

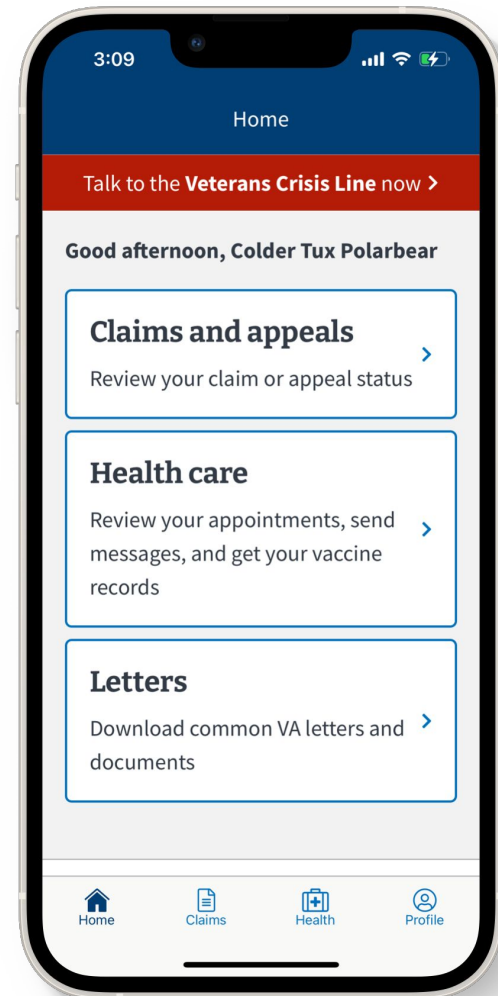


VA Mobile App

Weekly metrics

March 2022

3/21/22 - 3/27/22



TRUST & SATISFACTION

Average star rating since launch



4.8★

(20,762 ratings)



Google Play

4.6★

(5,346 ratings)

Milestones

220K

Secure Messages sent

349k

successful logins

17

(avg engaged session)

294K

people landed on Claims
view page

LAST WEEK IN REVIEW

Unique users who
initiated a session

156,852

Engagement Time per
Session

1:58

3.8



Average Engaged Sessions
per user

21,269



Downloads last week

APP WIDE METRICS

New Downloads

	This period	Last period	Lifetime - organic
<div><div></div><div>iOS</div></div>	14,443	13,319	325,082
<div><div></div><div>Android</div><div>Google Play</div></div>	6,826	8,202	129,611

% Crash Free

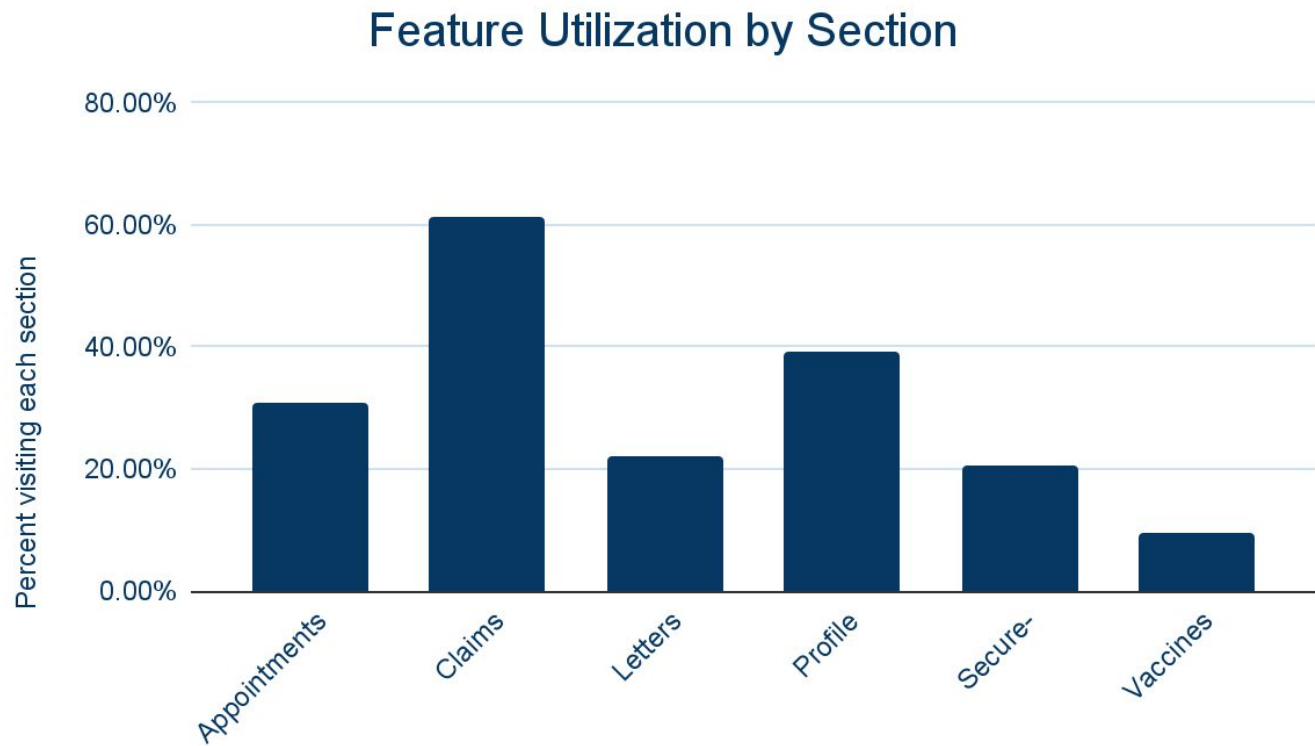
	This period	Last period	Lifetime
<div><div></div><div>iOS</div></div>	99.90%	99.89%	98.59%
<div><div></div><div>Android</div><div>Google Play</div></div>	99.65%	99.63%	95.23%

