



# WEEKLY SNAPSHOT 2026 / 13.04-20.04

## (my)cards

### DOWNLOADS



**225** nett

(after uninstalls) · 563 gross

vs 131 last week · +71.8% · Google Play reporting still incorrect.

## (my)cards

### ACTIVE USERS



**14,786**

unique actives

vs 15,202 last week · -2.7%

## (my)cards

### OPENS & SCANS



**14,786** opens

vs 15,202 last week · -2.7%

**12,332** scans

vs 12,746 last week · -3.2%

## (my)cards

### ACTIVE SUBSCRIPTIONS

**53**

active subscriptions

Annual	<b>20</b>
Monthly	<b>33</b>
Comp	<b>0</b>
Legacy	<b>0</b>

## (my)cards

### NOTIFIABLE DEVICES



**788** added

**31,707** total

vs 738 last week · +6.8%

## (my)cards

### TOP STORE THIS WEEK



**Checkers** 2,996 scans

\* Data reporting from Google and Apple is delayed by 2-3 days.



# Q2 ROADMAP

AWAITING REVIEW

**(my)cards**



**MAY**

Version 2 Launch

**JUNE**

Version 2.1

**JULY**

Version 2.2

LAUNCHING

**(my)loyalty**



**MAY**

Private launch + waitlist opens 18 May

**JUNE**

Public launch + first e-commerce integration

**JULY**

Continue e-commerce integrations + point-of-sale integrations

IN PROGRESS

**Ignis Labs Data Warehouse**



**MAY**

Release Dashboard to EXCO

**JUNE**

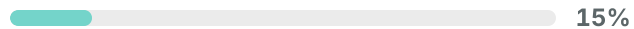
N/A

**JULY**

N/A

PLANNING

**DOOHTools**



**MAY**

Foundational Development and Integration of DOOHShare into DOOHTools.

**JUNE**

Internal Testing with Tractor

**JULY**

Prepare for Public Launch  
Integrate Payments  
Final Security / AI eval checks

P1

**Internal DoohClick Platform**



**MAY**

Post-Campaign Reporting + All Unite

**JUNE**

TBC

**JULY**

TBC

ACTIVE

**Consulting/Fractional CTO**

**40-HOUR ALLOCATION**

**MAY**

100% Allocated

**40-HOUR ALLOCATION**

**JUNE**

Over/Under Allocated based on Percentage

**40-HOUR ALLOCATION**

**JULY**

Over/Under Allocated based on Percentage