

Ignis Labs

Executive Update

March 16, 2026

Mar 9 – Mar 15, 2026.

Mar 2 – Mar 8, 2026.

(my)cards v2 Launch Status

Release readiness snapshot before KPI review

Campaign start is likely on Mon, Mar 23, 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 23, 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 23, 2026.

WAITLIST

Opens Friday

Waitlist opens Fri, Mar 20, 2026 and will be shared on LinkedIn and other social channels.

MARKETING

Later in March

myLoyalty marketing activation starts later in March.

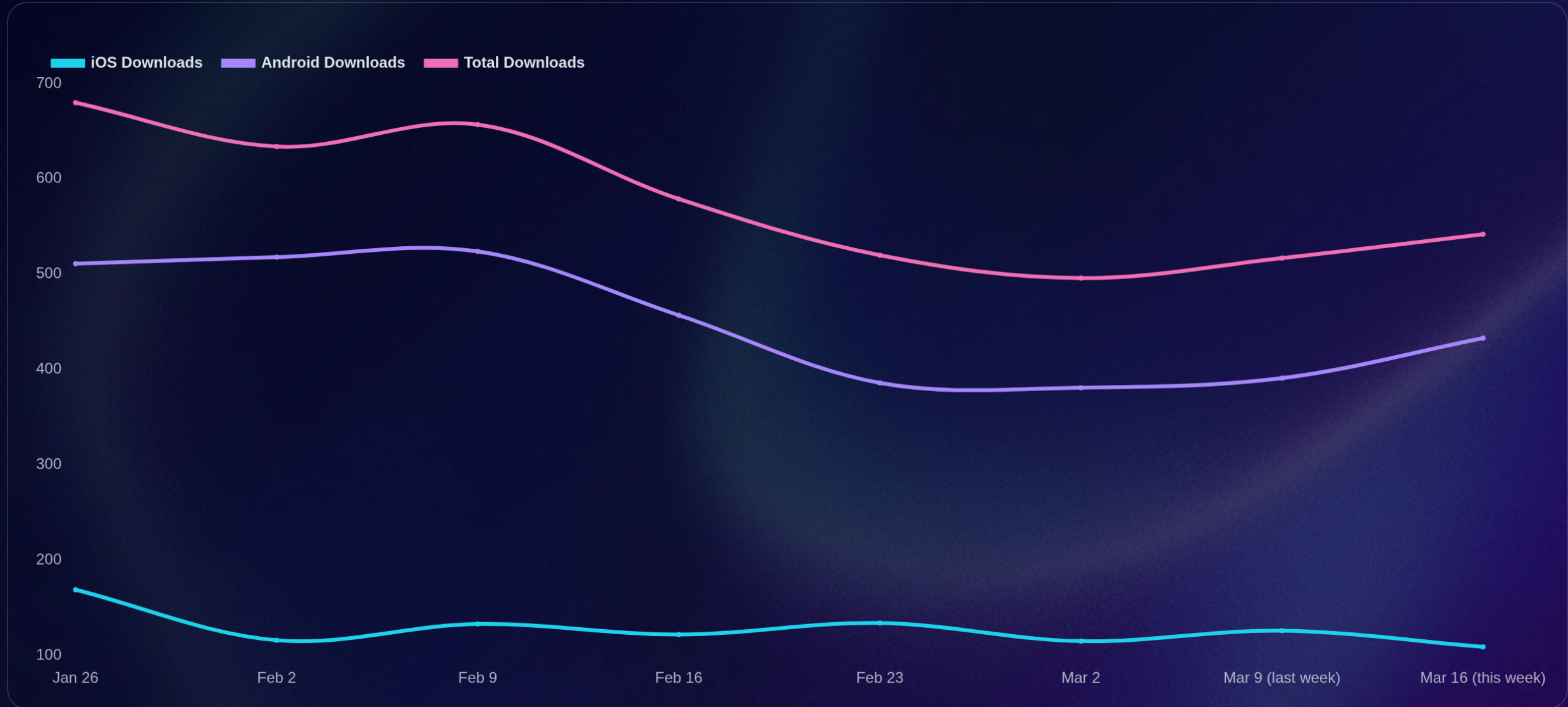
Weekly KPI Scorecard

Reporting period: Mar 9 – Mar 15, 2026.

Metric	Last Week	This Week	WoW	Commentary
Downloads	517 <small>iOS: 126 Android: 391</small>	542 <small>iOS: 109 Android: 433</small>	+4.8%	—
First Opens	686	701	+2.2%	—
App Opens	15,144	14,177	-6.4%	—
Card Scans	12,624	11,722	-7.1%	—
Cards Added	—	—	—	—
Barcode Scans	—	—	—	—
Search	—	—	—	—

(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

+4.8%

PREVIOUS

517 total (iOS: 126,
Android: 391)

CURRENT

542 total (iOS: 109,
Android: 433)

FIRST OPENS

+2.2%

PREVIOUS

686

CURRENT

701

Usage Quality

APP OPENS

KEY

-6.4%

PREVIOUS

15,144

CURRENT

14,177

CARD SCANS

-7.1%

PREVIOUS

12,624

CURRENT

11,722

Revenue Risk

● KEY SIGNAL

Revenue snapshot unavailable.

UNINSTALLS WOW

iOS: 50, Android: 384

PREVIOUS

336 (iOS: 43,
Android: 293)

CURRENT

434

Recent Customer Reviews

Mar 9 – Mar 15, 2026.

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

Key Takeaways

TOP 5 FOR EXCO

TOP SIGNAL

01

Downloads grew +4.8% WoW to 542, driven by Android (+10.7% to 433). iOS dipped -13.5% to 109.

PRIORITY 2

App Opens dipped -6.4% WoW (14,177 vs 15,144). Mid-week spike Fri-Sat (2,199 / 2,191) then sharp Sunday drop

consistent with weekend-close behaviour.

PRIORITY 3

Card Scans down -7.1% WoW (11,722 vs 12,624). Same Fri-Sat peak pattern.

PRIORITY 4

Uninstalls jumped +29.2% WoW

warrants monitoring next week.

PRIORITY 5

Platform split on scans: near-parity at iOS 49% / Android 51%.



Questions?

Ignis Labs