

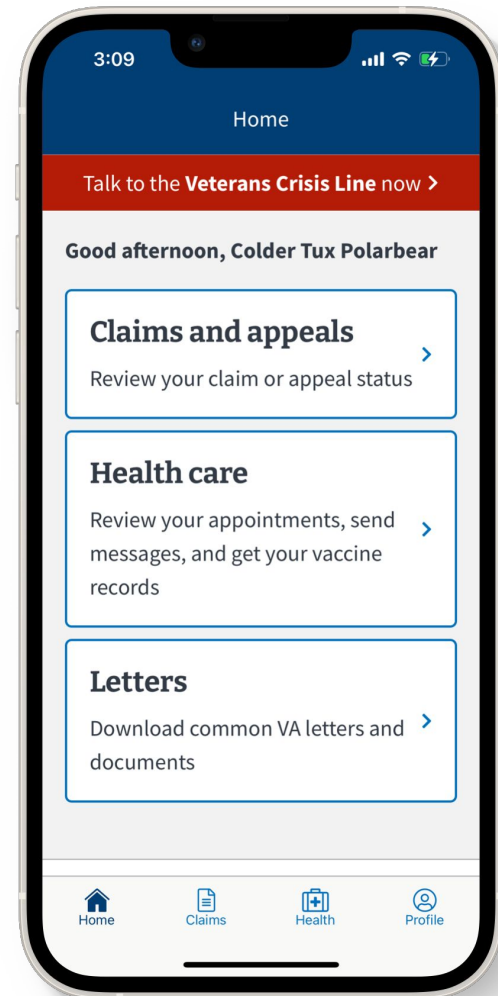


VA Mobile App

Weekly metrics

February 2022

2/21/22 - 2/27/22



TRUST & SATISFACTION

Average star rating since launch



4.8★

(18,151 ratings)



Google Play

4.6★

(4,529 ratings)

LAST WEEK IN REVIEW

Unique users who
initiated a session

127,629

Engagement Time per
Session

1:39

14



Sessions per user

13,914



Downloads last week

APP WIDE METRICS

New Downloads

	This period	Last period	Lifetime - organic
<div><div></div><div>iOS</div></div>	9,687	9,879	276,275
<div><div></div><div>Android Google Play</div></div>	4,227	4,064	105,370

