

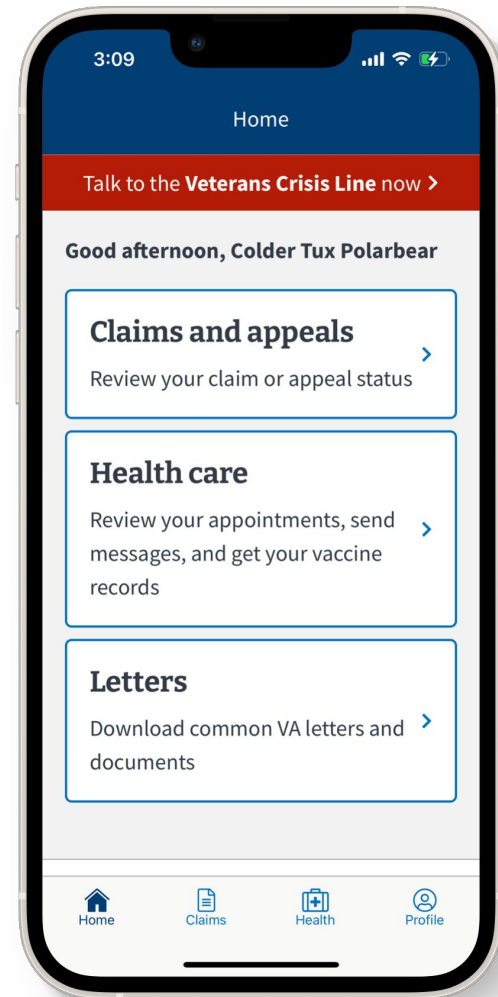


# VA Mobile App

**Weekly metrics**

March 2022

3/14/22 - 3/20/22



## TRUST & SATISFACTION

Average star rating since launch



4.8★

(20,762 ratings)



Google Play

4.6★

(5,346 ratings)

## Milestones

**430K**

Downloads

**330k**

people used the app

**24**

times (avg session)

**140K**

people downloaded a letter

## LAST WEEK IN REVIEW

Unique users who  
initiated a session

145,820

Engagement Time per  
Session

1:44

3.9



Average Engaged Sessions  
per user

21,521



Downloads last week

# APP WIDE METRICS

## New Downloads

	This period	Last period	Lifetime - organic
<div><div></div><div>iOS</div></div>	13,319	11,373	311,027
<div><div></div><div>Android Google Play</div></div>	8,202	4,897	122,575

