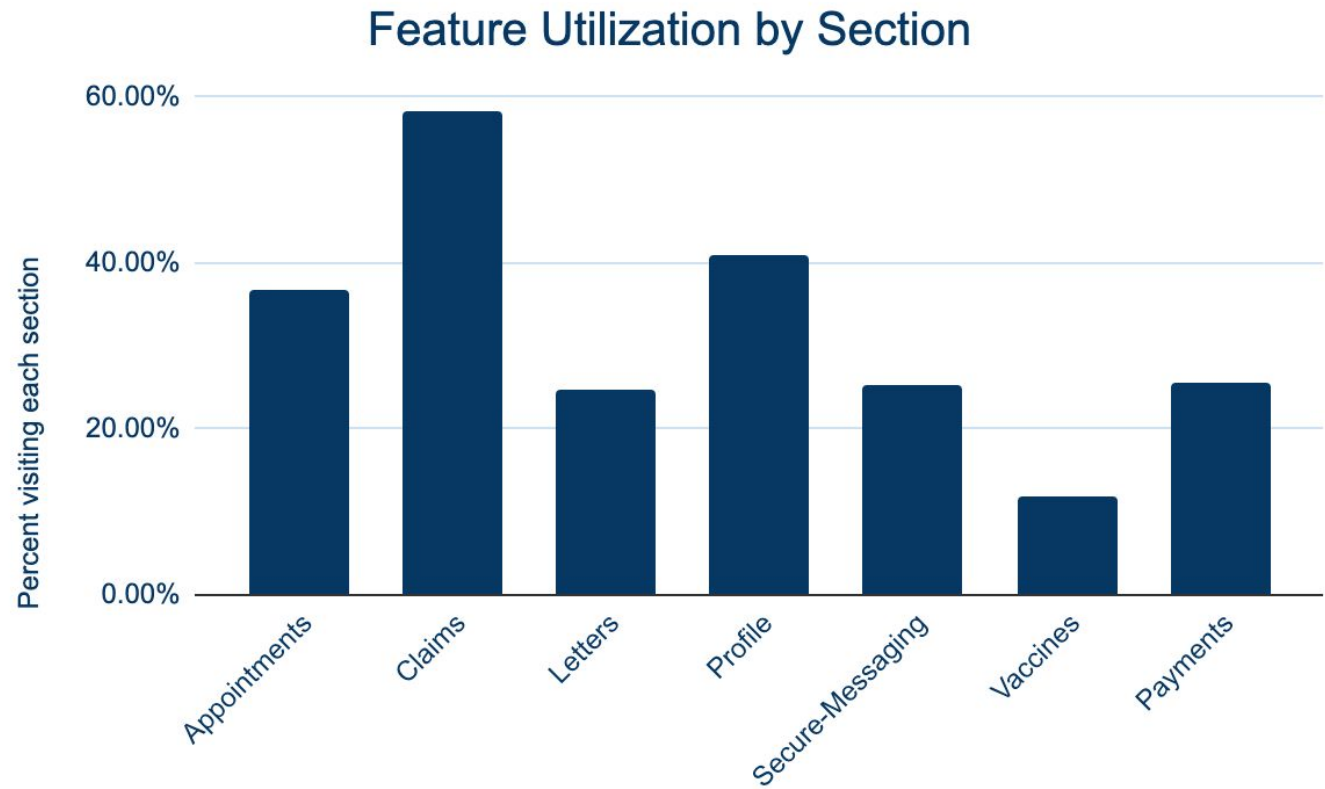
	This period	Last period	Lifetime
<div><div></div><div>iOS</div></div>	99.94%	99.92%	98.78%
<div><div></div><div>Android Google Play</div></div>	99.61%	99.78%	97.36%

Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	237,913	53,078	551,168
Unique users who initiated a session	232,413	166,911	974,095
Sessions per user	18.25	15	29
Average engagement time per session	1:43	1:44	1:51
Biometric Login (% Utilization)	—	—	—

Feature Utilization

FEATURE UTILIZATION



GENERAL FEATURE UTILIZATION

Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	95,072	61,877	484,053
Views per user	8.09	6.01	23.84
% of users who viewed Profile	40.91%	37.07%	49.69%
% of users who took an action	6.55%	4.77%	--

Login

	This period	Last period	Lifetime
Unique users who started login	120,246	73,494	704,508
Unique users who succeeded with login	87,344	53,078	551,168
Login success rate	72.64%	72.22%	78.23%

CLAIMS & BENEFIT UTILIZATION

Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	57,562	33,320	348,138
Unique users who downloaded a letter	36,937	21,314	247,340
Letter downloads per user	3.22	2.87	5.79
% of viewers who downloaded a Letter	64.17%	63.97%	71.05%

Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	135,720	99,394	579,983
Views per user	12.71	8.24	49.32
Unique users who viewed a Claims details page	88,521	66,834	399,635
% of app users who visited Claims and Appeals	58.40%	59.55%	59.54%

Payments

	This period	Last Period	Lifetime
Unique users who viewed Payments landing page	59,420	37,753	149,788
Unique who viewed a Payments details page	15,267	12,320	39,185
% of app users who visited Payments	25.57%	22.62%	15.38%
% of Payment landing page viewers that viewed the details page	25.69%	32.63%	26.16%

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	58,904	33,995	331,064
Views per user	4.58	3.81	10.41
Unique users who sent a SM	17,400	9,834	96,134
Total SMs sent	36,516	17,514	321,919
% of users who viewed SM	25.34%	20.37%	33.99%
% of SM viewers who sent a SM	29.54%	28.93%	29.04%

Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	85,311	51,349	419,846
Views per user	4.04	3.24	11.12
Unique users who viewed appointment details	48,812	28,256	267,077
% of app users who viewed Appointments landing page	36.71%	30.76%	43.10%
% of Appointment landing page viewers that viewed the details page	57.22%	55.03%	63.61%

Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	27,792	13,985	335,277
Views per user	1.75	1.67	3.15
Unique users who viewed Vaccine details	6,979	3,406	95,116
% of app users who viewed Vaccine landing page	11.96%	8.38%	34.42%
% of Vaccine landing page viewers that viewed the details page	25.11%	24.35%	28.37%

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	November 24, 2021
Payments	April 12, 2021
Crashlytics	February 19, 2022

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