

Introduction

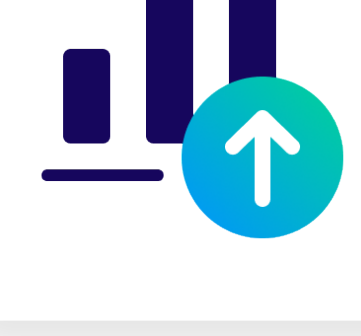
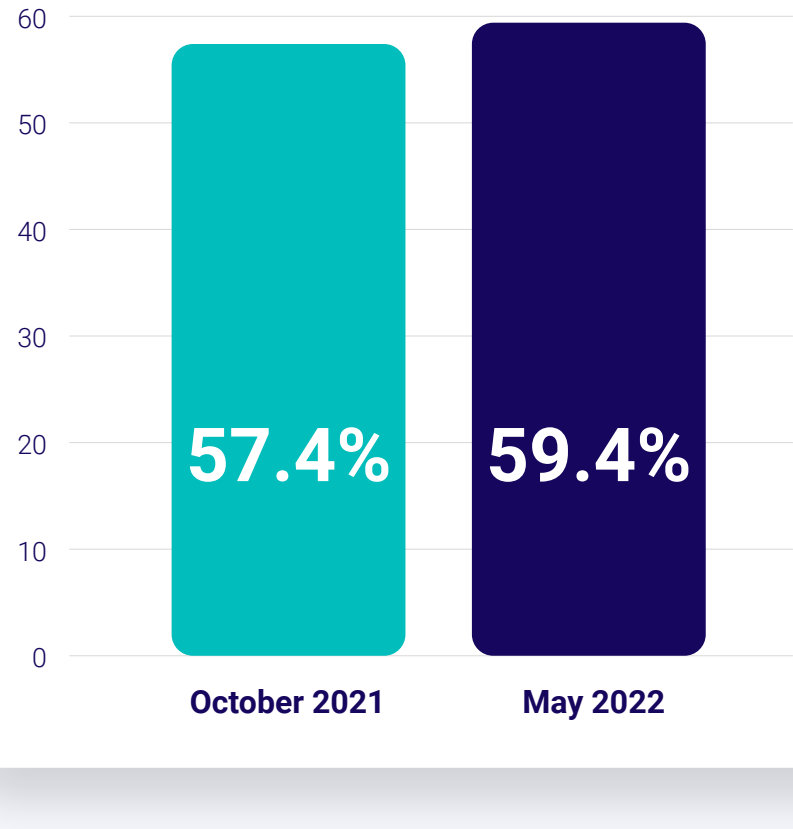
The first BRAG Index we released in May 2022 revealing apps that delivered install performance that outpaced the size of their brand funnel (i.e. overall consumer awareness and intent to install). This BRAG Index Brand Insight Report explores changes to the brand funnels of leading apps since our last 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.

