

# Ignis Labs

## Executive Update

March 4, 2026

Feb 24 – Mar 2, 2026.

Feb 17 – Feb 23, 2026.

# (my)cards v2 Launch Status

Release readiness snapshot before KPI review

Campaign start is likely on Mon, Mar 9, 2026.

## ANDROID

In Review

Submitted and currently in Google Play review.

## IOS

In Review

Submitted and waiting on App Store feedback.

## API

Production Ready

v2 API is fully deployed and operating in production.

## MARKETING

Ready

Launch marketing assets and rollout plan are ready to go.

## NOTIFICATIONS

Prepared

Notifications are prepped to announce availability once stores approve.

## CAMPAIGN TIMING

Starts Monday

mycards campaign is expected to begin Mon, Mar 9, 2026.

# myLoyalty Launch Status

Private beta rollout and demand-generation sequencing

Execution is staged to support onboarding quality before scale.

## PRIVATE BETA

Onboarding Monday

First client onboarding begins Mon, Mar 9, 2026.

## WAITLIST

Opens Friday

Waitlist opens Fri, Mar 6, 2026 and will be shared on LinkedIn and other social channels.

## MARKETING

Later in March

myLoyalty marketing activation starts later in March.

# Weekly KPI Scorecard

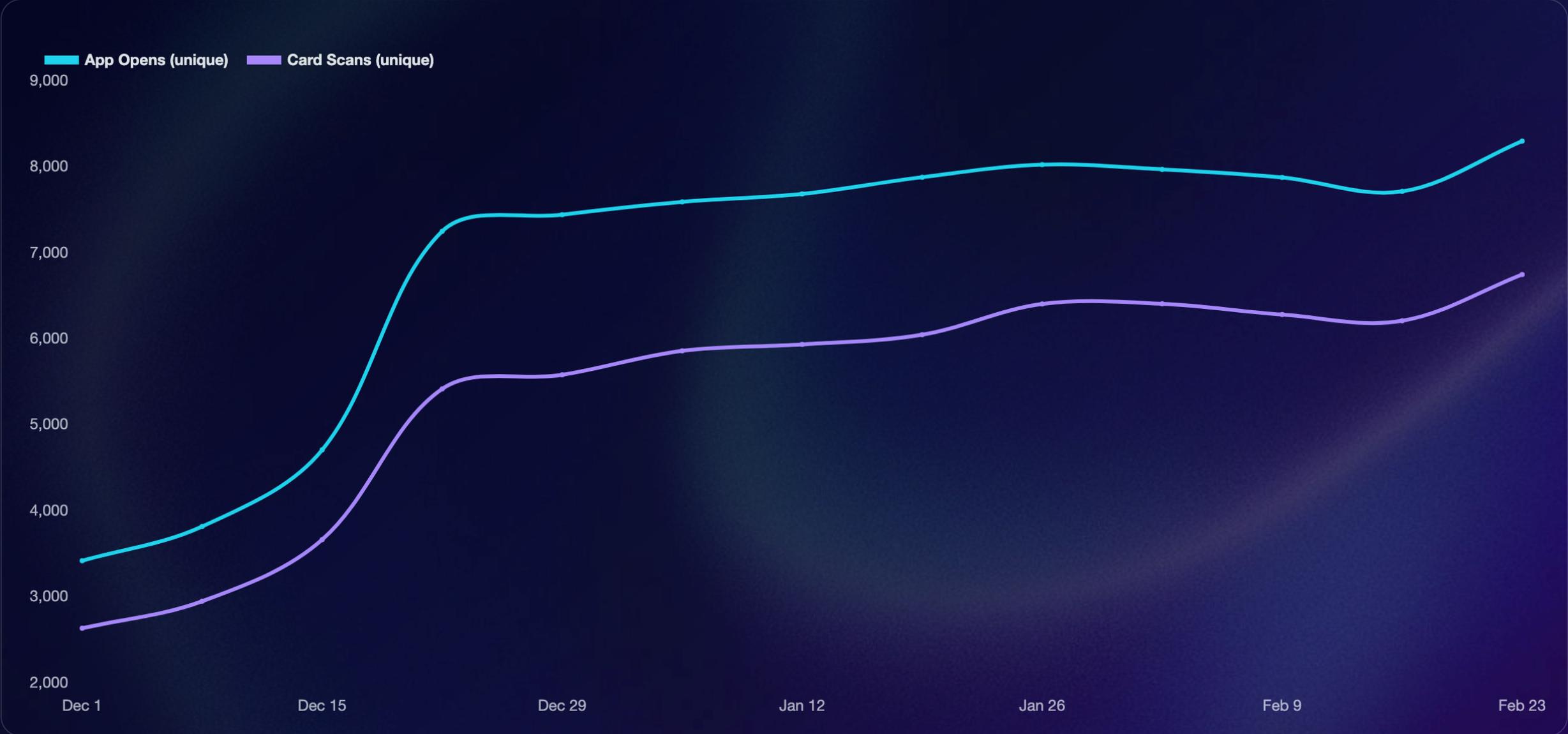
Reporting period: Feb 24 – Mar 2, 2026.