## % Crash Free

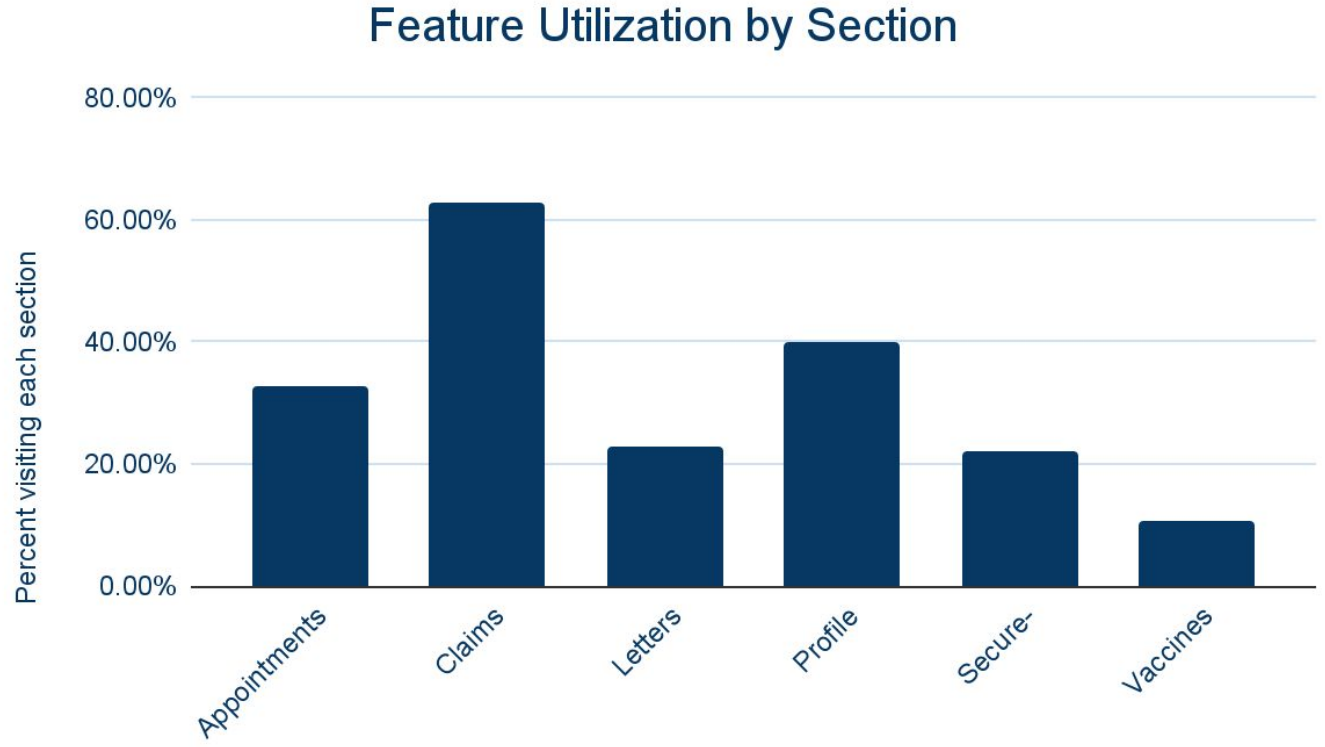
	This period	Last period	Lifetime
<div><div></div><div>iOS</div></div>	99.89%	99.86%	98.53%
<div><div></div><div>Android Google Play</div></div>	99.63%	99.62%	94.76%

## Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	49,982	43,313	331,543
Unique users who initiated a session	145,820	139,701	460,625
Sessions per user	13.25	13.37	24.74
Average engagement time per session	1:44	1:44	1:48
Biometric Login (% Utilization)	—	—	—

# Feature Utilization

# FEATURE UTILIZATION





# GENERAL FEATURE UTILIZATION

## Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	58,266	51,532	264,187
Views per user	6.01	5.91	21.29
% of users who viewed Profile	39.96%	36.89%	57.35%
% of users who took an action	5.27%	5.43%	--

## Login

	This period	Last period	Lifetime
Unique users who started login	70,928	66,285	404,951
Unique users who succeeded with login	49,982	43,313	331,543
Login success rate	70.47%	65.34%	--

# CLAIMS & BENEFIT UTILIZATION

## Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	33,436	28,960	204,869
Unique users who downloaded a letter	19,988	18,738	147,842
Letter downloads per user	2.84	2.90	6.42
% of viewers who downloaded a Letter	59.78%	64.70%	72.16%

## Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	91,814	83,998	279,214
Views per user	8.55	8.34	43.46
Users who viewed a Claims details page	61,045	55,656	198,579
% of app users who visited Claims and Appeals	62.96%	60.13%	60.62%

# HEALTH FEATURE UTILIZATION

## Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	32,448	28,073	191,226
Views per user	3.7	3.71	9.21
Unique users who sent a SM	8,390	7,651	53,232
Total SMs sent	14,464	13,271	207,607
% of users who viewed SM	22.25%	20.10%	41.51%
% of SM viewers who sent a SM	25.86%	27.25%	27.84%

## Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	47,795	41,703	228,415
Views per user	3.24	3.25	9.55
Unique users who viewed appointment details	25,530	22,583	150,556
% of app users who viewed Appointments landing page	32.78%	29.85%	49.59%
% of Appointment landing page viewers that viewed the details page	53.42%	54.15%	65.91%

## Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	15,842	13,273	134,483
Views per user	1.73	1.69	3.05
Unique users who viewed Vaccine details	4,156	3,262	50,145
% of app users who viewed Vaccine landing page	10.86%	9.50%	29.20%
% of Vaccine landing page viewers that viewed the details page	26.23%	24.58%	37.29%

# 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
Crashlytics	December 23, 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**