

Introduction

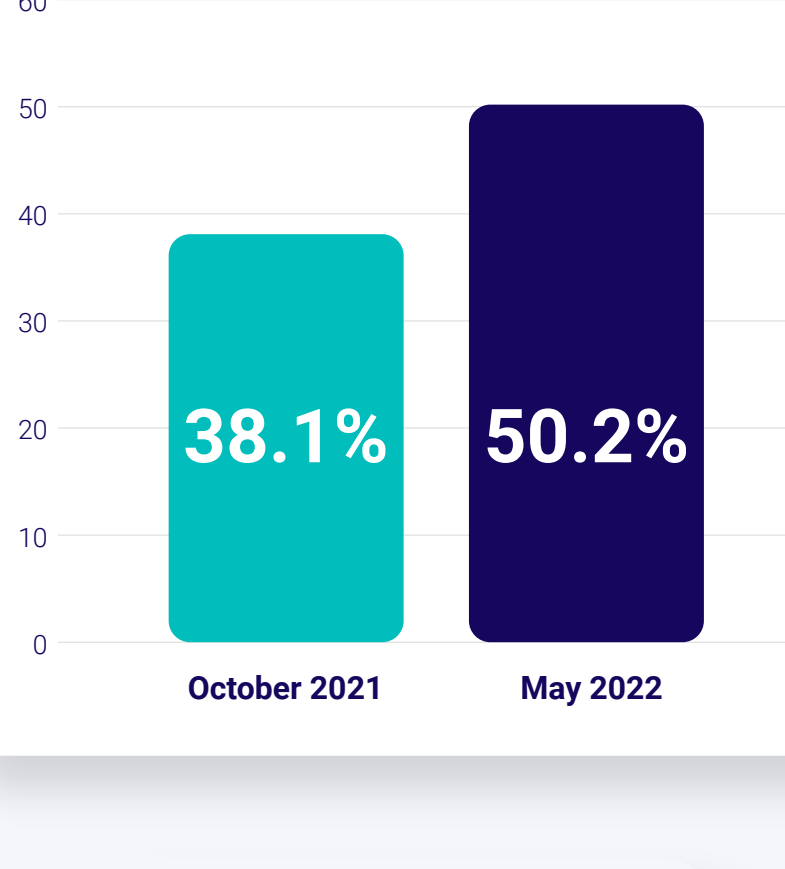
The first BRAG Index we released in May 2022 revealing apps that delivered install performance that outpaced the size of their brand funnel (i.e. overall consumer awareness and intent to install). This BRAG Index Brand Insight Report explores changes to the brand funnels of leading apps since our last report. We explore changes in key metrics like Growth Potential, Brand Favorability, Sentiment Change, and Awareness Gap. We also will identify several apps to watch in our next BRAG Index. Data is based on a survey of 3,000 U.S. mobile consumers in April/May of 2022.



