

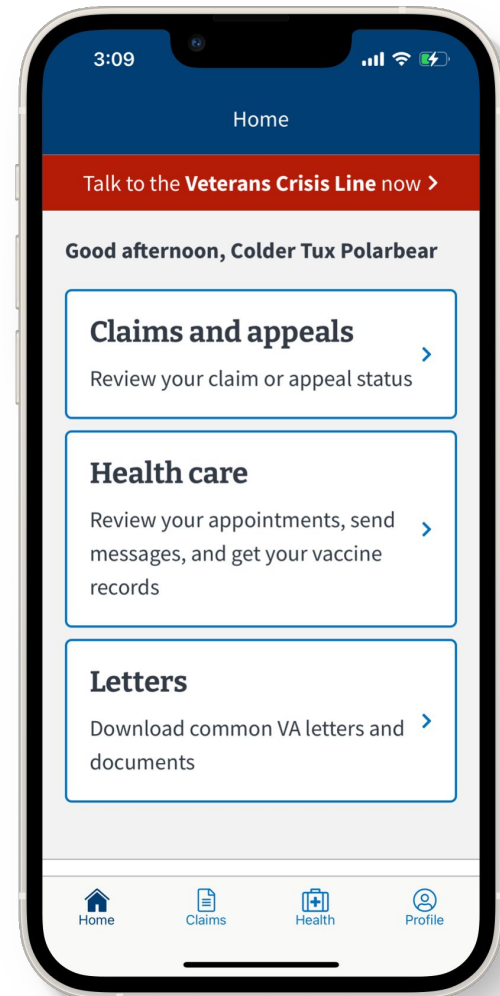


VA Mobile App

Weekly metrics

JANUARY 2022

1/17/22 - 1/23/22



TRUST & SATISFACTION

Average star rating since launch



4.8★

(13,860 ratings)



Google Play

4.6★

(3,472 ratings)

LAST WEEK IN REVIEW

Sessions by unique user

111,164

Engagement Time per
Session

1:46

13




Sessions per user

15,237




Downloads last week

APP WIDE METRICS

New Downloads

	This period	Last period	Lifetime - organic
<div> iOS</div>	10,250	12,671	198,618
<div> Android</div> <div> Google Play</div>	4,987	4,778	84,688

% Crash Free

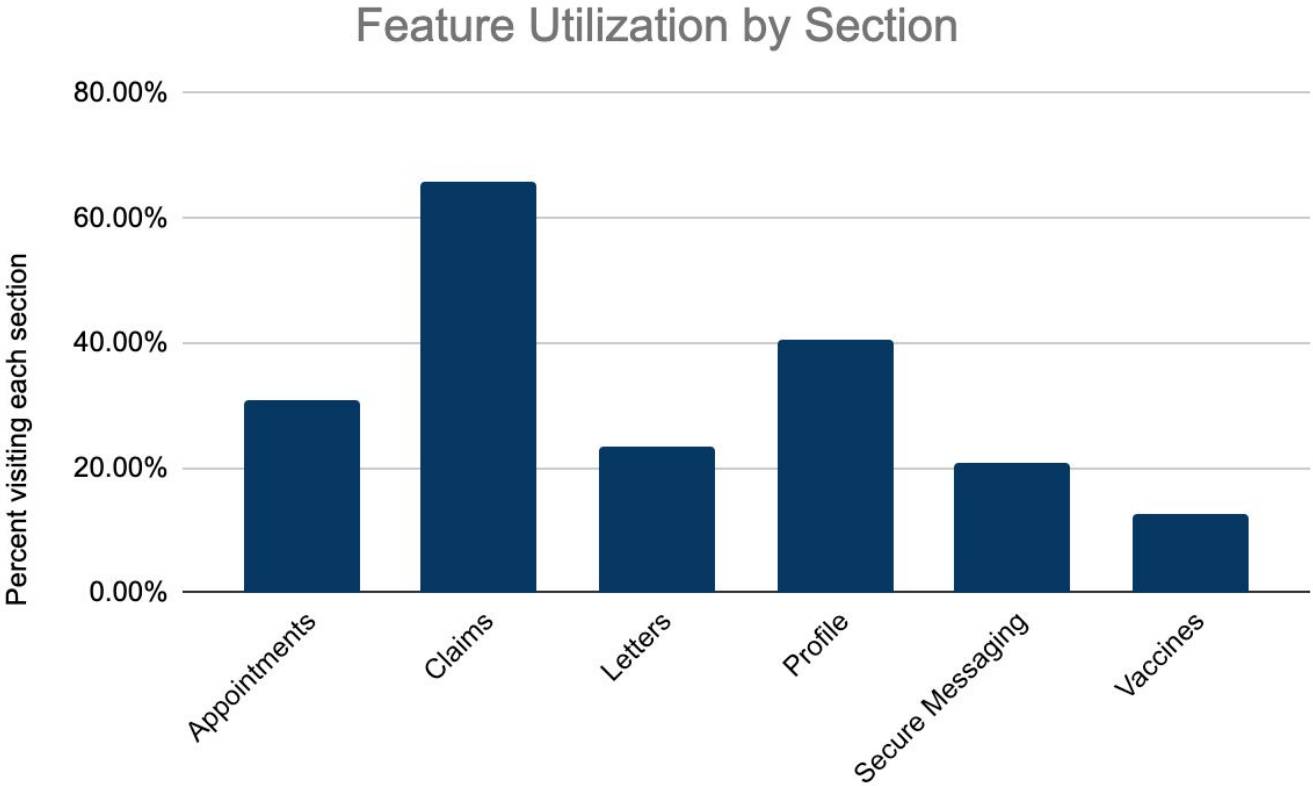
	This period	Last period	Lifetime
<div> iOS</div>	99.95%	99.97%	98.87%
<div> Android</div> <div> Google Play</div>	98.33%	98.16%	94.71%

