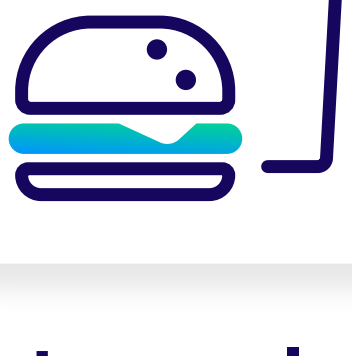


## Introduction

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.

### Food & Drink Interest up 13%



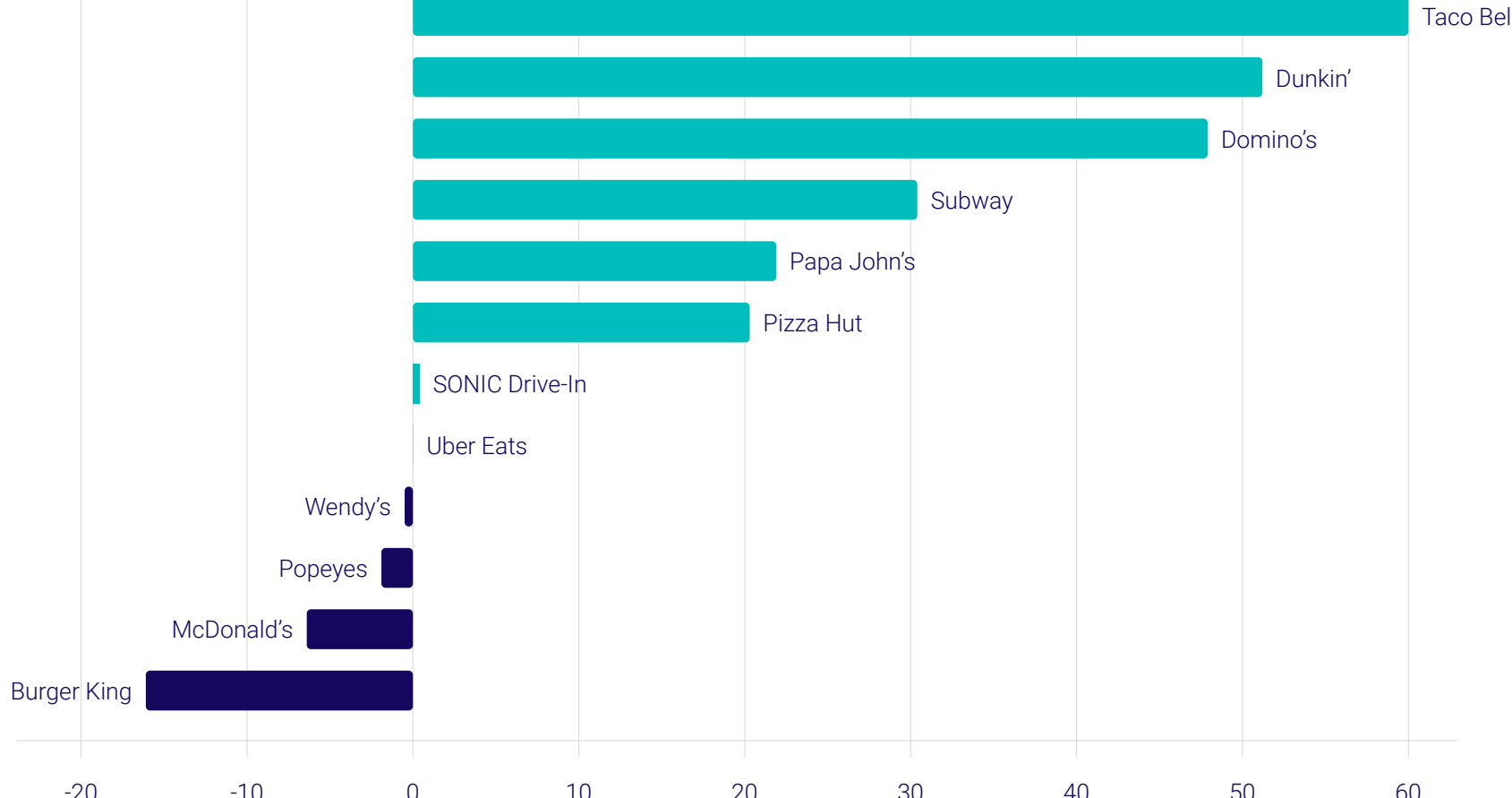
## Changes in Growth Potential

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.

