VA Mobile App
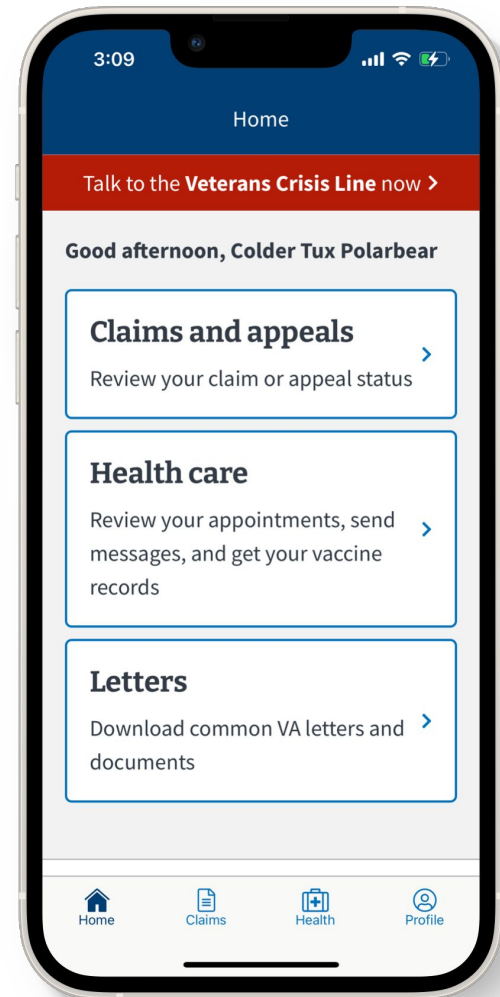
Weekly metrics

March 2022

3/28/22 - 4/3/22

TRUST & SATISFACTION

Average star rating since launch

4.8 ⭐

(22,872 ratings)

4.6 ⭐

(5,978 ratings)

LAST WEEK IN REVIEW

App Downloads

30K

Engagement Time per Session

1:53

3.6

Average Engaged Sessions per user

68% ↓

Login Success Rate

APP WIDE METRICS

New Downloads

	This period	Last period	Lifetime - organic
iOS	19,703	14,443	344,574
Android	10,546	6,826	140,253

% Crash Free

	This period	Last period	Lifetime
iOS	99.96%	99.90%	98.67%
Android	99.73%	99.65%	95.73%

Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	56,418	57,999	366,958
Unique users who initiated a session	166,986	156,852	514,023
Sessions per user	12.7	13.47	25.59
Average engagement time per session	1:53	1:58	1:50
Biometric Login (% Utilization)	3.6	—	—

