

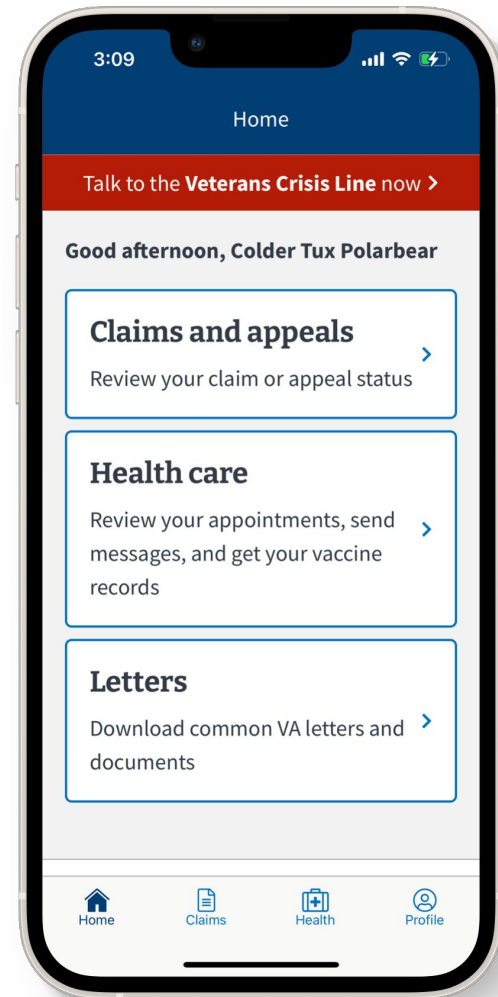


VA Mobile App

Weekly metrics

April 2022

4/11/22 - 4/17/22



TRUST & SATISFACTION

Average star rating since launch



4.8★

(25,257 ratings)



Google Play

4.6★

(6,653 ratings)

LAST WEEK IN REVIEW

Crash-Free
ios

99.95%

SMs sent

268K

182K



Unique users downloaded a
letter

398K



Unique users successful
login

APP WIDE METRICS

New Downloads

| | This period | Last period | Lifetime - organic |
|--|-------------|-------------|--------------------|
| <div><div>iOS</div><div></div></div> | - | 22,379 | - |
| <div><div>Android</div><div></div></div> | - | 4,820 | - |

% Crash Free

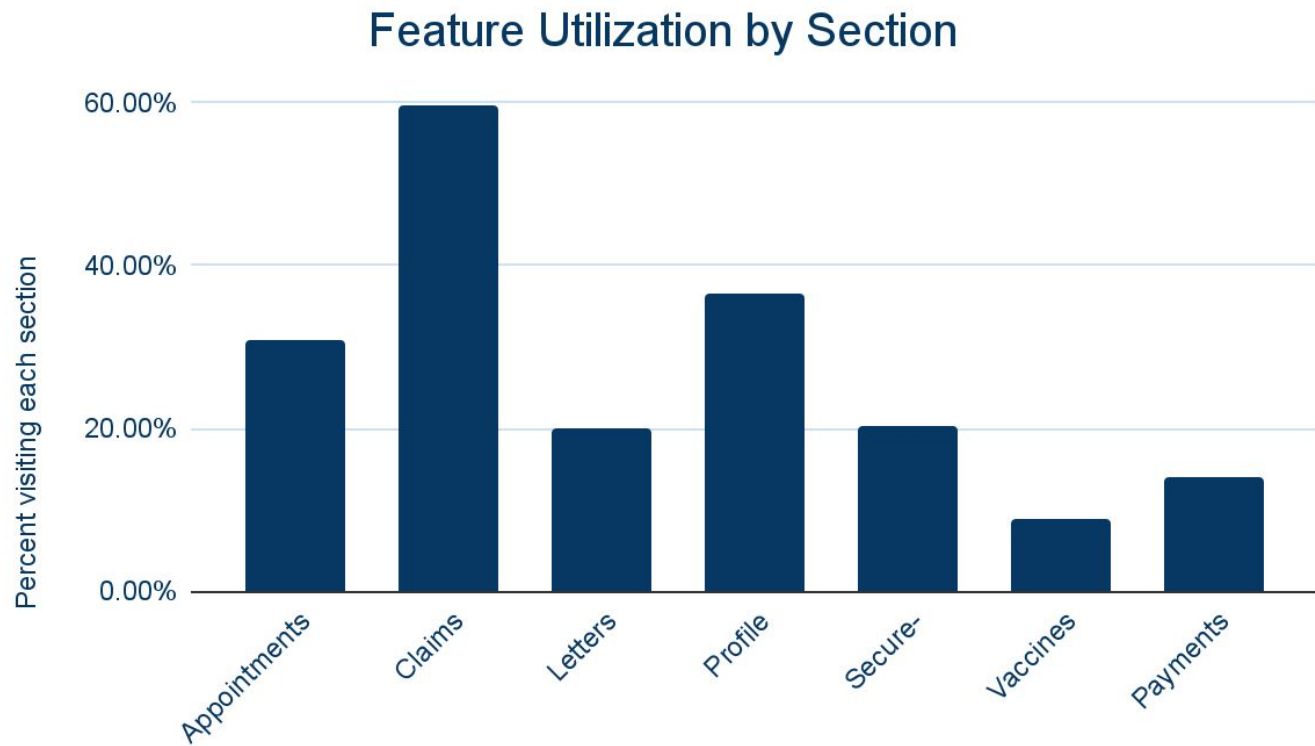
| | This period | Last period | Lifetime |
|---|-------------|-------------|----------|
| <div><div>iOS</div><div></div></div> | 99.95% | 99.96% | 98.73% |
| <div><div>Android</div><div></div></div> | 99.80% | 99.80% | 96.72% |

