

# Ignis Labs

## Executive Update

March 11, 2026

Mar 3 – Mar 9, 2026.

Feb 24 – Mar 2, 2026.

# (my)cards v2 Launch Status

Release readiness snapshot before KPI review

Campaign start is likely on Mon, Mar 16, 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 16, 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 16, 2026.

## WAITLIST

Opens Friday

Waitlist opens Fri, Mar 13, 2026 and will be shared on LinkedIn and other social channels.

## MARKETING

Later in March

myLoyalty marketing activation starts later in March.

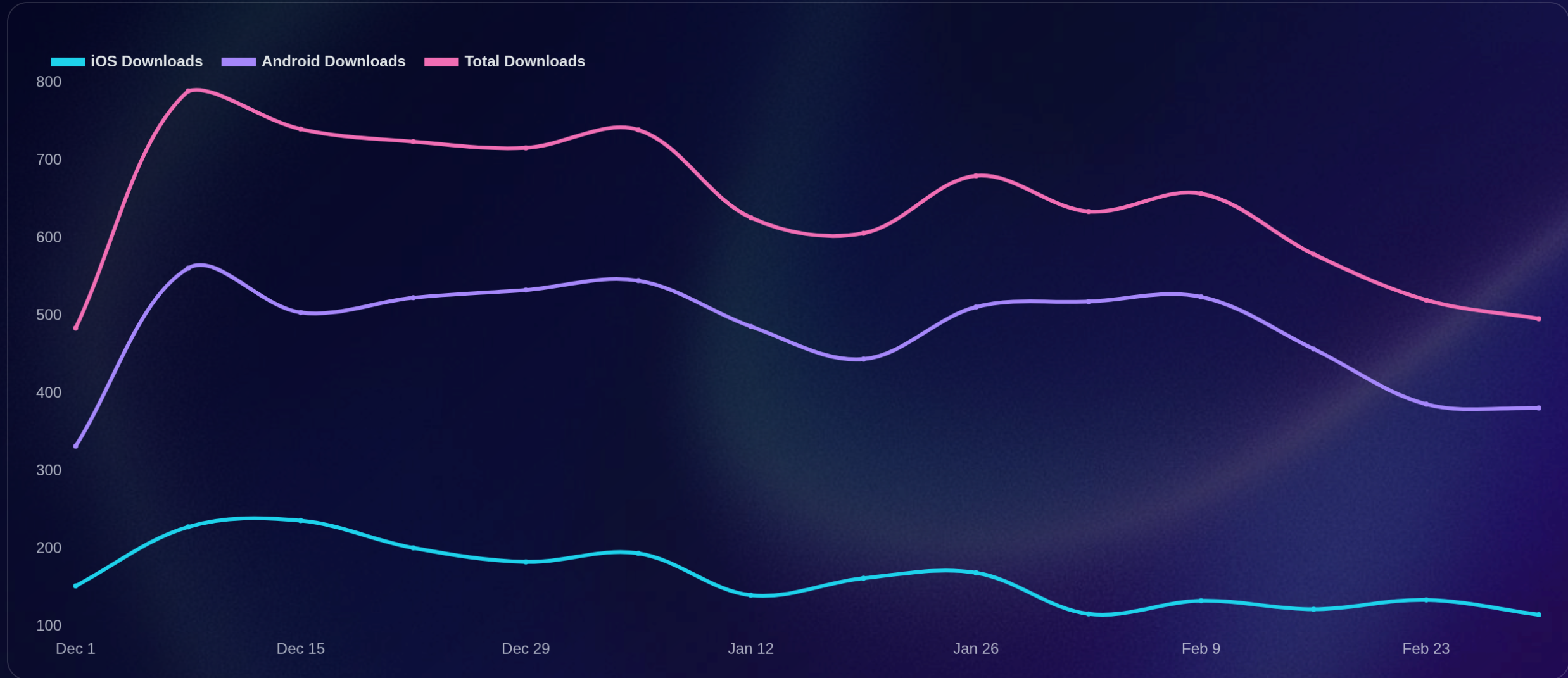
# Weekly KPI Scorecard

Reporting period: Mar 3 – Mar 9, 2026.

Metric	Last Week	This Week	WoW	Commentary
Downloads	<b>540</b> iOS: 145   Android: 395	<b>496</b> iOS: 115   Android: 381	<b>-8.1%</b>	Downloads rebounded WoW, driven mainly by Android.
First Opens	767	686	<b>-10.6%</b>	—
App Opens	15802	14627	<b>-7.4%</b>	—
Card Scans	13105	12162	<b>-7.2%</b>	—
Cards Added	732	675	<b>-7.8%</b>	—
Barcode Scans	411	348	<b>-15.3%</b>	—
Search	218	195	<b>-10.6%</b>	—

# (my)cards Download Trend

Downloads rebounded WoW, driven mainly by Android. 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

-8.1%

#### PREVIOUS

540 total (iOS: 145,  
Android: 395)

#### CURRENT

496 total (iOS: 115,  
Android: 381)

### FIRST OPENS

-10.6%

#### PREVIOUS

767

#### CURRENT

686

## Usage Quality

### APP OPENS

KEY

-7.4%

#### PREVIOUS

15802

#### CURRENT

14627

### CARD SCANS

-7.2%

#### PREVIOUS

13105

#### CURRENT

12162

## Revenue Risk

● KEY SIGNAL

Revenue snapshot unavailable.

### UNINSTALLS WOW

iOS: 36, Android: 318

#### PREVIOUS

339 (iOS: 46,  
Android: 293)

#### CURRENT

354

# Recent Customer Reviews

Mar 3 – Mar 9, 2026.

Some review dates are missing in the source data, so weekly review/rating metrics are estimated as N/A where needed.

REVIEWS THIS WEEK

**N/A**

Need dated reviews in source data

RATING THIS WEEK

—

Need dated reviews in source data

AVG RATING (LISTED)

**2.3★**

8/8 reviews with rating

LAST REVIEWED

**Date missing**

0/8 reviews with date

REVIEW 1

1★

[Android, 2026-02-09T12:22:37] Ужасно неудобное приложение, и уж далеко не замена Stocard, какими пытаются себя позиционировать. Всё на английском, язык не меняется в настройках. Полное отсутствие российских маг...

LAST REVIEWED

**Date missing**

REVIEW 2

1★

[Android, 2026-01-28T11:09:34] "🤔" — I can only load up 4 cards 🤔

LAST REVIEWED

**Date missing**

REVIEW 3

5★

[Android, 2026-01-12T16:24:10] "Love it!" — Been using this for a few months now and I've finally got rid of my bulky wallet!

LAST REVIEWED

**Date missing**

# Key Takeaways

TOP 5 FOR EXCO

TOP SIGNAL

01

**Downloads recovered to 496 this week (-8.1% WoW), driven by Android (381 of 496).**

PRIORITY 2

**Uninstalls rose to 354 (+4.4% WoW), so net acquisition improvement is modest.**

PRIORITY 3

**The March 11 stale-deck bug came from the build metadata/source path still targeting `Weekly Data - 2026-03-04.md`.**

PRIORITY 4

**Mixpanel is now live again. App opens were 14627 (-7.4% WoW), card scans were 12162 (-7.2% WoW), and card-scan platform split was 49% iOS / 51% Android.**

PRIORITY 5

**GitHub currently has 26 open PRs across Ignis repos.**



**Questions?**

Ignis Labs