

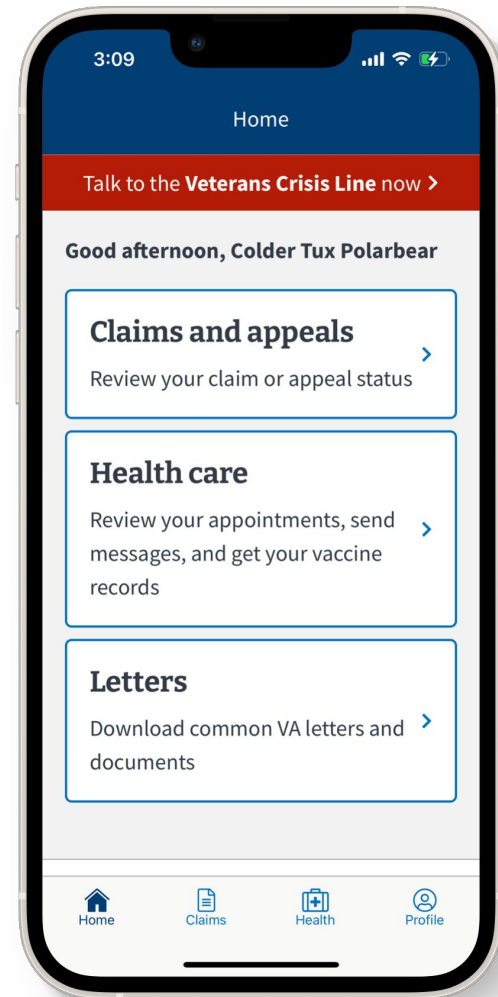


VA Mobile App

Weekly metrics

March 2022

2/28/22 - 3/06/22



TRUST & SATISFACTION

Average star rating since launch



4.8★

(19,048 ratings)



Google Play

4.6★

(4,782 ratings)

LAST WEEK IN REVIEW

Unique users who
initiated a session

134,671

Engagement Time per
Session

1:42

14



Sessions per user

14,303



Downloads last week

APP WIDE METRICS

New Downloads

| | This period | Last period | Lifetime - organic |
|--|-------------|-------------|--------------------|
| <div><div></div><div>iOS</div></div> | 10,060 | 9,687 | 286,335 |
| <div><div></div><div>Android</div><div>Google Play</div></div> | 4,243 | 4,227 | 109,679 |

% Crash Free

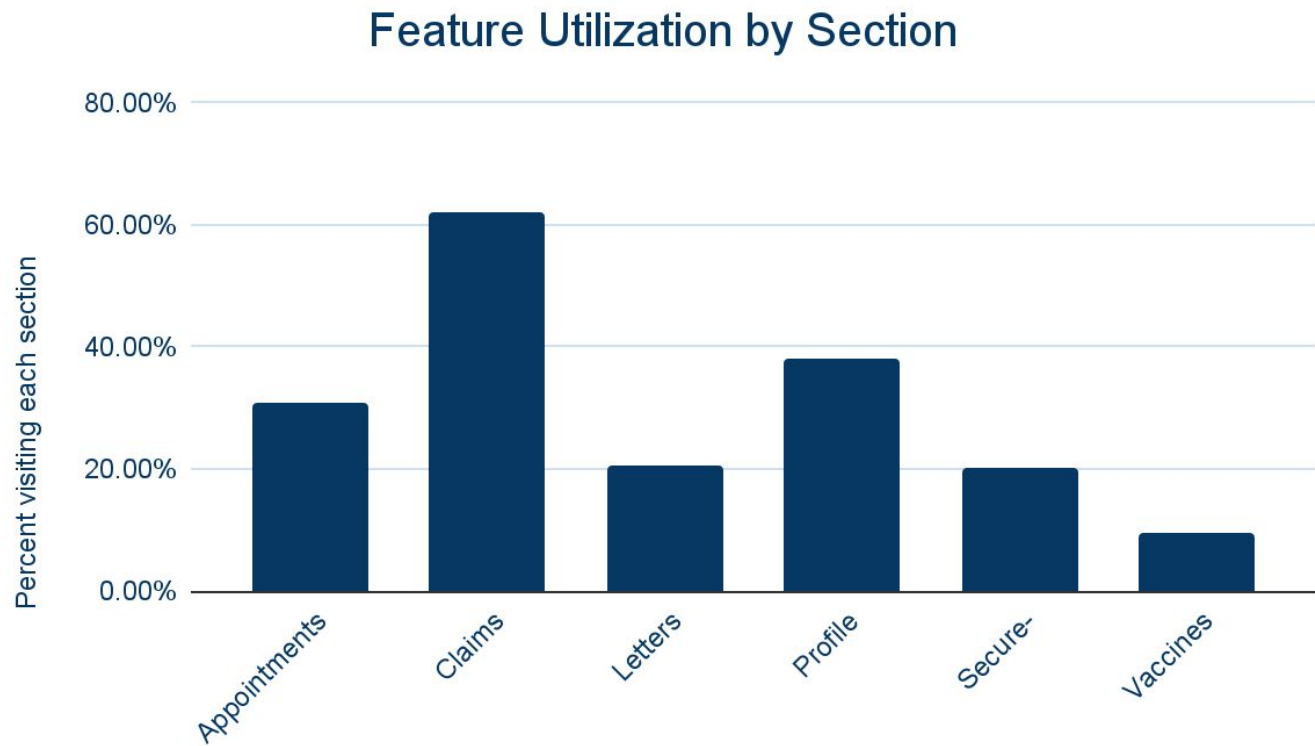
| | This period | Last period | Lifetime |
|---|-------------|-------------|----------|
| <div><div></div><div>iOS</div></div> | 99.66% | 97.58% | 98.42% |
| <div><div></div><div>Android</div><div>Google Play</div></div> | 99.48% | 96.58% | 93.57% |