Overall Usage

| | This period | Last period | Lifetime |
|---|-------------|-------------|----------|
| Total Unique users who successfully logged in | 51,268 | 54,719 | 398,268 |
| Unique users who initiated a session | 162,679 | 162,761 | 555,798 |
| Sessions per user | 14.22 | 13.58 | 26.72 |
| Average engagement time per session | 1.44 | 1:42 | 1:51 |
| Biometric Login (% Utilization) | - | - | - |

Feature Utilization

FEATURE UTILIZATION



GENERAL FEATURE UTILIZATION

Profile

| | This period | Last period | Lifetime |
|---------------------------------|-------------|-------------|----------|
| Unique users who viewed Profile | 59,640 | 60,251 | 316,510 |
| Views per user | 5.98 | 5.73 | 22.33 |
| % of users who viewed Profile | 36.66% | 37.02% | 56.95% |
| % of users who took an action | 5.18% | 5.50% | -- |

Login

| | This period | Last period | Lifetime |
|---------------------------------------|-------------|-------------|----------|
| Unique users who started login | 72,974 | 79,708 | 493,671 |
| Unique users who succeeded with login | 51,268 | 54,719 | 398,268 |
| Login success rate | 70.26% | 68.65% | -- |

CLAIMS & BENEFIT UTILIZATION

| Letters | | | | Claims and Appeals | | | | Payments (New!) | | | |
|---|-------------|-------------|----------|---|-------------|-------------|----------|--|-------------|-------------|----------|
| | This period | Last Period | Lifetime | | This period | Last Period | Lifetime | | This period | Last Period | Lifetime |
| Unique users who viewed their list of letters | 32,426 | 33,649 | 272,573 | Unique users who viewed C&A landing page* | 96,946 | 96,517 | 334,505 | Unique users who viewed Payments landing page | 21,452 | - | 21,452 |
| Unique users who downloaded a letter | 20,702 | 21,509 | 182,103 | Views per user | 8.31 | 8.15 | 45.95 | Unique who viewed a Payments details page | 3,843 | - | 3,843 |
| Letter downloads per user | 2.82 | 2.82 | 6.55 | Unique users who viewed a Claims details page | 63,801 | 64,699 | 235,740 | % of app users who visited Payments | 13.19% | - | 13.19% |
| % of viewers who downloaded a Letter | 63.84 | 63.92% | 66.81% | % of app users who visited Claims and Appeals | 59.59% | 59.30% | 60.18% | % of Payment landing page viewers that viewed the details page | 17.91% | - | 17.91% |

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

| | This period | Last period | Lifetime |
|-------------------------------------|-------------|-------------|----------|
| Unique users who viewed their inbox | 32,835 | 33,010 | 355,559 |
| Views per user | 3.71 | 3.64 | 9.73 |
| Unique users who sent a SM | 9,190 | 8,978 | 65,675 |
| Total SMs sent | 15,787 | 15,532 | 267,889 |
| % of users who viewed SM | 20.18% | 20.28% | 63.97% |
| % of SM viewers who sent a SM | 27.99% | 27.20% | 18.47% |

Appointments

| | This period | Last period | Lifetime |
|--|-------------|-------------|----------|
| Unique users who viewed the Appointments landing page | 50,010 | 49,569 | 314,186 |
| Views per user | 3.13 | 3.21 | 10.24 |
| Unique users who viewed appointment details | 21,179 | 26,507 | 197,633 |
| % of app users who viewed Appointments landing page | 30.74% | 30.46% | 56.53% |
| % of Appointment landing page viewers that viewed the details page | 42.35% | 53.47% | 62.90% |

Vaccines

| | This period | Last period | Lifetime |
|--|-------------|-------------|----------|
| Unique users who viewed the Vaccines landing page | 14,296 | 15,077 | 166,617 |
| Views per user | 1.69 | 1.68 | 3.09 |
| Unique users who viewed Vaccine details | 3,535 | 3,700 | 61,434 |
| % of app users who viewed Vaccine landing page | 8.79% | 9.26% | 29.98% |
| % of Vaccine landing page viewers that viewed the details page | 24.73% | 24.54% | 36.87% |

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 | January 13, 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.

VA



U.S. Department
of Veterans Affairs

Thank you