Category Interest

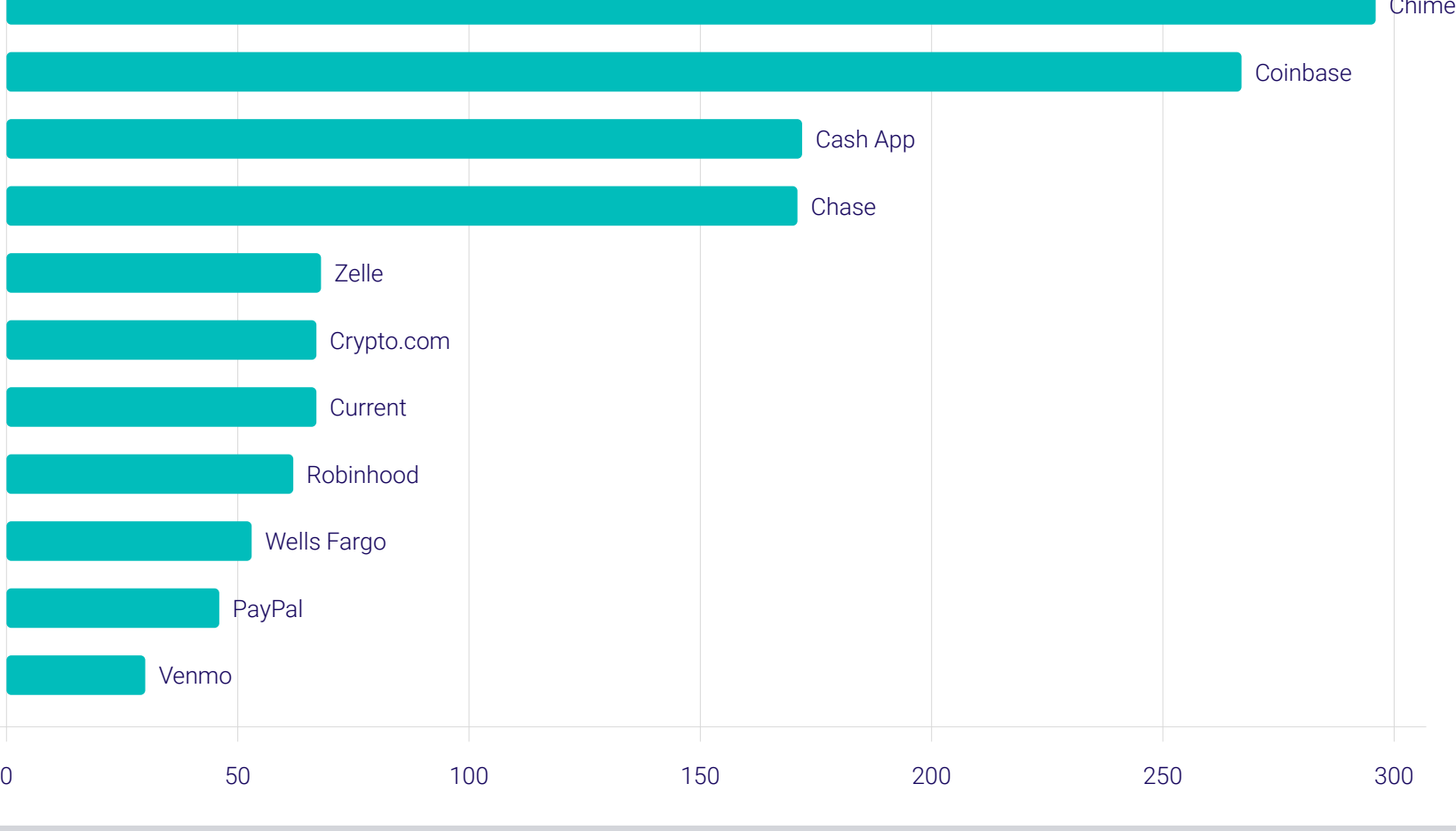
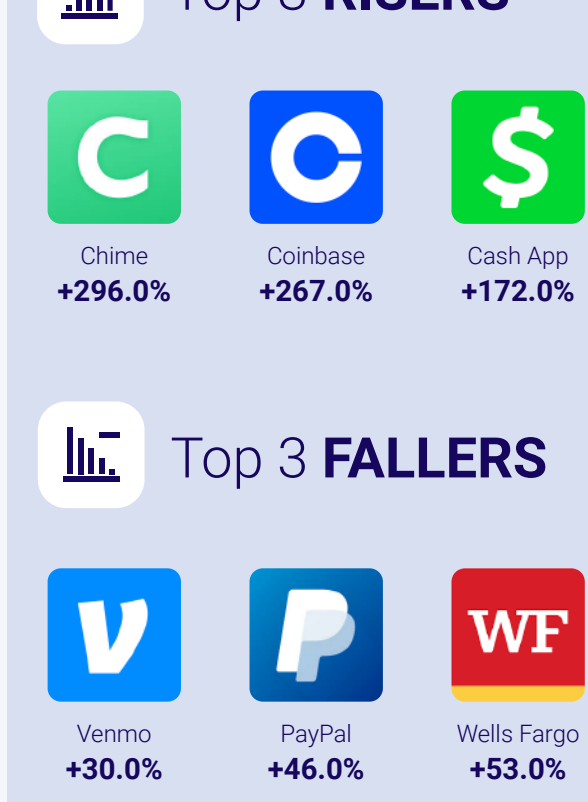
Category Interest measures the percentage of mobile users that state they are very or somewhat interested in using apps in this category.