Shopping Interest up 3%



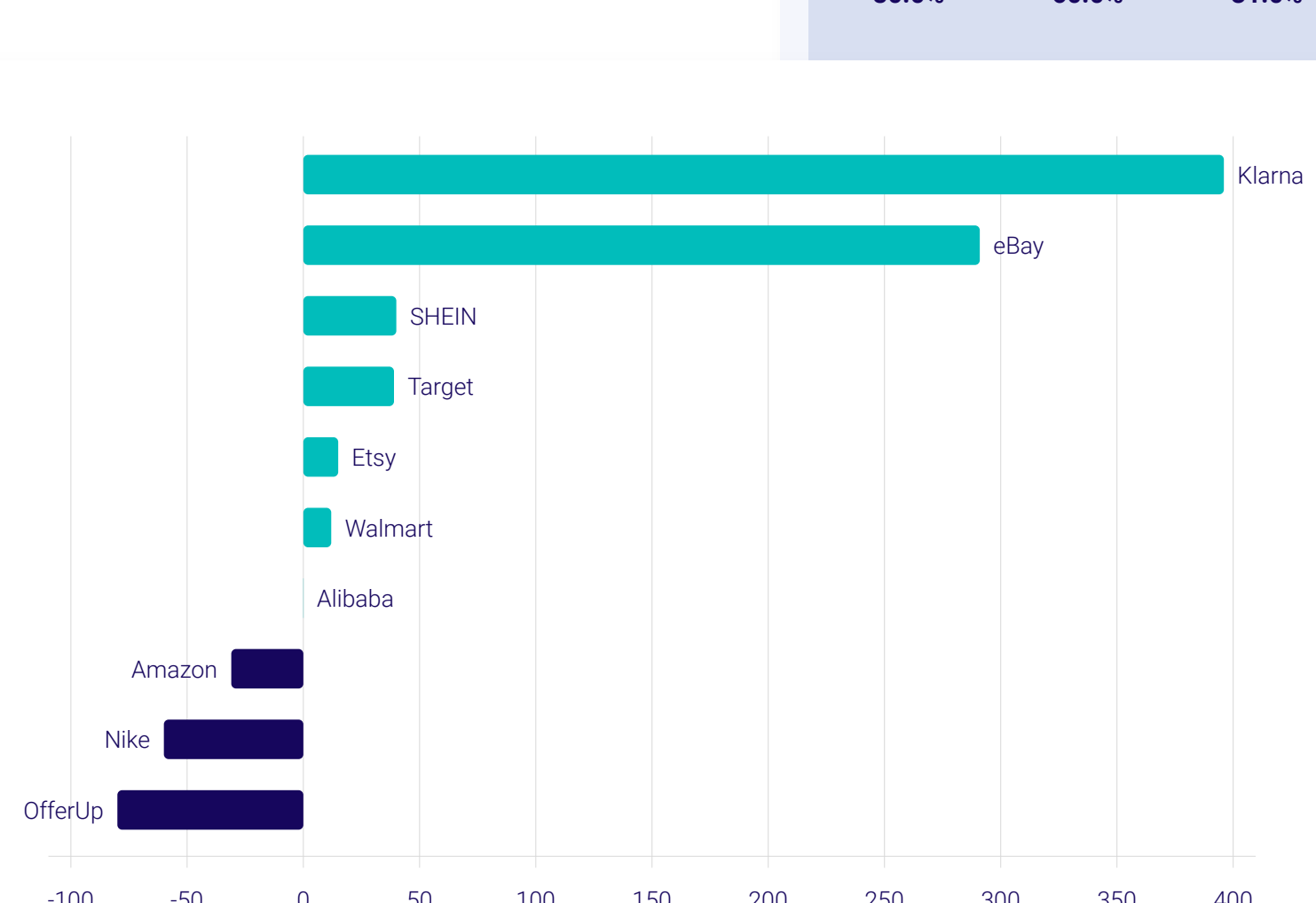
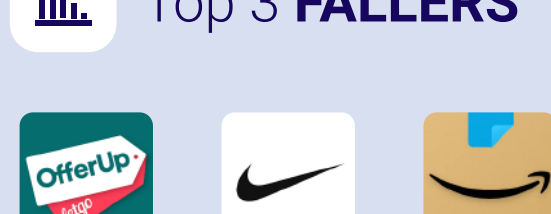
Changes in Growth Potential