Overall Usage

| | This period | Last period | Lifetime |
|---|-------------|-------------|----------|
| Total Unique users who successfully logged in | 43,839 | 43,255 | 299,986 |
| Unique users who initiated a session | 134,671 | 127,629 | 419,857 |
| Sessions per user | 13.81 | 13.89 | 23.44 |
| Average engagement time per session | 1:42 | 1.39 | 1:49 |
| Biometric Login (% Utilization) | — | — | — |

Feature Utilization

FEATURE UTILIZATION



GENERAL FEATURE UTILIZATION

Profile

| | This period | Last period | Lifetime |
|---------------------------------|-------------|-------------|----------|
| Unique users who viewed Profile | 51,512 | 50,234 | 240,213 |
| Views per user | 5.94 | 5.76 | 20.79 |
| % of users who viewed Profile | 38.25% | 39.36% | 57.21% |
| % of users who took an action | 5.51% | 5.26% | -- |

Login

| | This period | Last period | Lifetime |
|---------------------------------------|-------------|-------------|----------|
| Unique users who started login | 63,107 | 59,833 | 366,277 |
| Unique users who succeeded with login | 43,839 | 43,255 | 299,986 |
| Login success rate | 69.47% | 72.29% | 81.90% |

CLAIMS & BENEFIT UTILIZATION

Letters

| | This period | Last Period | Lifetime |
|---|-------------|-------------|----------|
| Unique users who viewed their list of letters | 27,804 | 27,145 | 185,608 |
| Unique users who downloaded a letter | 17,543 | 16,779 | 132,173 |
| Letter downloads per user | 2.83 | 2.79 | 6.33 |
| % of viewers who downloaded a Letter | 63.10% | 61.81% | 71.21% |

Claims and Appeals

| | This period | Last Period | Lifetime |
|---|-------------|-------------|----------|
| Unique users who viewed C&A landing page* | 83,765 | 82,529 | 254,073 |
| Views per user | 8.34 | 7.82 | 42.1 |
| Users who viewed a Claims details page | 55,167 | 54,066 | 180,688 |
| % of app users who visited Claims and Appeals | 62.20% | 64.66% | 60.51% |

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

| | This period | Last period | Lifetime |
|-------------------------------------|-------------|-------------|----------|
| Unique users who viewed their inbox | 27,228 | 26,434 | 174,125 |
| Views per user | 3.67 | 3.63 | 8.86 |
| Unique users who sent a SM | 7,296 | 6,863 | 47,205 |
| Total SMs sent | 12,642 | 11,906 | 179,872 |
| % of users who viewed SM | 20.22% | 20.71% | 41.47% |
| % of SM viewers who sent a SM | 26.80% | 25.96% | 27.11% |

Appointments

| | This period | Last period | Lifetime |
|--|-------------|-------------|----------|
| Unique users who viewed the Appointments landing page | 41,332 | 39,453 | 207,457 |
| Views per user | 3.23 | 3.09 | 9.17 |
| Unique users who viewed appointment details | 21,839 | 20,612 | 135,013 |
| % of app users who viewed Appointments landing page | 30.69% | 30.91% | 49.41% |
| % of Appointment landing page viewers that viewed the details page | 52.84% | 52.24% | 65.08% |

Vaccines

| | This period | Last period | Lifetime |
|--|-------------|-------------|----------|
| Unique users who viewed the Vaccines landing page | 12,857 | 13,113 | 120,192 |
| Views per user | 1.69 | 1.75 | 3.01 |
| Unique users who viewed Vaccine details | 3,341 | 3,645 | 45,200 |
| % of app users who viewed Vaccine landing page | 9.55% | 10.27% | 28.63% |
| % of Vaccine landing page viewers that viewed the details page | 25.99% | 27.80% | 37.61% |

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 9, 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