Metric	Last Week	This Week	WoW	Commentary
Downloads	579 <small>iOS: 122   Android: 457</small>	520 <small>iOS: 134   Android: 386</small>	-10.2%	Downloads are trending down — from ~740/wk in Dec to ~520/wk now. No active marketing or ASO in place.
First Opens	780	738	-5.4%	Steady decline since launch spike. First opens are ~1/3 of downloads, meaning many users don't open after download, OR re-downloads/updates inflate AppFigures numbers.
App Opens	7,711	8,296	+7.6%	Engagement is UP even though downloads are down. Users are sticky. Best week since launch. ~2k DAU.
Card Scans	6,207	6,745	+8.7%	Highest week ever. 81% of active users are scanning cards — strong product-market fit signal.
Cards Added	633	662	+4.6%	Declining from Jan 5 peak (939). Expected as existing users already have their cards loaded.
Barcode Scans	342	368	+7.6%	~4.4% of active users use the barcode scanner. Small but consistent feature usage.
Search	163	214	+31.3%	—

# (my)cards Engagement Trend



Highest week ever. 81% of active users are scanning cards — strong product-market fit signal.



# (my)cards Download Trend

Downloads are trending down — from ~740/wk in Dec to ~520/wk now. No active marketing or ASO in place. Launch focus: downloads have not been the primary push yet, but this becomes a top priority over the next few days.

■ iOS Downloads   ■ Android Downloads   ■ Total Downloads



# Retention and Monetization Signals

## Acquisition Health

### DOWNLOADS

KEY

-10.2%

#### PREVIOUS

579 total (iOS: 122,  
Android: 457)

#### CURRENT

520 total (iOS: 134,  
Android: 386)

### FIRST OPENS

-5.4%

#### PREVIOUS

780

#### CURRENT

738

## Usage Quality

### APP OPENS

KEY

+7.6% ✓

#### PREVIOUS

7,711

#### CURRENT

8,296

### CARD SCANS

+8.7% ✓

#### PREVIOUS

6,207

#### CURRENT

6,745

## Revenue Risk

### ● KEY SIGNAL

⚠ AppFigures showing R0 across all periods. IAP/subscription revenue is not flowing through. This needs investigation – either:

### ● SIGNAL

#### MRR (estimated)

~R1,150 based on previous manual tracking (~60 active subs)

# Recent Customer Reviews

Feb 24 – Mar 2, 2026.

REVIEWS THIS WEEK

0

Feb 24 – Mar 2, 2026.

RATING THIS WEEK

—

No ratings submitted in period

AVG RATING (LISTED)

2.6★

9/9 reviews with rating

LAST REVIEWED

Feb 9, 2026

9/9 reviews with date

REVIEW 1

1★

[Android, 2026-02-09] Ужасно неудобное приложение, и уж далеко не замена Stocard, какими пытаются себя позиционировать. Всё на английском, язык не меняется в настройках. Полное отсутствие р...

LAST REVIEWED

Feb 9, 2026

REVIEW 2

1★

[iOS, 2026-01-28] "😱" — I can only load up 4 cards 😞

LAST REVIEWED

Jan 28, 2026

REVIEW 3

5★

[iOS, 2026-01-12] "Love it!" — Been using this for a few months now and I've finally got rid of my bulky wallet!

LAST REVIEWED

Jan 12, 2026

# Key Takeaways

TOP 5 FOR EXCO

TOP SIGNAL

01

## Engagement is at all-time highs despite declining downloads

users are sticky

PRIORITY 2

### Downloads declining (-10% WoW, down from ~740/wk in Dec to ~520 now)

no marketing in place

PRIORITY 3

### Card scans at record

6,745 unique users, 81% of active users

PRIORITY 4

### Views per user increasing

2.88 this week vs 2.70 last week

PRIORITY 5

### First opens declining faster than downloads

possible quality issue with installs



**Questions?**

Ignis Labs