

Ignis Labs

Executive Update

April 14, 2026

Apr 6–Apr 12 vs Mar 30–Apr 5.

Mar 30–Apr 5.

(my)cards v2 Launch Status

Release readiness snapshot before KPI review

Campaign start is likely on Mon, Apr 20, 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 20, 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

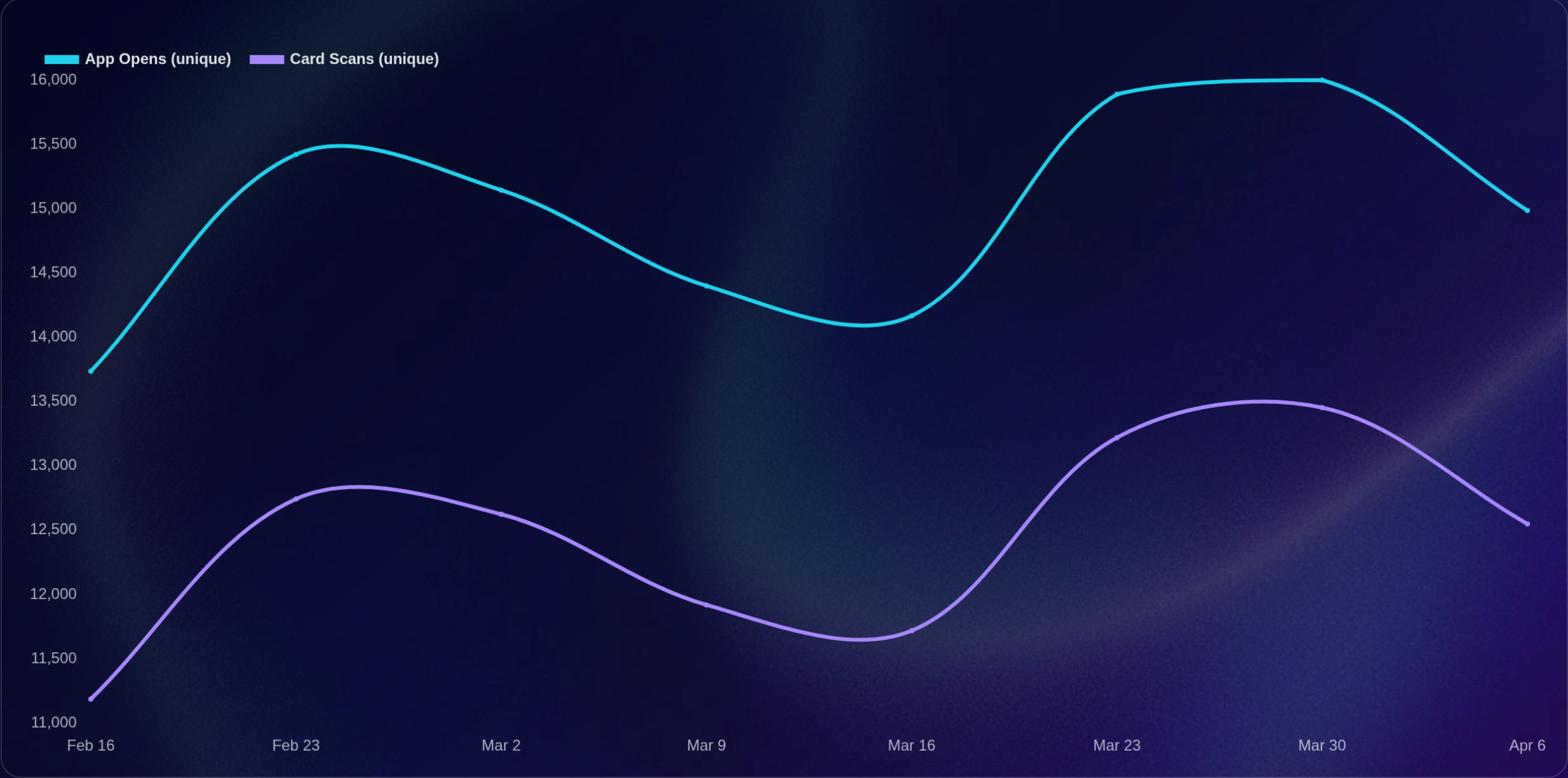
Demand generation is focused on waitlist capture ahead of launch.

Weekly KPI Scorecard

Reporting period: Apr 6–Apr 12 vs Mar 30–Apr 5.