Finance Interest up 32%



Changes in Growth Potential

Growth Potential is the size of an app's brand funnel. It is produced by measuring category interest, app awareness and install intent (for those who don't currently have the app). The change in growth potential is the difference between our survey measurements in October 2021 and April/May 2022 for the apps measured in both periods.

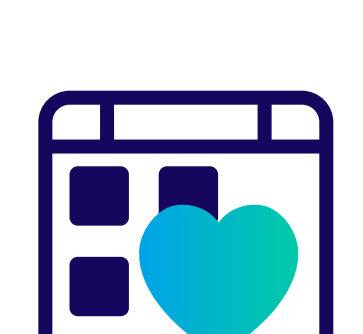
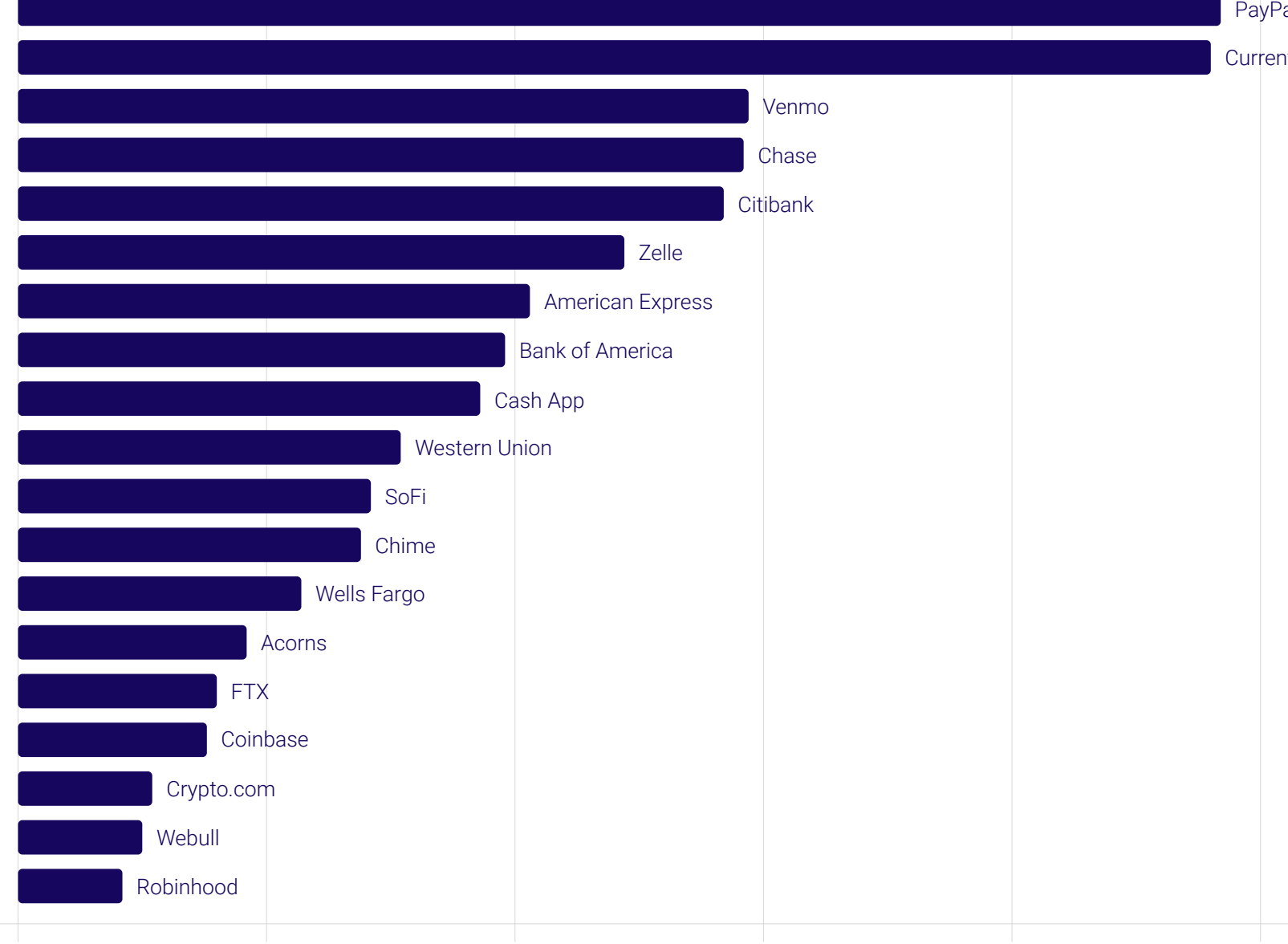


