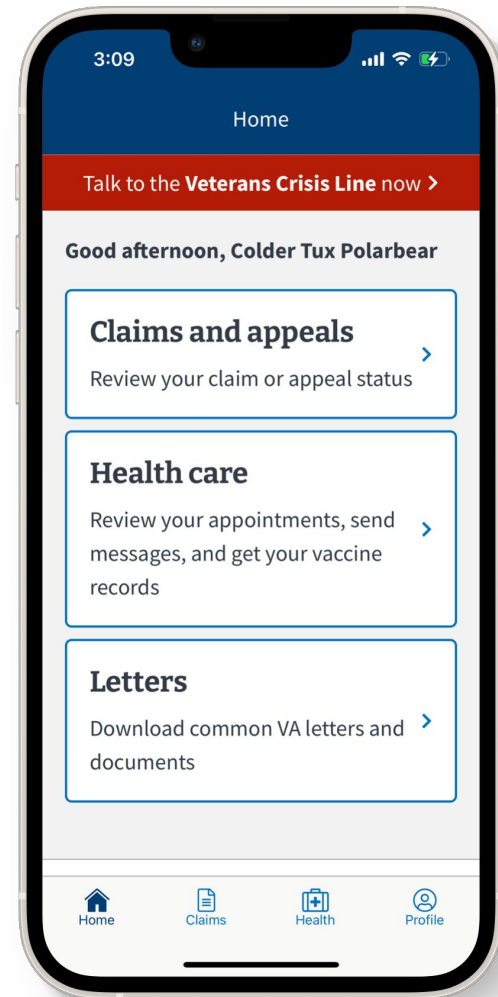# VA Mobile App

Weekly metrics

May 2022

4/25/22 - 5/1/22

TRUST & SATISFACTION

Average star rating since launch

4.8 ★
(26,466 ratings)

4.6 ★
(7,031 ratings)

APP WIDE METRICS

New Downloads

	This period	Last period	Lifetime - organic
iOS	**9,875**	10,217	407,666
Android Google Play	**4,317**	3,841	159,536

% Crash Free

	This period	Last period	Lifetime
iOS	**99.92%**	99.93%	98.78%
Android Google Play	**99.78%**	99.79%	97.36%

Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	**53,078**	51,478	463,824
Unique users who initiated a session	**166,911**	161,316	741,682
Sessions per user	**15**	14.17	28
Average engagement time per session	**1:44**	1:44	1:51
Biometric Login (% Utilization)	—	—	—

