



### (my)cards

DOWNLOADS



**37** nett

(after uninstalls) · 486 gross

vs -25 last week · -248.0% · Google Play reporting still incorrect.

### (my)cards

ACTIVE USERS



**18,140**

unique actives

vs 20,129 last week · -9.9%

### (my)cards

OPENS & SCANS



**18,140** opens

vs 20,129 last week · -9.9%

**14,558** scans

vs 15,715 last week · -7.4%

### (my)cards

ACTIVE SUBSCRIPTIONS

**60**

active subscriptions

Annual	<b>24</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** 3,495 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**

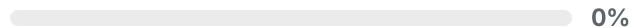
Internal Testing with Tractor

**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