Brand Favorability

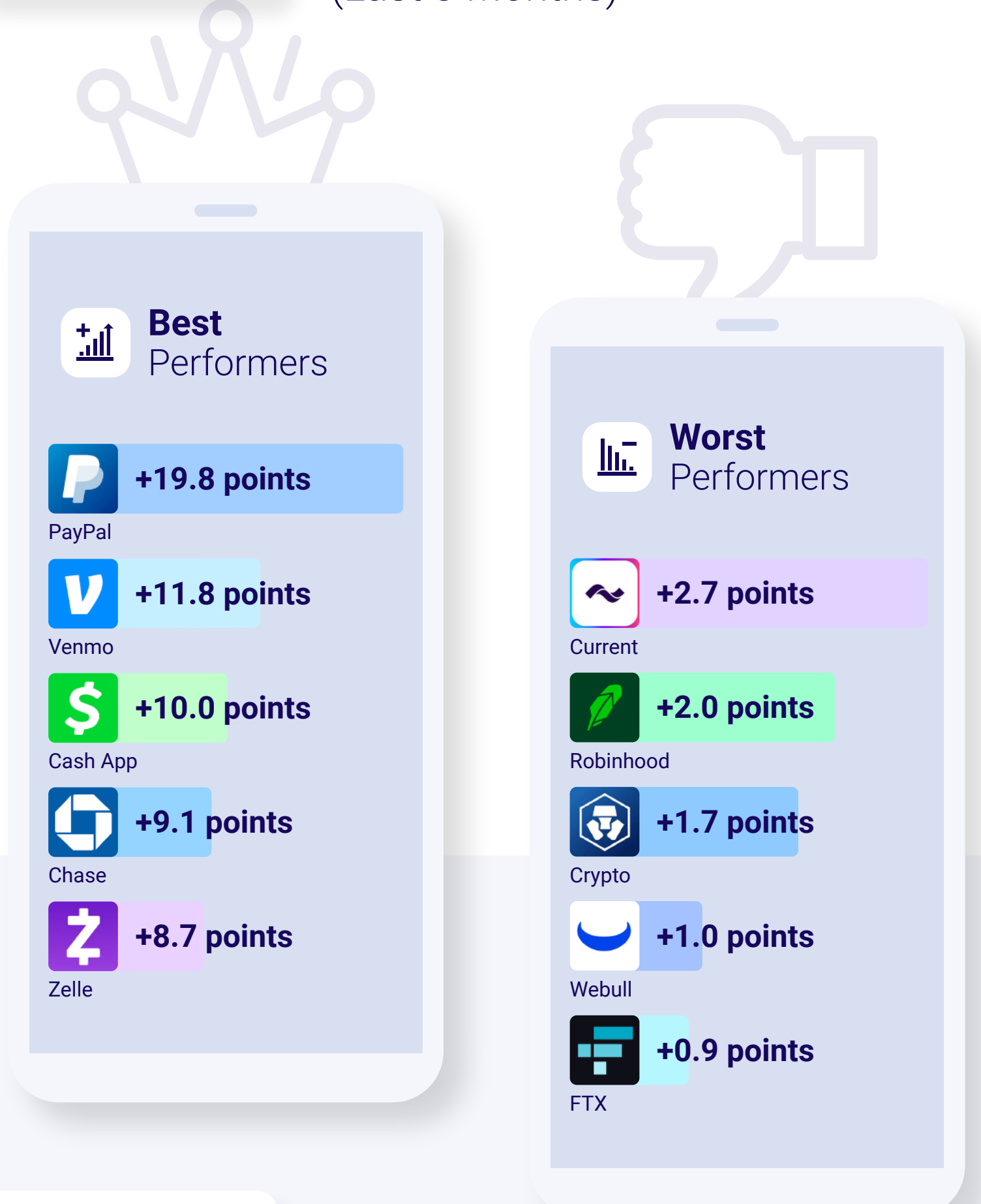
- We tracked 3 brand favorability metrics:
- The ratio of consumers that Like vs Dislike the app
 - The net change in sentiment between the percent whose opinion has increased and the percentage that has decreased over the last 3 months
 - The App Gap: the % of people aware of an app, but not familiar enough to express an opinion

These metrics focus on consumers with category interest and awareness of each app.