### Top 3 RISERS



### Top 3 FALLERS

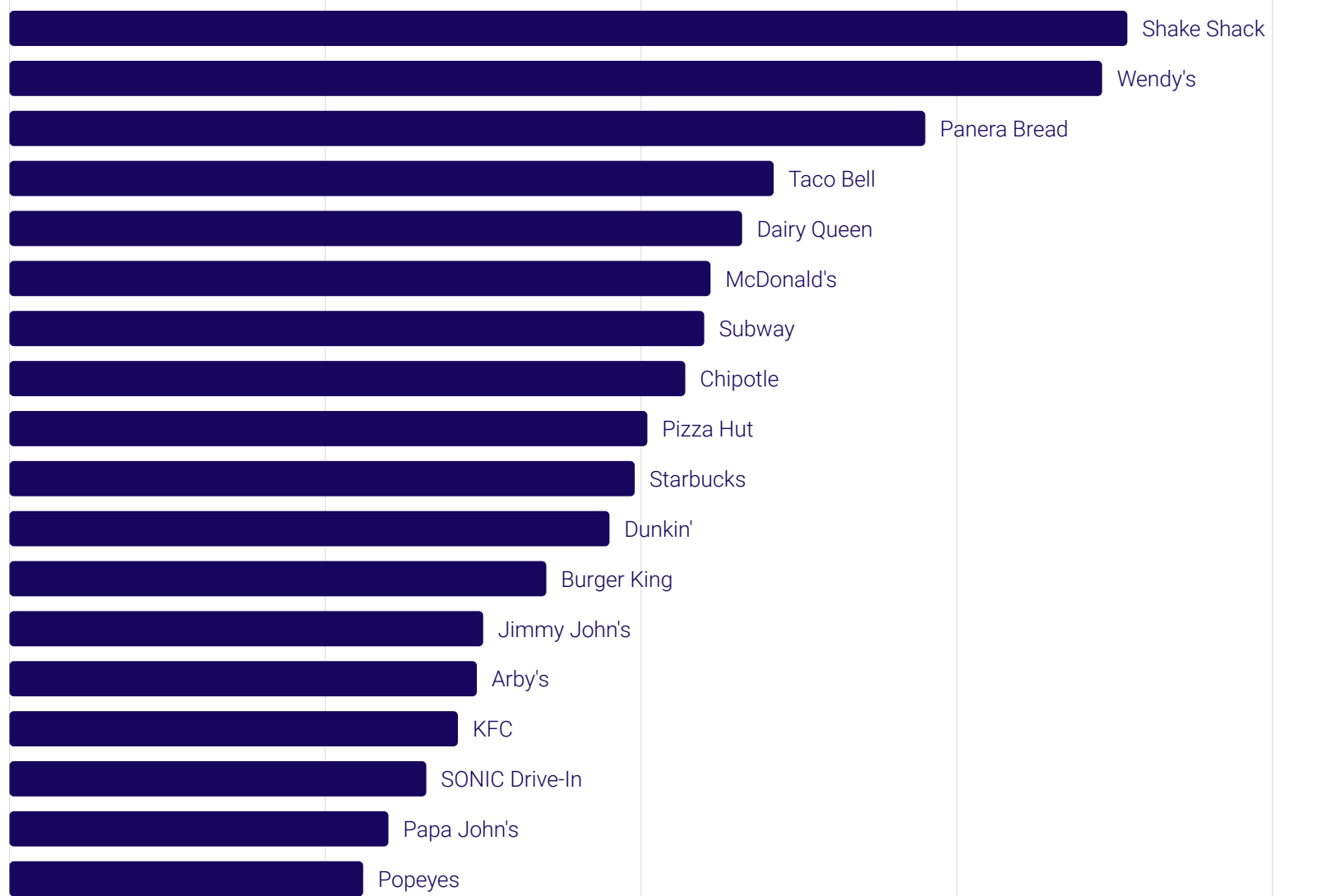


## Brand Favorability

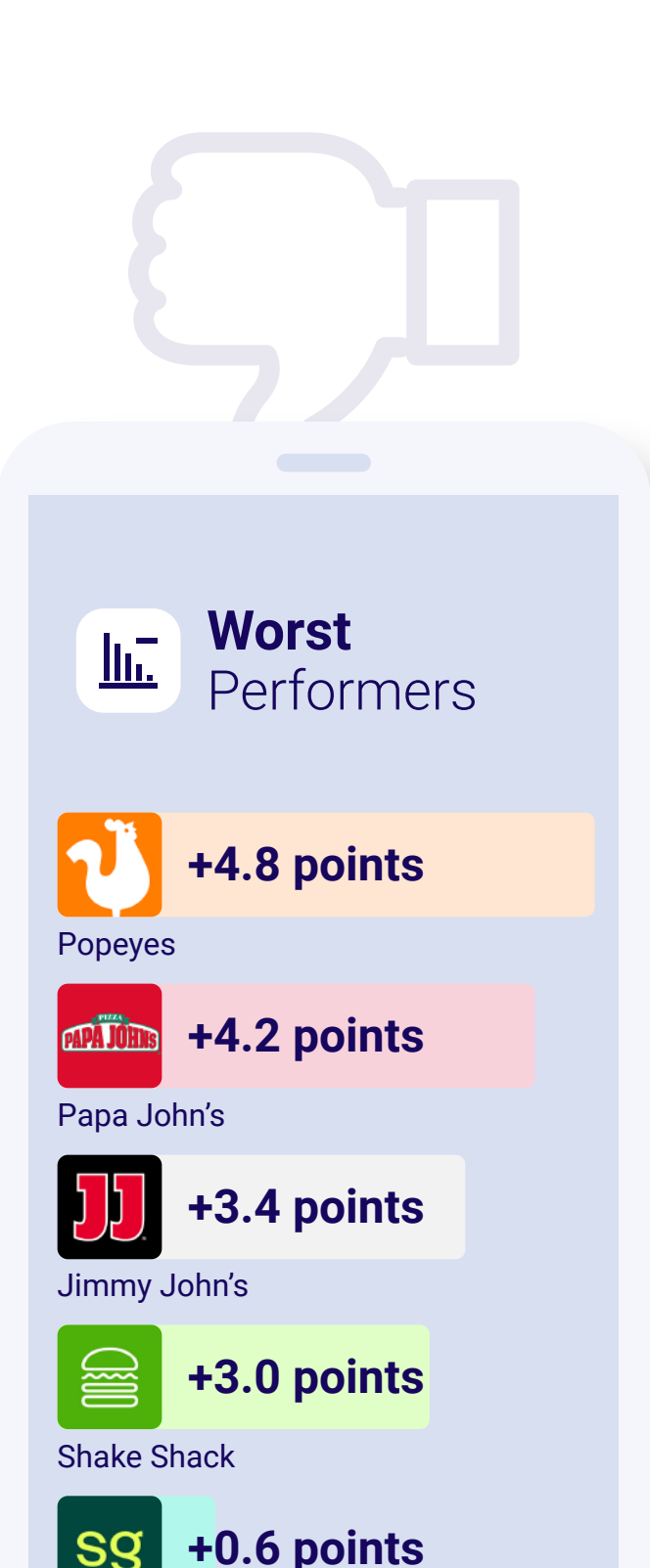
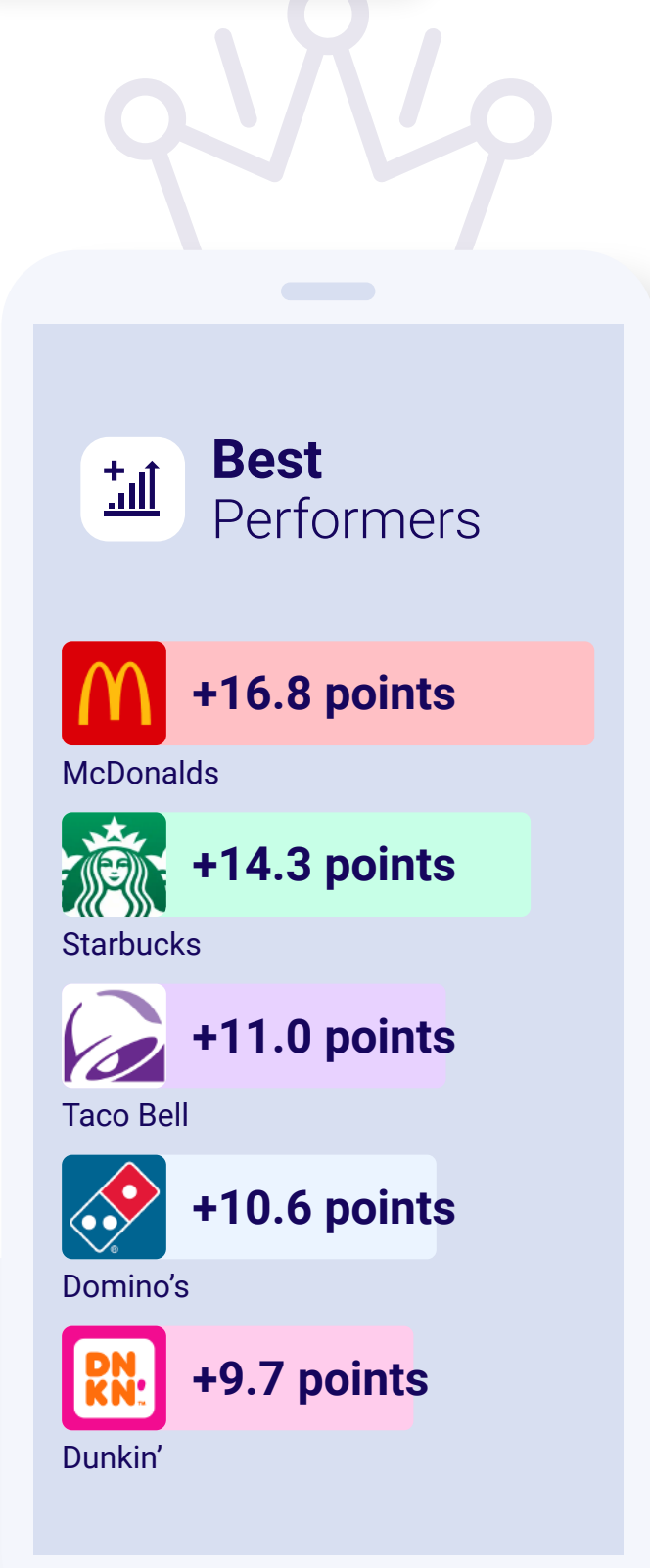
We tracked 3 brand favorability metrics:  
 1. The ratio of consumers that Like vs Dislike the app  
 2. The net change in sentiment between the percent whose opinion has increased and the percentage that has decreased over the last 3 months  
 3. The App Gap: the % of people aware of an app, but not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



