



(my)cards

DOWNLOADS



7 nett

(after uninstalls) · 341 gross

vs 77 last week · -90.9% · Google Play reporting still incorrect.

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ACTIVE USERS



15,196

unique actives

vs 18,415 last week · -17.5%

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OPENS & SCANS



15,196 opens

vs 18,415 last week · -17.5%

12,556 scans

vs 14,789 last week · -15.1%

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ACTIVE SUBSCRIPTIONS

61

active subscriptions

Annual	24
Monthly	37
Comp	0
Legacy	0

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NOTIFIABLE DEVICES

—

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

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TOP STORE THIS WEEK



Checkers 2,881 scans



Q2 EXECUTION TRACKER

AWAITING REVIEW

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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

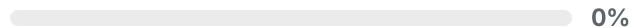
Internal Testing with Tractor

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