Ratio of App Likers to App Dislikers



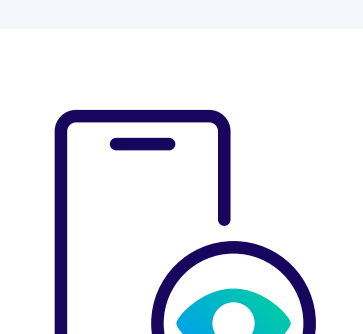
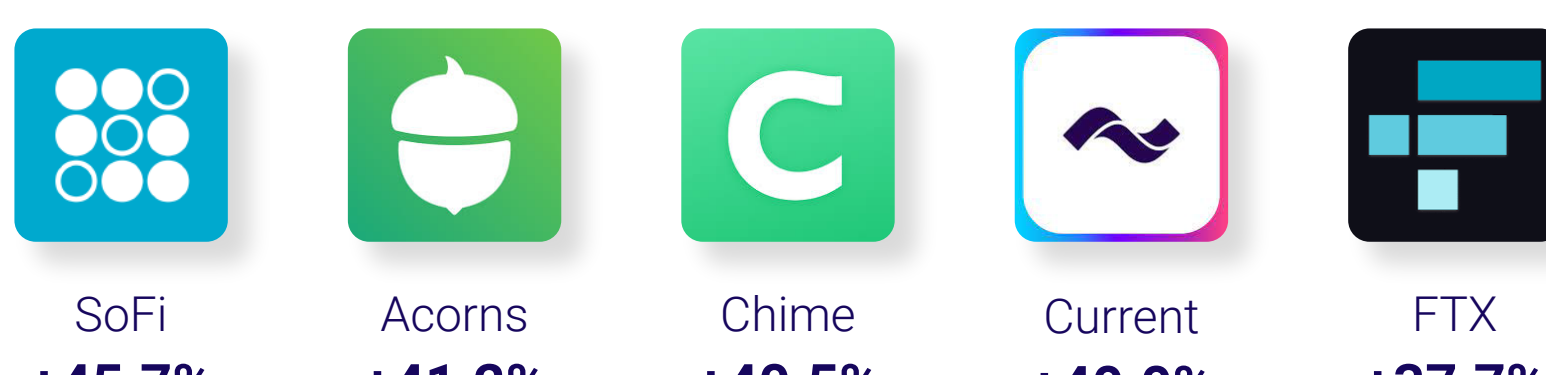
Net Sentiment Change (Last 3 Months)



The App Gap

The App Gap measures the % of people aware of an app, but not familiar enough to express an opinion - favorable or unfavorable - giving us the 'gap' between overall awareness and deeper understanding of the value offered by the app.

Top 5 Biggest Gaps



Apps to Watch

Our next BRAG Index is coming soon! Here are some apps that we think are worth watching:

Crypto.com

Crypto.com is experiencing negative app sentiment due to the current perception of crypto. Despite seeing an increase in growth potential due to a 77% growth in awareness, Crypto's low favorability might slow their growth.

Cash App

Cash App' increase in GP from last quarter puts them in the top 3 for positive change. And despite other crypto apps struggle with sentiment, Cash App seems to avoided the loss.

Acorns

Acorns saw minimal change in growth potential, but they may still have a big opportunity ahead of them. With 40% of those aware of the app not having deeper knowledge, audience education could help them exceed expectations.

Venmo

Overall category interest enabled all finance apps to see a spike in growth potential, but Venmo was one of only 2 apps that saw a decrease in install intent, along with Crypto.com. But they still are top 3 in the category in favorability.

Chime

Chime is seeking to improve their app gap - those who are aware of the app but don't have a deeper understanding to have an opinion - by marketing to younger generations. Can their efforts push them to the top?