

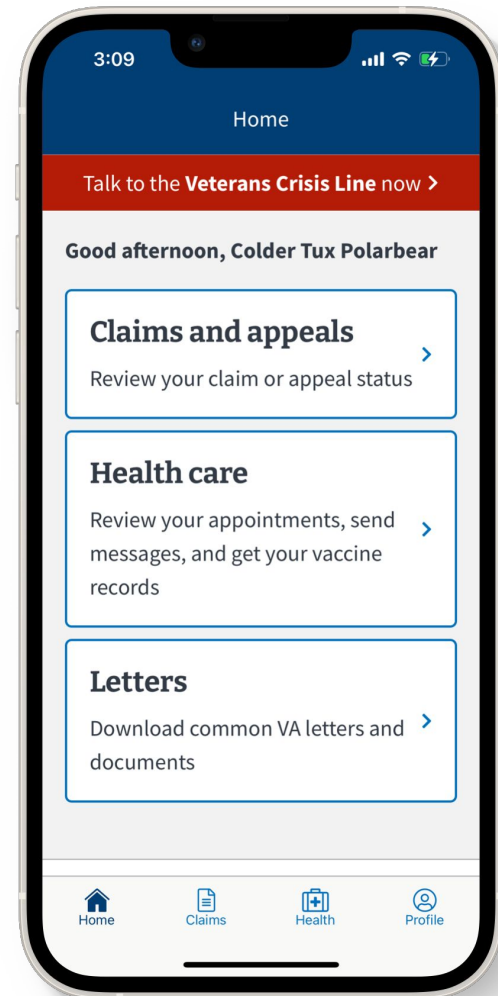


# VA Mobile App

**Weekly metrics**

February 2022

2/07/22 - 2/13/22



## TRUST & SATISFACTION

Average star rating since launch



4.8★

(16,420 ratings)



Google Play

4.6★

(4,060 ratings)

## LAST WEEK IN REVIEW

Unique users who  
initiated a session

122,848

Engagement Time per  
Session

1:47

13



Sessions per user

41,468



Downloads last week

# APP WIDE METRICS

## New Downloads

	This period	Last period	Lifetime - organic
<div><div>iOS</div><div></div></div>	36,395	10,167	256,366
<div><div>Android</div><div></div></div>	5,073	3,155	96,727

## % Crash Free

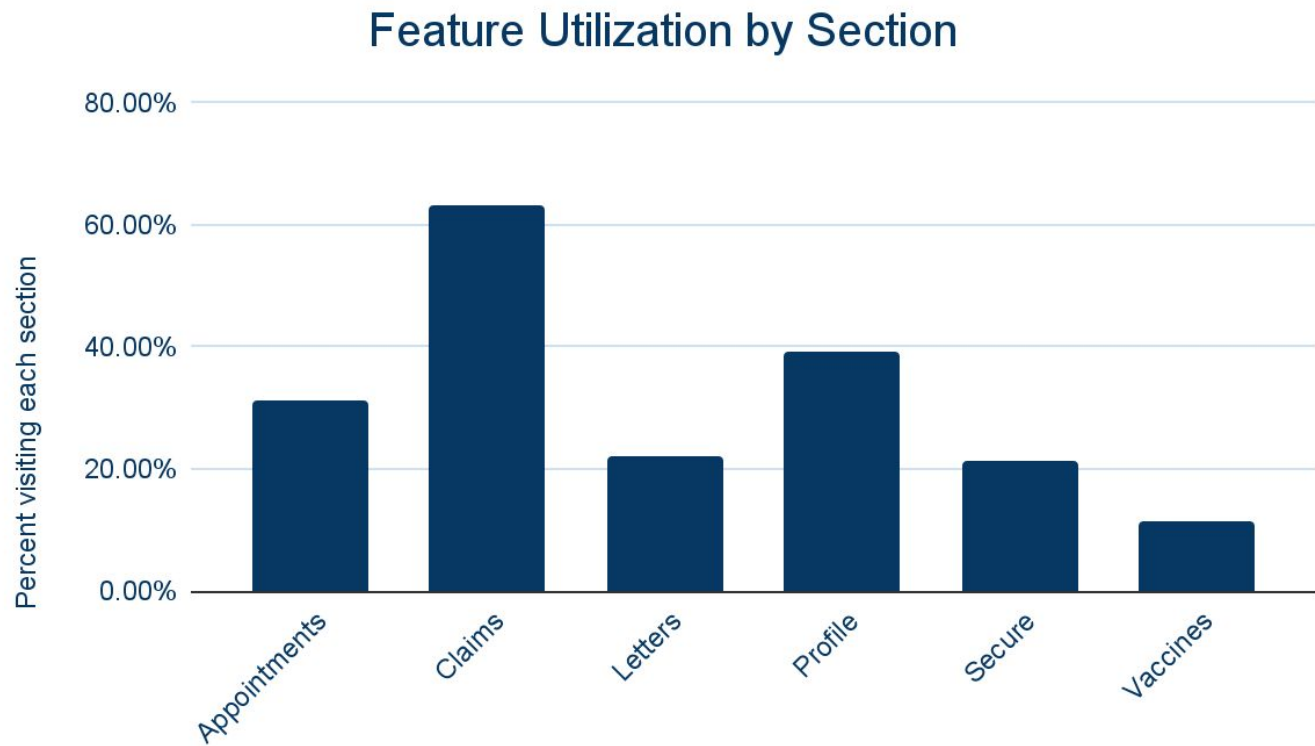
	This period	Last period	Lifetime
<div><div>iOS</div><div></div></div>	99.95%	99.95%	99.23%
<div><div>Android</div><div></div></div>	98.36%	98.27%	93.70%

## Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	41,375	40,092	263,266
Unique users who initiated a session	122,848	118,207	368,736
Sessions per user	12.73	13.24	21.03
Average engagement time per session	1.47	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	48,330	47,475	209,442
Views per user	6.1	6.16	19.56
% of users who viewed Profile	39.34%	40.16%	56.80%
% of users who took an action	5.78%	5.50%	--

## Login

	This period	Last period	Lifetime
Unique users who started login	58,567	57,192	318,082
Unique users who succeeded with login	41,375	40,092	263,266
Login success rate	70.65%	70.10%	82.77%



# CLAIMS & BENEFIT UTILIZATION

## Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	27,089	26,597	160,727
Unique users who downloaded a letter	17,225	16,331	113,710
Letter downloads per user	2.86	2.93	6.08
% of viewers who downloaded a Letter	63.59%	61.40%	70.75%

## Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	77,605	76,608	221,283
Views per user	8.25	8.37	39.28
Users who viewed a Claims details page	51,542	50,102	157,161
% of app users who visited Claims and Appeals	63.17%	64.81%	60.01%

# HEALTH FEATURE UTILIZATION

Secure Messaging (SM)				Appointments				Vaccines			
	This period	Last period	Lifetime		This period	Last period	Lifetime		This period	Last period	Lifetime
Unique users who viewed their inbox	26,104	24,723	152,217	Unique users who viewed the Appointments landing page	38,158	36,751	180,920	Unique users who viewed the Vaccines landing page	14,079	13,794	99,277
Views per user	3.61	3.45	8.21	Views per user	3.13	3.11	8.45	Views per user	1.83	1.79	2.95
Unique users who sent a SM	6,798	5,729	39,892	Unique users who viewed appointment details	19,669	16,999	113,810	Unique users who viewed Vaccine details	4,201	3,707	37,545
Total SMs sent	11,850	9,729	142,962	% of app users who viewed Appointments landing page	31.06%	31.09%	49.06%	% of app users who viewed Vaccine landing page	11.46%	11.67%	26.92%
% of users who viewed SM	21.25%	20.92%	41.28%	% of Appointment landing page viewers that viewed the details page	51.55%	46.25%	62.91%	% of Vaccine landing page viewers that viewed the details page	29.84%	26.87%	37.82%
% of SM viewers who sent a SM	26.04%	23.17%	26.21%								

# 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	November 18, 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**