

## 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

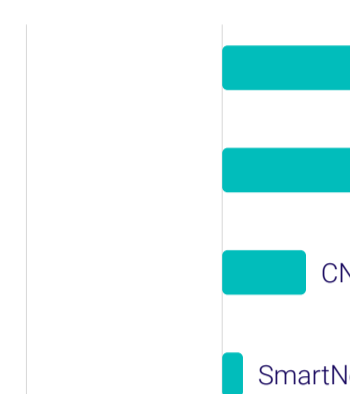
Category Interest measures the percentage of mobile users that state they are very or somewhat interested in using apps in this category.

### News Interest up 14%



## 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.



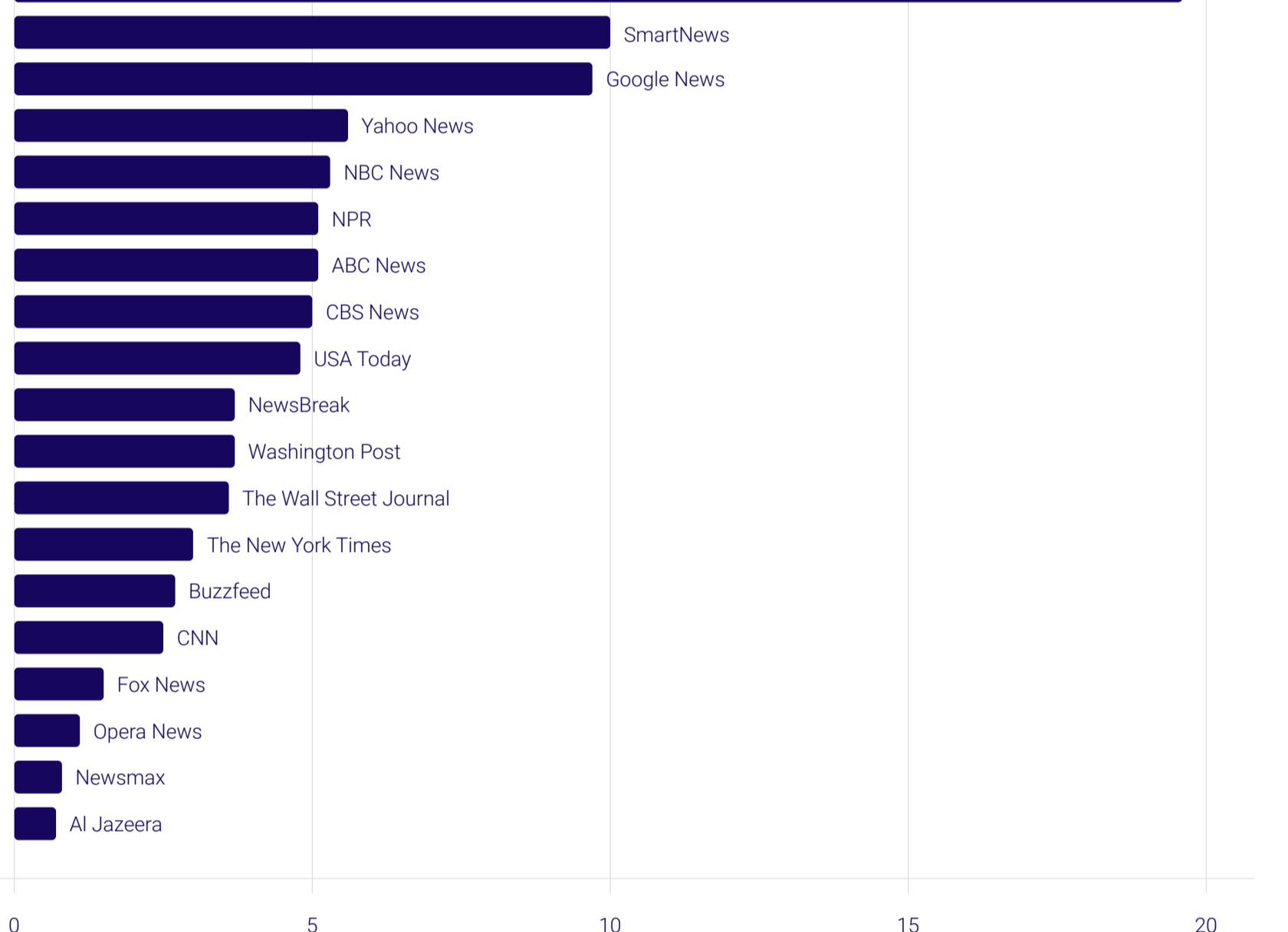
## Brand Favorability

We tracked 3 brand favorability metrics:

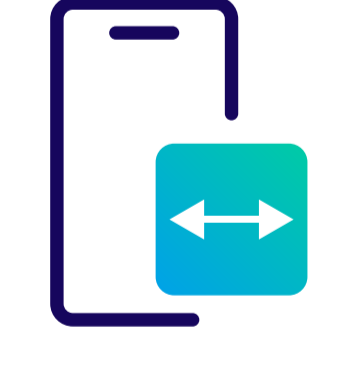
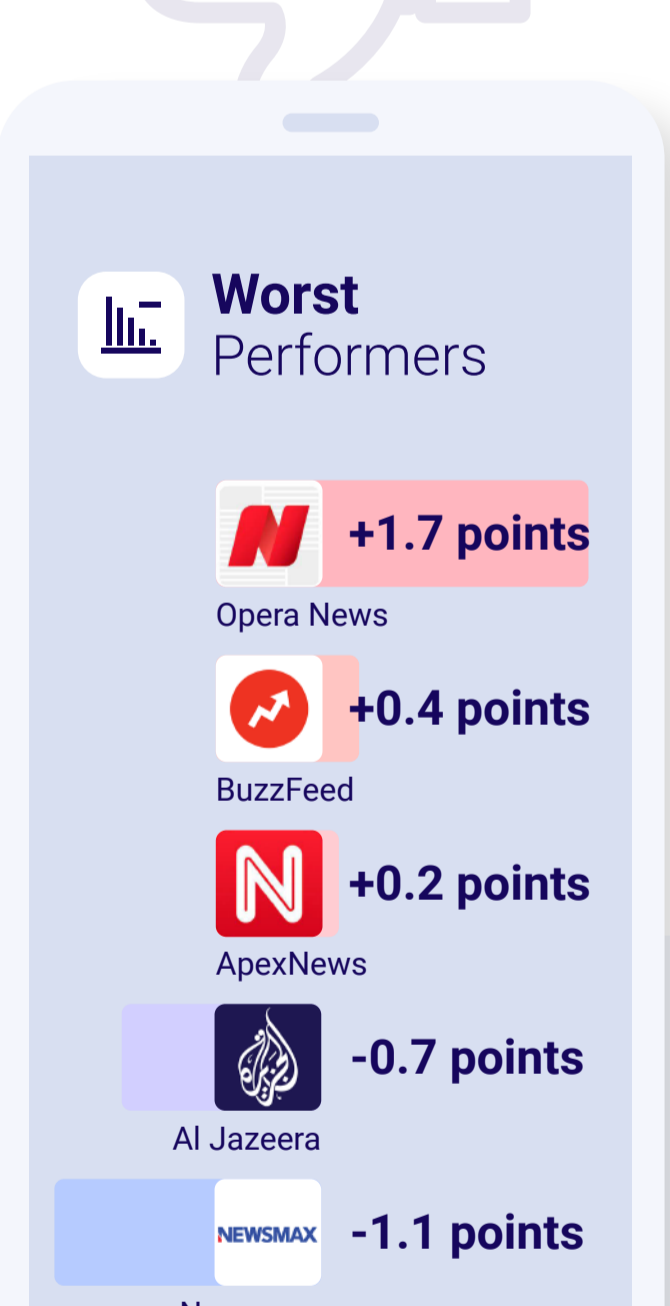
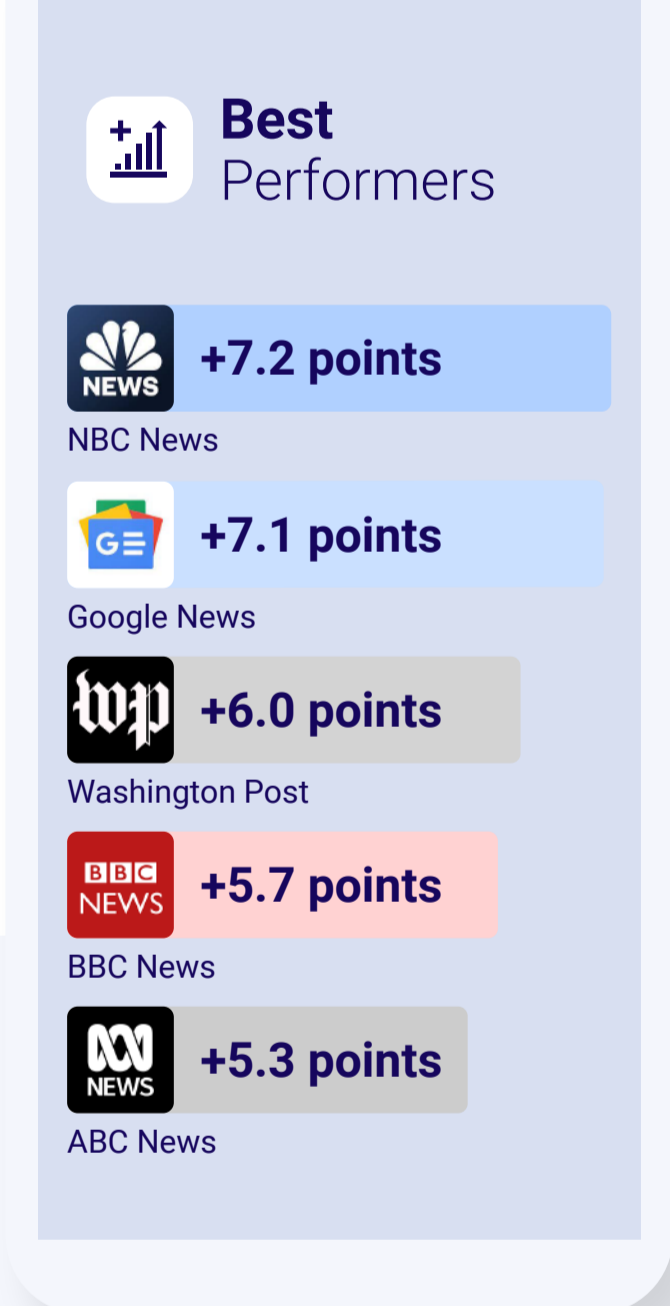
- The ratio of consumers that Like vs Dislike the app
- The net change in sentiment between the percent whose opinion has increased and the percentage that has decreased over the last 3 months
- The App Gap: the % of people aware of an app, but not familiar enough to express an opinion

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

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

### Top 5 Biggest Gaps



## Apps to Watch

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

**Opera News**

For smaller brands, a little increase can go a long way. Opera News has an awareness of only 4%, but had the biggest change in growth potential - and the 3rd most installs among all News apps in our BRAG report in May.

**Newsbreak**

Our Top BRAG-ger among news apps in our BRAG report in May, Newsbreak saw their excellent results pay off in a 67% spike in awareness - the highest among all news apps.

**SmartNews**

Along with Opera News and Newsbreak, SmartNews was another news aggregation apps that outpaced expectations in our BRAG report. And all 3 look to have built momentum since.

**BBC News**

Earlier this year, Apple News passed BBC in the UK as the news app used by the most people, high sentiment and brand favorability might indicate the app has potential outside of its home market.

**Newsmax**

While the popularity of the Newsmax brand on TV might remain strong among right wing viewers, the app's appeal among consumers overall has taken a hit due to a 68% decrease in intent to install.

**CNN**

Our BRAG report revealed that news aggregation apps get more installs, while news publishers focus on content distribution. Among the major news apps, CNN was the only one to see an increase in intent to install.