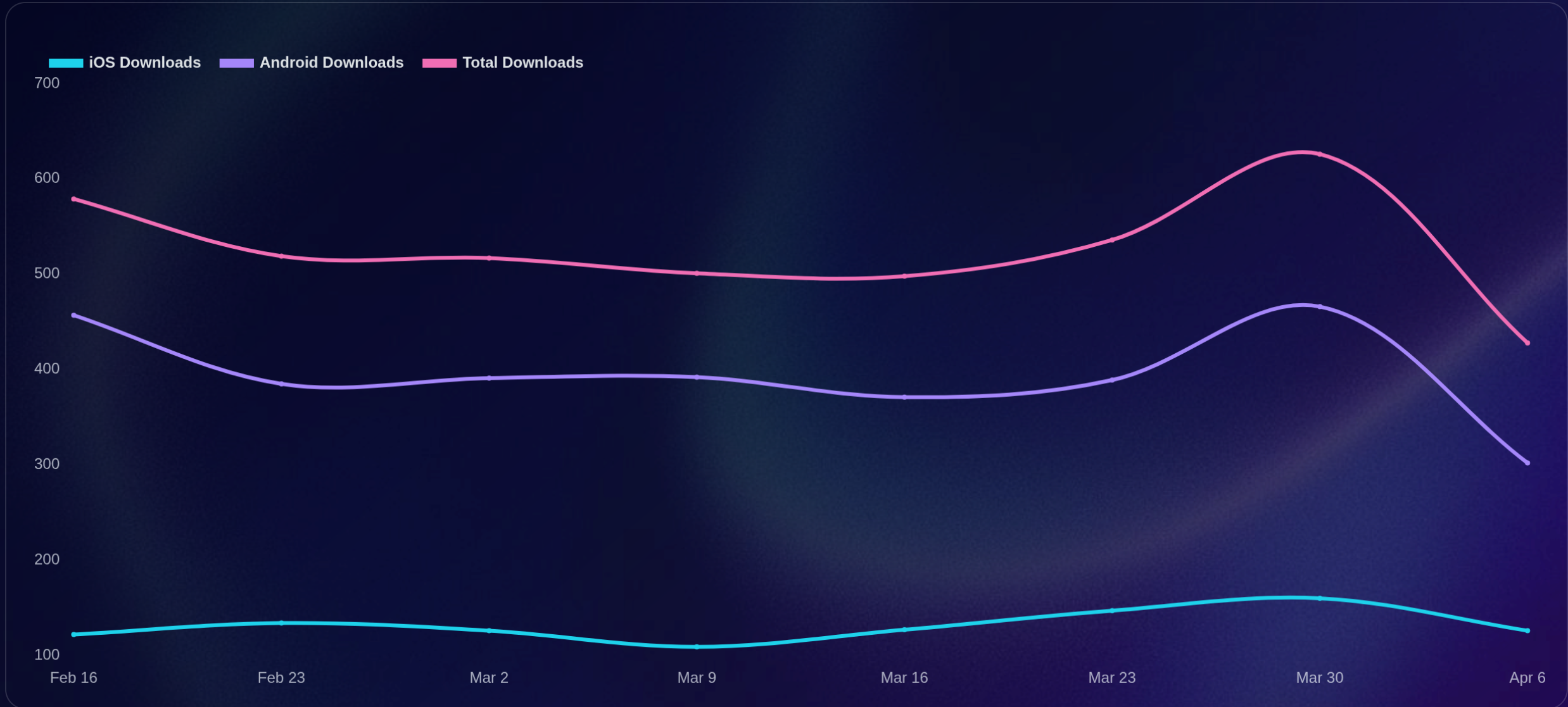
Metric	Last Week	This Week	WoW	Commentary
Downloads	626 <small>iOS: 160 Android: 466</small>	428 <small>iOS: 126 Android: 302</small>	-31.6%	—
First Opens	786	650	-17.3%	—
App Opens	16,000	14,986	-6.3%	—
Card Scans	13,453	12,549	-6.7%	—
Cards Added	—	—	—	—
Barcode Scans	—	—	—	—
Search	—	—	—	—

(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

-31.6%

PREVIOUS

626 total (iOS: 160,
Android: 466)

CURRENT

428 total (iOS: 126,
Android: 302)

FIRST OPENS

-17.3%

PREVIOUS

786

CURRENT

650

Usage Quality

APP OPENS

KEY

-6.3%

PREVIOUS

16,000

CURRENT

14,986

CARD SCANS

-6.7%

PREVIOUS

13,453

CURRENT

12,549

Revenue Risk

● KEY SIGNAL

Revenue snapshot unavailable.

UNINSTALLS WOW

iOS: 48, Android: 268

PREVIOUS

371 (iOS: 43,
Android: 328)

CURRENT

316

Key Takeaways

TOP 5 FOR EXCO

TOP SIGNAL

01

App Opens were 14,986 (-6.3% WoW) and Card Scans were 12,549 (-6.7% WoW).

PRIORITY 2

Card-scan platform split stayed close to parity at iOS 77% / Android 75%.

PRIORITY 3

Downloads were 428 (-31.6% WoW), with Android contributing 71% of the total.

PRIORITY 4

Uninstalls landed at 316 (-14.8% WoW), giving an install-to-uninstall ratio of 428:316 this week.

PRIORITY 5

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



Questions?

Ignis Labs