

# Ignis Labs

## Executive Update

April 8, 2026

Mar 30–Apr 5 vs Mar 23–Mar 29.

Mar 23–Mar 29.

# (my)cards v2 Launch Status

Release readiness snapshot before KPI review

Campaign start is likely on Mon, Apr 13, 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

(my)cards campaign is expected to begin Mon, Apr 13, 2026.

# (my)loyalty Launch Status

Launch timing and waitlist sequencing

Launches Fri, May 1, 2026, waitlist only until then.

## LAUNCH DATE

01 May

(my)loyalty launches on Fri, May 1, 2026.

## AVAILABILITY

Waitlist Only

Prospects can join the waitlist now, but access remains closed until launch.

## MARKETING

Waitlist First

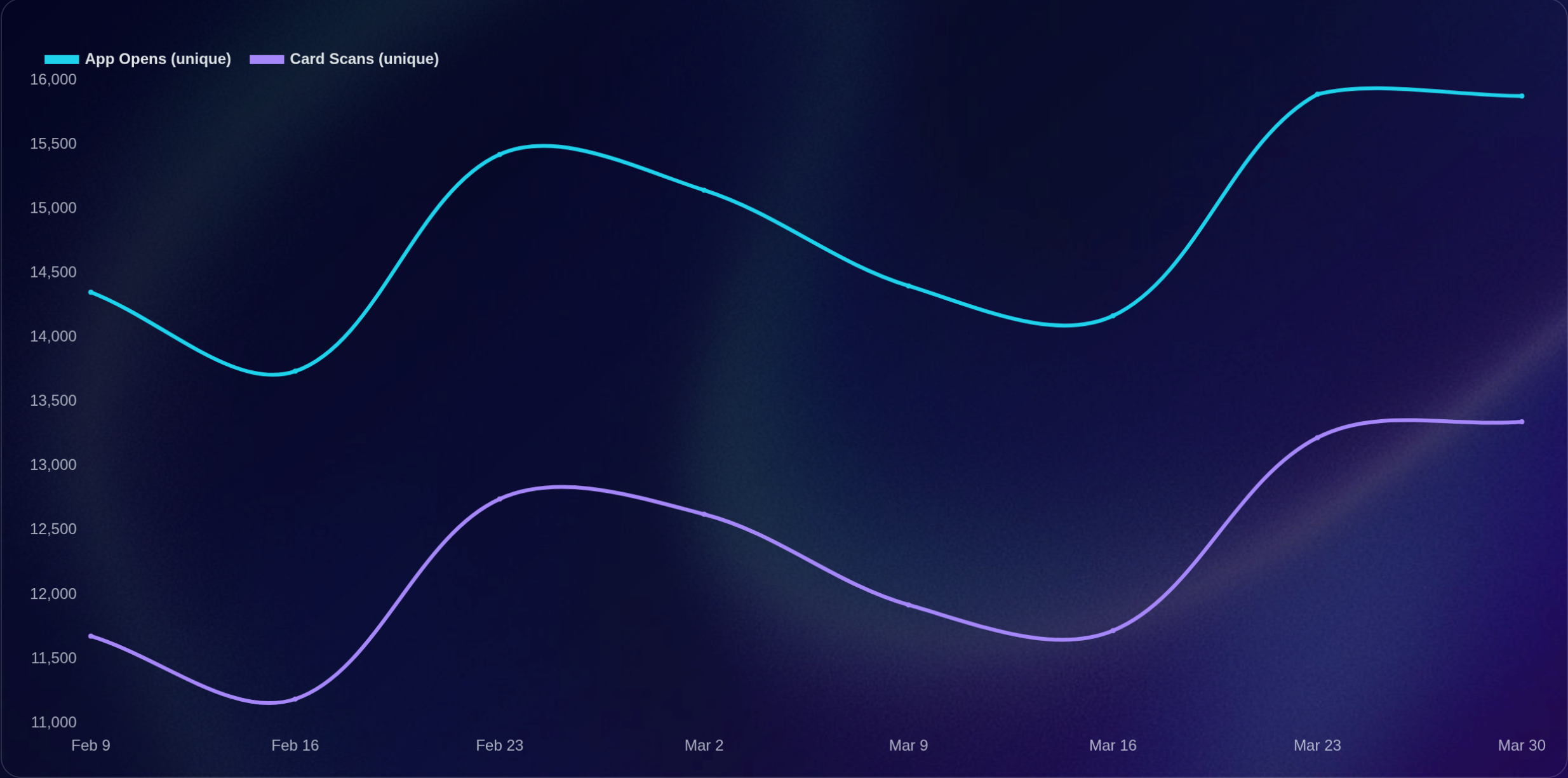
Demand generation is focused on waitlist capture ahead of launch.

# Weekly KPI Scorecard

Reporting period: Mar 30–Apr 5 vs Mar 23–Mar 29.