Overall Usage

	This period	Last period	Lifetime
Total count of successful logins	38,010	38,450	226,034
Unique users who initiated a session	111,164	109,843	316,054
Sessions per user	12.87	12.14	18.72
Average engagement time per session	1:46	1:43	1:49
Biometric Login (% Utilization)	—	—	—

Feature Utilization

FEATURE UTILIZATION



GENERAL FEATURE UTILIZATION

Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	45,192	45,034	178,765
Views per user	6.16	5.98	17.99
Users who updated Profile address	40.65%	41.00%	56.56%
% of users who viewed Profile	5.62%	5.55%	--

Login

	This period	Last period	Lifetime
Unique users who started login	52,949	55,238	266,874
Unique users who succeeded with login	38,010	38,450	226,034
Login success rate	71.79%	69.61%	84.70%

CLAIMS & BENEFIT UTILIZATION

Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	25,837	25,579	135,937
Unique users who downloaded a letter	15,752	15,738	94,438
Letter downloads per user	2.90	2.96	5.79
% of viewers who downloaded a Letter	60.97%	61.53%	69.47%

Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	73,119	72,588	189,076
Views per user	8.32	8.56	35.86
Users who viewed a Claims details page	48,055	47,251	134,270
Percentage of app users who visited Claims and Appeals	65.78%	66.08%	59.82%

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	23,334	24,124	129,216
Views per user	3.5	3.44	7.62
Unique users who sent an SM	5,742	5,420	32,798
Total SMs sent	9,807	9,117	111,034
% of users who viewed SM	20.99%	21.96%	40.88%
% of SM viewers who sent an SM	24.61%	22.47%	25.38%

Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	34,423	35,029	153,807
Views per user	2.97	3.01	7.7
Unique users who viewed appointment details	15,663	15,428	93,943
% of app users who viewed Appointments landing page	30.97%	31.89%	48.66%
% of Appointment landing page viewers that viewed the details page	45.50%	44.04%	61.08%

Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	13,965	15,660	76,484
Views per user	1.89	1.91	2.85
Unique users who viewed Vaccine details	4,354	4,592	29,258
% of app users who viewed Vaccine landing page	12.56%	14.26%	24.20%
% of Vaccine landing page viewers that viewed the details page	31.18%	29.32%	38.25%

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	October 28, 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