% Crash Free

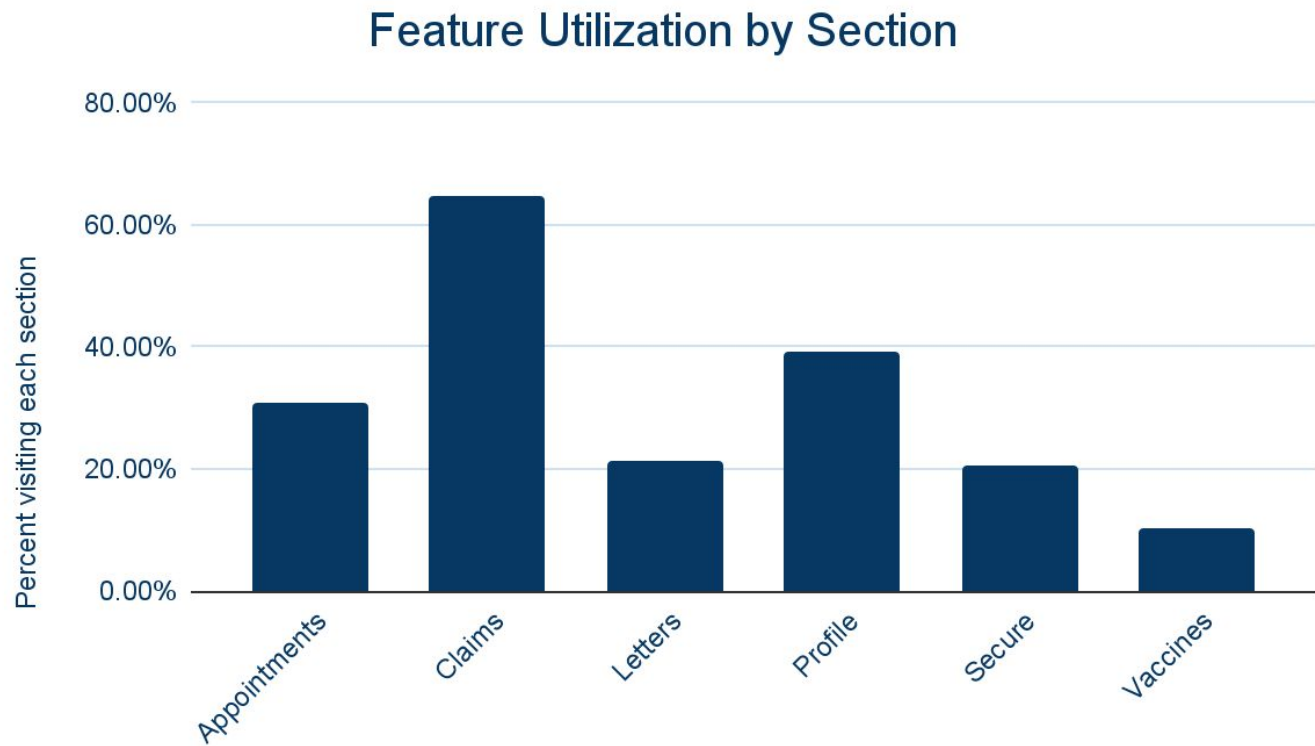
	This period	Last period	Lifetime
<div><div></div><div>iOS</div></div>	97.58%	97.92%	98.17%
<div><div></div><div>Android Google Play</div></div>	96.58%	97.68%	92.92%

Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	43,255	41,890	288,055
Unique users who initiated a session	127,629	124,825	402,363
Sessions per user	13.89	13.58	22.64
Average engagement time per session	1.39	1.42	1.48
Biometric Login (% Utilization)	—	—	—

Feature Utilization

FEATURE UTILIZATION



GENERAL FEATURE UTILIZATION

Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	50,234	50,046	229,773
Views per user	5.76	6.06	20.4
% of users who viewed Profile	39.36%	40.09%	57.11%
% of users who took an action	5.26%	5.52%	--

Login

	This period	Last period	Lifetime
Unique users who started login	59,833	59,056	349,653
Unique users who succeeded with login	43,255	41,890	288,055
Login success rate	72.29%	70.93%	82.38%

CLAIMS & BENEFIT UTILIZATION

Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	27,145	27,900	177,040
Unique users who downloaded a letter	16,779	17,248	125,994
Letter downloads per user	2.79	2.88	6.25
% of viewers who downloaded a Letter	61.81%	61.82%	71.17%

Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	82,529	80,156	243,489
Views per user	7.82	8.24	41.06
Users who viewed a Claims details page	54,066	53,491	172,854
% of app users who visited Claims and Appeals	64.66%	64.21%	60.51%

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	26,434	26,586	167,219
Views per user	3.63	3.63	8.63
Unique users who sent a SM	6,863	7,077	44,719
Total SMs sent	11,906	12,362	167,230
% of users who viewed SM	20.71%	21.30%	41.56%
% of SM viewers who sent a SM	25.96%	26.62%	26.74%

Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	39,453	38,750	198,741
Views per user	3.09	3.08	8.9
Unique users who viewed appointment details	20,612	19,648	127,948
% of app users who viewed Appointments landing page	30.91%	31.04%	49.39%
% of Appointment landing page viewers that viewed the details page	52.24%	50.70%	64.38%

Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	13,113	13,622	113,969
Views per user	1.75	1.79	2.99
Unique users who viewed Vaccine details	3,645	3,977	42,963
% of app users who viewed Vaccine landing page	10.27%	10.91%	28.32%
% of Vaccine landing page viewers that viewed the details page	27.80%	29.20%	37.70%

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 2, 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