Feature Utilization

FEATURE UTILIZATION

Feature Utilization by Section
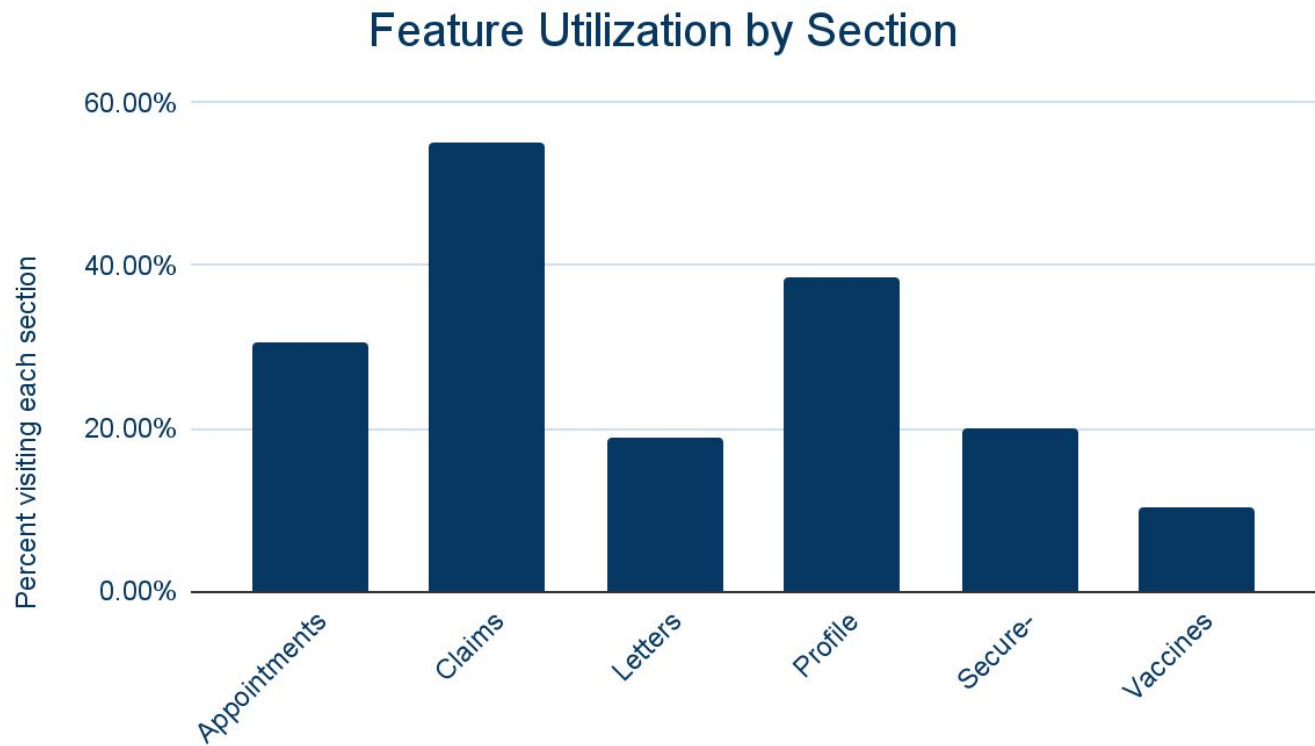
GENERAL FEATURE UTILIZATION

Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	64,589	61,267	293,925
Views per user	5.85	5.93	21.66
% of users who viewed Profile	38.68%	39.06%	57.18%
% of users who took an action	6.25%	5.37%	--

Login

	This period	Last period	Lifetime
Unique users who started login	60,078	82,305	449,234
Unique users who succeeded with login	41,113	57,999	362,436
Login success rate	68.43%	70.47%	--

CLAIMS & BENEFIT UTILIZATION

Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	**31,558**	34,896	229,870
Unique users who downloaded a letter	**22,749**	21,037	165,149
Letter downloads per user	**2.90**	2.82	6.44
% of viewers who downloaded a Letter	**72.09%**	60.28%	71.84%

Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	**92,204**	95,991	311,520
Views per user	**7.24**	8.65	44.22
Users who viewed a Claims details page	**65,021**	65,278	218,791
% of app users who visited Claims and Appeals	**55.22%**	61.20%	60.60%

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	**33,510**	32,007	211,664
Views per user	**3.64**	3.72	9.35
Unique users who sent a SM	**8,773**	8,313	58,924
Total SMs sent	**14,992**	13,971	233,840
% of users who viewed SM	**20.07%**	20.41%	41.18%
% of SM viewers who sent a SM	**26.18%**	25.97%	27.84%

Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	**50,892**	48,338	252,886
Views per user	**3.13**	3.14	9.75
Unique users who viewed appointment details	**26,271**	24,522	167,373
% of app users who viewed Appointments landing page	**30.48%**	30.82%	49.20%
% of Appointment landing page viewers that viewed the details page	**51.62%**	50.73%	66.19%

Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	**16,972**	14,770	152,067
Views per user	**1.72**	1.64	3.06
Unique users who viewed Vaccine details	**4,405**	3,385	55,303
% of app users who viewed Vaccine landing page	**10.16%**	9.42%	29.58%
% of Vaccine landing page viewers that viewed the details page	**25.95%**	22.92%	36.37%

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	January 06, 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.

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Thank you