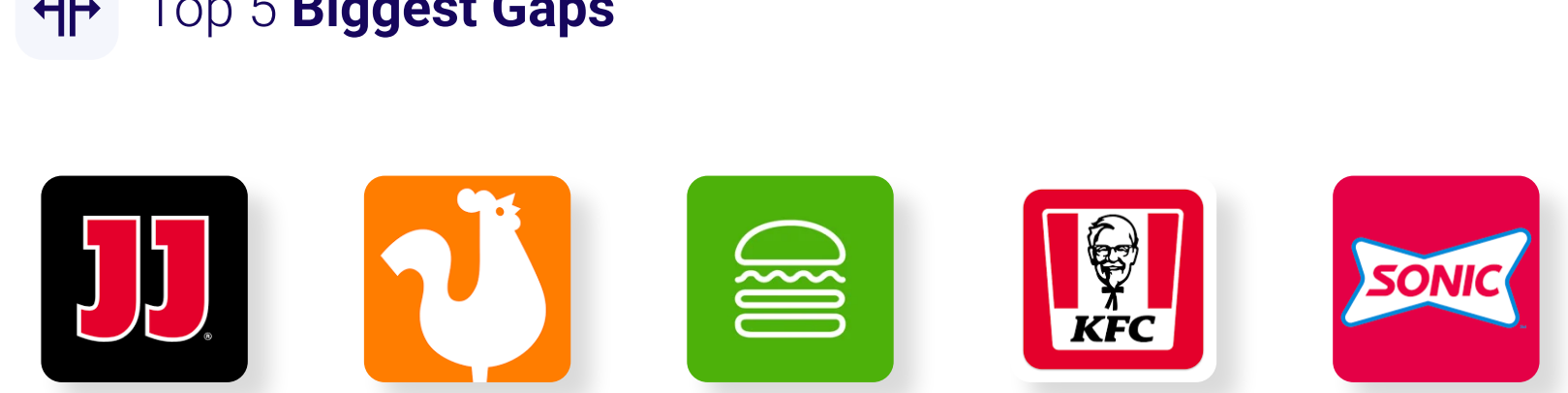
## Net Sentiment Change (Last 3 Months)



## The App Gap

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

### Top 5 Biggest Gaps



## Apps to Watch

Based on our review of changes in Growth Potential, Brand Favorability, Sentiment Change, and Awareness Gap, as well as levels of Awareness and Install Intent, **Apps to Watch** points out a handful of apps whose future install performance and/or brand performance looks intriguing.

**Taco Bell**

Since our last report, Taco Bell brought back its beloved Mexican Pizza only to then discontinue it again after two weeks. With a 60% jump in growth potential and high scores in brand favorability and net sentiment, can the chain keep its upward momentum or will this setback affect app installs?

**Popeyes**

Despite its ubiquitous nationwide ads (and a very memorable jingle), Popeyes has the second-highest app gap among fast food apps and the lowest likers to dislikers ratio. The southern fried chicken restaurant has the opportunity to translate brand awareness to app install success.

**Shake Shack**

Shake Shack has made its mark in the fast-food world in the last decade but it still has room to grow as a brand and app. Investing in app promotion will allow loyal and enthusiastic followers a chance to further engage with the brand.

**Domino's Pizza**

With the highest brand favorability score, Domino's Pizza continues to be a leader in its app category. Its recent immersive experience with Netflix's Stranger Things is a prime example of how the brand uses its app in innovative ways.

**Starbucks**

Thanks to its popular rewards program, Starbucks has the smallest app gap of the group. But even with a high net sentiment score, the app sits in the middle of the pack for brand favorability. Looking into innovative and engaging app content could present growth opportunities for the coffeeshop mainstay.