

Ignis Labs

Executive Update

March 23, 2026

Mar 16 – Mar 22, 2026.

Mar 9 – Mar 15, 2026.

(my)cards v2 Launch Status

Release readiness snapshot before KPI review

Campaign start is likely on Mon, Mar 30, 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 30, 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 30, 2026.

WAITLIST

Opens Friday

Waitlist opens Fri, Mar 27, 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

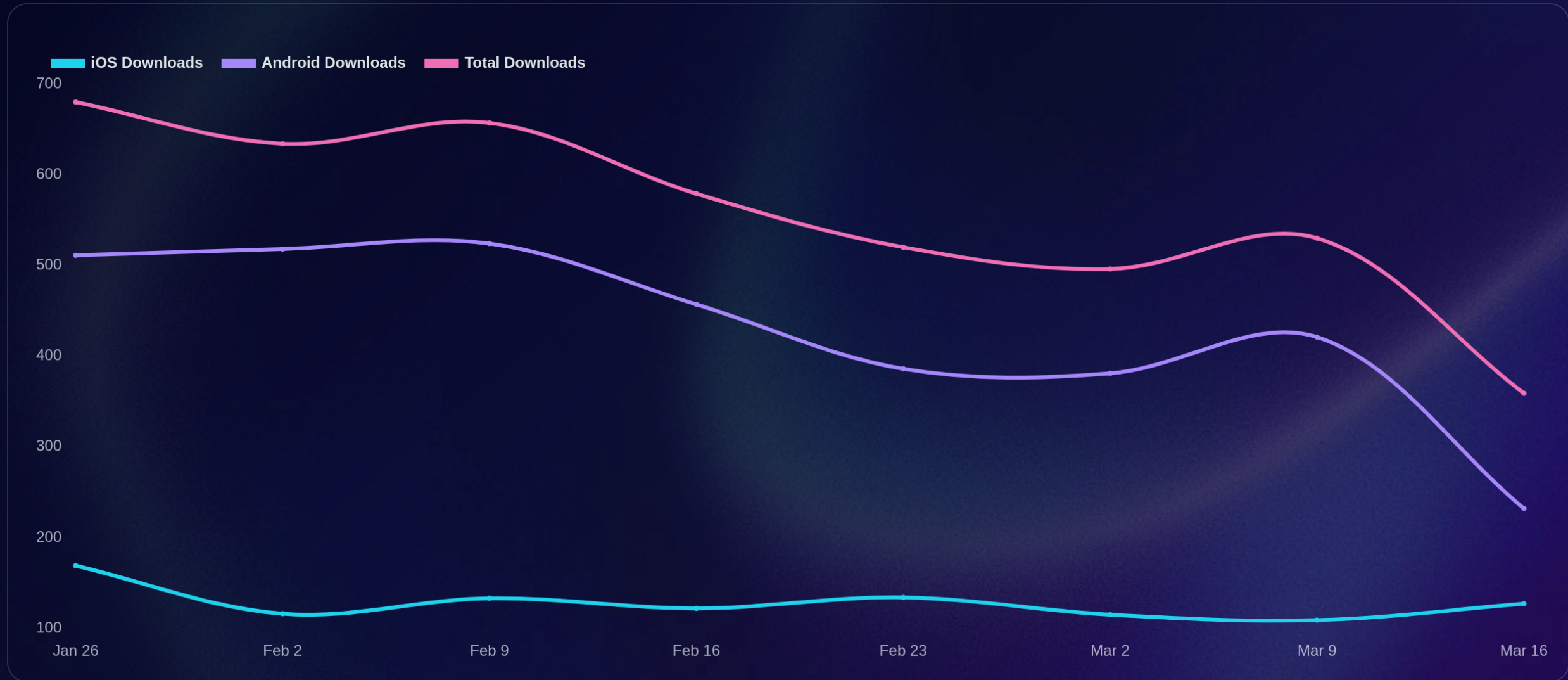
Reporting period: Mar 16 – Mar 22, 2026.

Metric	Last Week	This Week	WoW	Commentary
Downloads	530 <small>iOS: 109 Android: 421</small>	359 <small>iOS: 127 Android: 232</small>	-32.3%	AppFigures returned zero Android downloads on Mar 20–22, so the weekly download decline is likely distorted by incomplete Android reporting late in the week.
First Opens	688	670	-2.6%	—
App Opens	14,400	13,975	-3.0%	—
Card Scans	11,919	11,547	-3.1%	—
Cards Added	—	—	—	—
Barcode Scans	—	—	—	—
Search	—	—	—	—

(my)cards Download Trend

AppFigures returned zero Android downloads on Mar 20–22, so the weekly download decline is likely distorted by incomplete Android reporting late in the week.

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

-32.3%

PREVIOUS

530 total (iOS: 109,
Android: 421)

CURRENT

359 total (iOS: 127,
Android: 232)

FIRST OPENS

-2.6%

PREVIOUS

688

CURRENT

670

Usage Quality

APP OPENS

KEY

-3.0%

PREVIOUS

14,400

CURRENT

13,975

CARD SCANS

-3.1%

PREVIOUS

11,919

CURRENT

11,547

Revenue Risk

● KEY SIGNAL

Revenue snapshot unavailable.

UNINSTALLS WOW

iOS: 38, Android: 208

PREVIOUS

444 (iOS: 51,
Android: 393)

CURRENT

246

Recent Customer Reviews

Mar 16 – Mar 22, 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

Mixpanel engagement softened only slightly WoW: App Opens were 13,975 (-3.0%) and Card Scans were 11,547 (-3.1%), with the strongest day on Friday.

PRIORITY 2

Card-scan platform split remained near parity at iOS 49% / Android 51%.

PRIORITY 3

AppFigures downloads fell to 359 (-32.3% WoW), but the result is likely understated because Android downloads were reported as zero from Mar 20–22.

PRIORITY 4

Uninstalls improved materially to 246 (-44.6% WoW), reducing pressure versus the prior week.

PRIORITY 5

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



Questions?

Ignis Labs