Feature Utilization

FEATURE UTILIZATION

Feature Utilization by Section
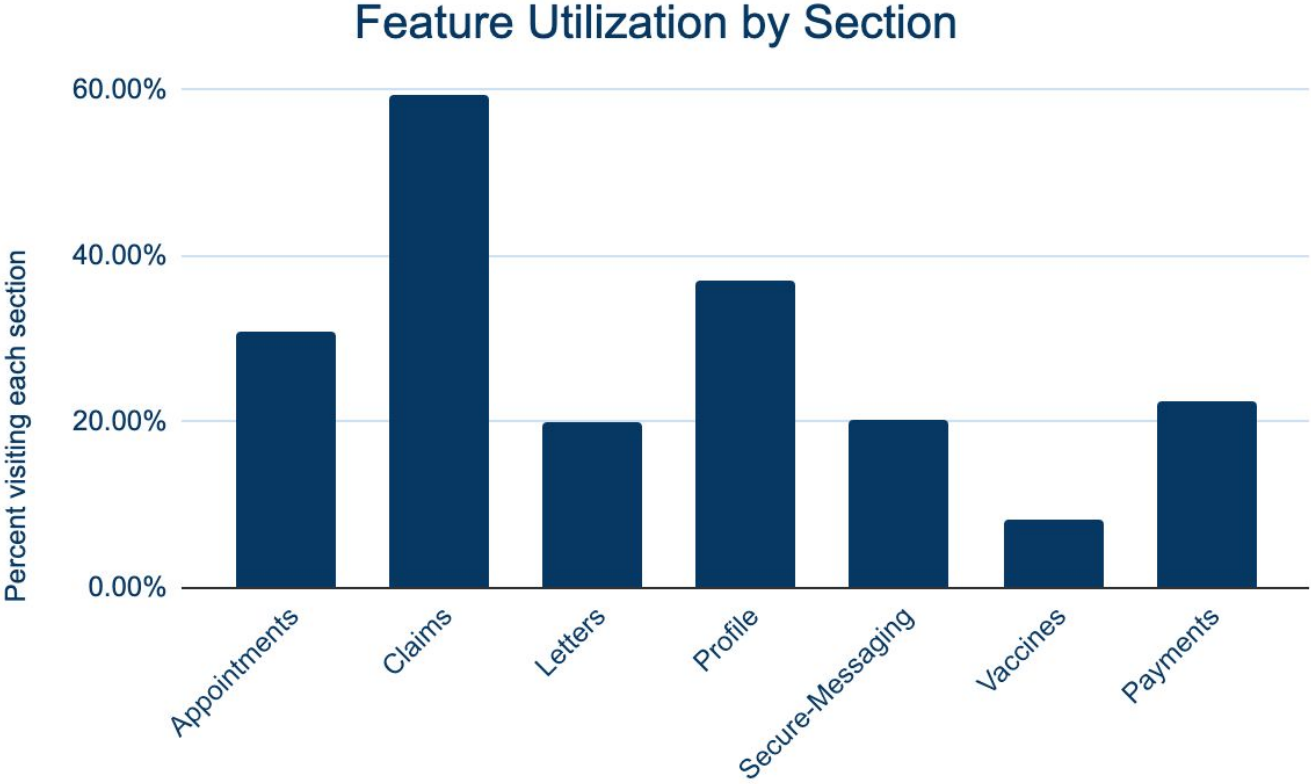
GENERAL FEATURE UTILIZATION

Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	61,877	60,685	388,981
Views per user	6.01	5.99	23.1
% of users who viewed Profile	37.07%	37.62%	52.45%
% of users who took an action	4.77%	4.86%	--

Login

	This period	Last period	Lifetime
Unique users who started login	73,494	71,449	584,262
Unique users who succeeded with login	53,078	51,478	463,824
Login success rate	72.22%	72.05%	79.39%

CLAIMS & BENEFIT UTILIZATION

Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	33,320	28,829	290,576
Unique users who downloaded a letter	21,314	21,179	210,403
Letter downloads per user	2.87	2.88	6.66
% of viewers who downloaded a Letter	63.97%	73.46%	72.41%

Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	99,394	97,480	444,263
Views per user	8.24	8.46	47.8
Unique users who viewed a Claims details page	66,834	65,240	311,114
% of app users who visited Claims and Appeals	59.55%	60.43%	59.90%

Payments

	This period	Last Period	Lifetime
Unique users who viewed Payments landing page	37,753	31,163	90,368
Unique who viewed a Payments details page	12,320	7,755	23,918
% of app users who visited Payments	22.62%	19.32%	12.18%
% of Payment landing page viewers that viewed the details page	32.63%	24.89%	26.47%

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	**33,995**	33,530	272,160
Views per user	**3.81**	3.77	10.07
Unique users who sent a SM	**9,834**	9,814	78,734
Total SMs sent	**17,514**	17,253	285,403
% of users who viewed SM	**20.37%**	20.79%	36.69%
% of SM viewers who sent a SM	**28.93%**	29.27%	28.93%

Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	**51,349**	45,504	334,535
Views per user	**3.24**	3.07	10.68
Unique users who viewed appointment details	**28,256**	24,623	218265
% of app users who viewed Appointments landing page	**30.76%**	28.21%	45.10%
% of Appointment landing page viewers that viewed the details page	**55.03%**	54.11%	65.24%

Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	**13,985**	12,161	307,485
Views per user	**1.67**	1.64	3.09
Unique users who viewed Vaccine details	**3,406**	3,470	88,137
% of app users who viewed Vaccine landing page	**8.38%**	7.54%	41.46%
% of Vaccine landing page viewers that viewed the details page	**24.35%**	28.53%	28.66%

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 3, 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.

Thank you