



### (my)cards

DOWNLOADS



**-31** nett

(after uninstalls) · 360 gross

vs 140 last week · -122.1% · Google Play reporting still incorrect.

### (my)cards

ACTIVE USERS



**19,746**

unique actives

vs 15,152 last week · +30.3%

### (my)cards

OPENS & SCANS



**19,746** opens

vs 15,152 last week · +30.3%

**15,406** scans

vs 12,717 last week · +21.1%

### (my)cards

ACTIVE SUBSCRIPTIONS

**51**

active subscriptions

Annual	<b>23</b>
Monthly	<b>36</b>
Comp	<b>0</b>
Legacy	<b>0</b>

### (my)cards

NOTIFIABLE DEVICES

—

GraphQL deviceStats pull failed, so this card is intentionally blank rather than using stale totals.

### (my)cards

TOP STORE THIS WEEK



**Checkers** 3,795 scans

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



# Q2 EXECUTION TRACKER

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

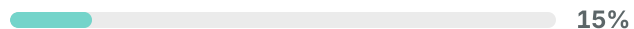
N/A

JULY

N/A

PLANNING

**DOOHTools**



MAY

Foundational Development and Integration of DOOHShare into DOOHTools.

JUNE

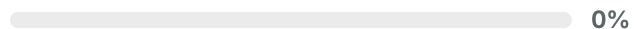
Internal Testing with Tractor

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