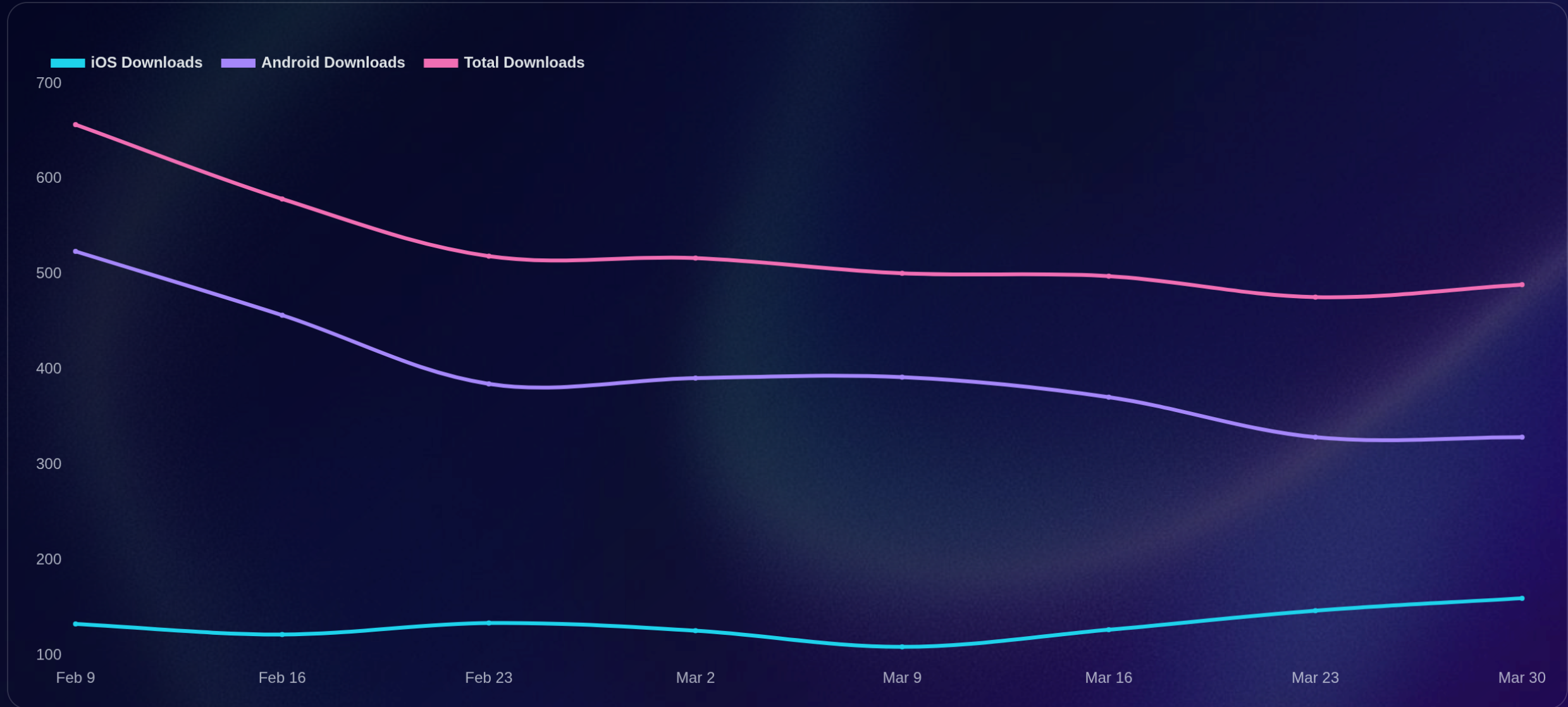
Metric	Last Week	This Week	WoW	Commentary
Downloads	476 <small>iOS: 147   Android: 329</small>	489 <small>iOS: 160   Android: 329</small>	+2.7%	—
First Opens	717	785	+9.5%	—
App Opens	15,890	15,876	-0.1%	—
Card Scans	13,220	13,343	+0.9%	—
Cards Added	—	—	—	—
Barcode Scans	—	—	—	—
Search	—	—	—	—

# (my)cards Engagement Trend



# (my)cards Download Trend

Launch focus: downloads have not been the primary push yet, but this becomes a top priority over the next few days.



# Retention and Monetization Signals

## Acquisition Health

### DOWNLOADS

KEY

+2.7%

#### PREVIOUS

476 total (iOS: 147,  
Android: 329)

#### CURRENT

489 total (iOS: 160,  
Android: 329)

### FIRST OPENS

+9.5%

#### PREVIOUS

717

#### CURRENT

785

## Usage Quality

### APP OPENS

KEY

-0.1%

#### PREVIOUS

15,890

#### CURRENT

15,876

### CARD SCANS

+0.9%

#### PREVIOUS

13,220

#### CURRENT

13,343

## Revenue Risk

● KEY SIGNAL

Revenue snapshot unavailable.

### UNINSTALLS WOW

iOS: 43, Android: 367

#### PREVIOUS

347 (iOS: 51,  
Android: 296)

#### CURRENT

410

# Key Takeaways

TOP 5 FOR EXCO

TOP SIGNAL

01

**App Opens were 15,876 (-0.1% WoW) and Card Scans were 13,343 (+0.9% WoW).**

PRIORITY 2

**Card-scan platform split stayed close to parity at iOS 74% / Android 80%.**

PRIORITY 3

**Downloads were 489 (+2.7% WoW), with Android contributing 67% of the total.**

PRIORITY 4

**Uninstalls landed at 410 (+18.2% WoW), giving an install-to-uninstall ratio of 489:410 this week.**

PRIORITY 5

**Revenue is still absent in AppFigures, so monetisation reporting remains unresolved.**



**Questions?**

Ignis Labs