Overall Usage

	This period	Last period	Lifetime
Total Unique users who successfully logged in	57,999	49,982	349,562
Unique users who initiated a session	156,852	145,820	484,434
Sessions per user	13.47	13.25	25.31
Average engagement time per session	1:58	1:44	1:49
Biometric Login (% Utilization)	—	—	—

Feature Utilization

FEATURE UTILIZATION



GENERAL FEATURE UTILIZATION

Profile

	This period	Last period	Lifetime
Unique users who viewed Profile	61,267	58,266	277,465
Views per user	5.93	6.01	21.58
% of users who viewed Profile	39.06%	39.96%	57.28%
% of users who took an action	5.37%	5.27%	--

Login

	This period	Last period	Lifetime
Unique users who started login	82,305	70,928	427,463
Unique users who succeeded with login	57,999	49,982	349,562
Login success rate	70.47%	70.47%	--

CLAIMS & BENEFIT UTILIZATION

Letters

	This period	Last Period	Lifetime
Unique users who viewed their list of letters	34,896	33,436	217,456
Unique users who downloaded a letter	21,037	19,988	156,798
Letter downloads per user	2.82	2.84	6.43
% of viewers who downloaded a Letter	60.28%	59.78%	72.11%

Claims and Appeals

	This period	Last Period	Lifetime
Unique users who viewed C&A landing page*	95,991	91,814	294,977
Views per user	8.65	8.55	43.95
Users who viewed a Claims details page	65,278	61,045	210,188
% of app users who visited Claims and Appeals	61.20%	62.96%	60.89%

HEALTH FEATURE UTILIZATION

Secure Messaging (SM)

	This period	Last period	Lifetime
Unique users who viewed their inbox	32,007	32,448	202,075
Views per user	3.72	3.7	9.3
Unique users who sent a SM	8,313	8,390	56,241
Total SMs sent	13,971	14,464	221,578
% of users who viewed SM	20.41%	22.25%	41.71%
% of SM viewers who sent a SM	25.97%	25.86%	27.83%

Appointments

	This period	Last period	Lifetime
Unique users who viewed the Appointments landing page	48,338	47,795	240,223
Views per user	3.14	3.24	9.71
Unique users who viewed appointment details	24,522	25,530	158,488
% of app users who viewed Appointments landing page	30.82%	32.78%	49.59%
% of Appointment landing page viewers that viewed the details page	50.73%	53.42%	65.98%

Vaccines

	This period	Last period	Lifetime
Unique users who viewed the Vaccines landing page	14,770	15,842	142,313
Views per user	1.64	1.73	3.05
Unique users who viewed Vaccine details	3,385	4,156	52,492
% of app users who viewed Vaccine landing page	9.42%	10.86%	29.38%
% of Vaccine landing page viewers that viewed the details page	22.92%	26.23%	36.88%

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 30, 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