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



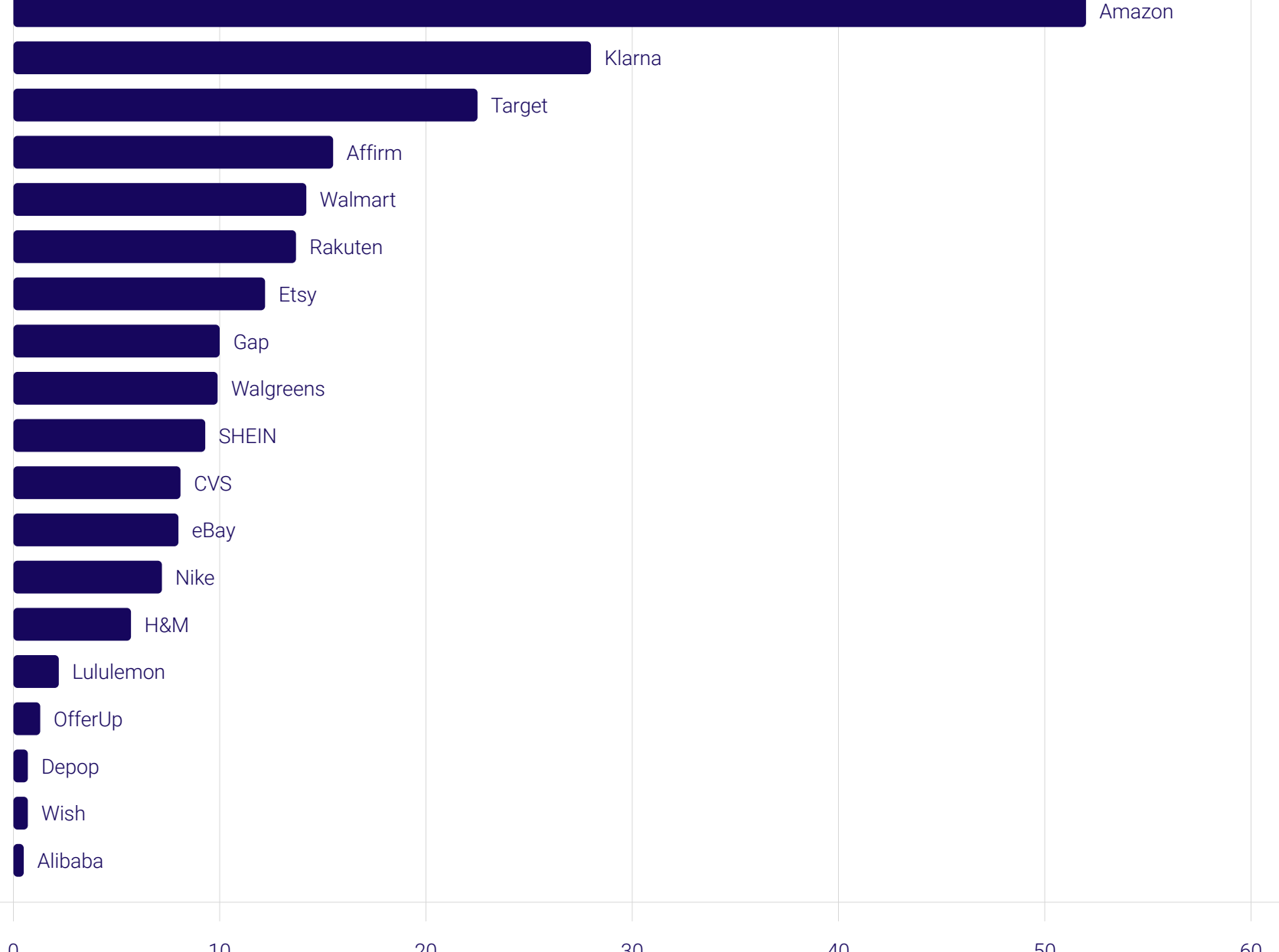
Brand Favorability

We tracked 3 brand favorability metrics:

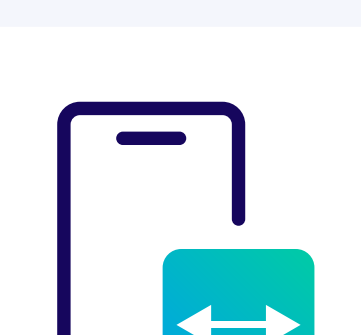
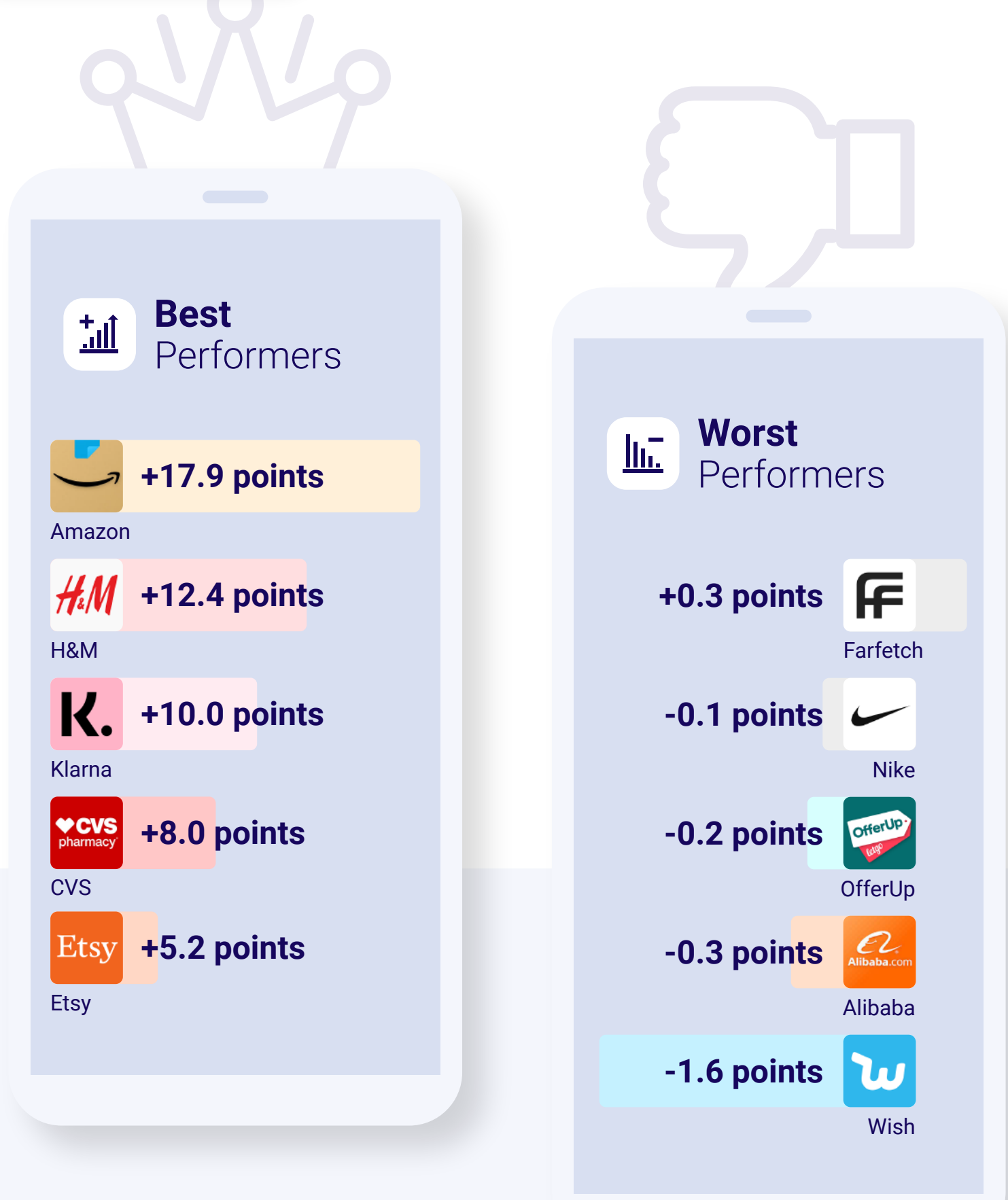
- The ratio of consumers that Like vs Dislike the app
- The net change in sentiment between the percent whose opinion has increased and the percentage that has decreased over the last 3 months
- The App Gap: the % of people aware of an app, but not familiar enough to express an opinion

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:

- Klarna**
 In the economic environment, Klarna is likely to convert the Intent to installs. Plus, it just launched a debit card in June, expanding its brand presence and total addressable market.
- SHEIN**
 SHEIN's growth seems unstoppable. Now having gained more brand awareness, installs is less of a leap and more likely a next step.
- Rakuten**
 Rakuten has the strongest growth potential among mobile-first shopping apps, which stands out, as it can be difficult to compete with well-known brick and mortar brands. Plus, its "saving while spending" value proposition is especially relevant to today's consumer.
- Walmart**
 Walmart's Intent is up less than 1 point from Q1, but as media conversations continue to revolve around a recession, Walmart stands to capture even more interest and installs.
- OfferUp**
 Do not be surprised to see OfferUp outperform its shrunken brand funnel. Supply and demand of secondhand goods could have increased since April and drive grassroots growth to the used goods marketplace.
- CVS**
 Cost savings is a consistent theme driving interest in Shopping apps, and CVS is infamous for its long receipts with ExtraBucks. With solid awareness and intent scores, plus awareness of its loyalty perks, CVS is a contender for Leader or Transcender status.
- Affirm**
 Affirm has a small brand funnel, relative to its partner ecosystem. We saw this with Klarna before and watched as most of its growth came through the funnels of its merchant partner.