Our team surveyed a diverse group of consumers and analyzed their behavior data to uncover which stores and fintech apps are visited more often by those who are struggling financially compared to those who are not.

Panelists who said they were struggling to get by, were more likely to visit:

- **Walmart**: 14 percentage points
- **Dollar General**: 13 percentage points
- **Dollar Tree**: 10 percentage points

The same group were more likely to use these fintech apps:

- **Square**: 11 percentage points
- **Venmo**: 6 percentage points
- **Cash App**: 9 percentage points
- **Credit Karma**: 8 percentage points

So now what?

This trend identifies a strategic ad placement opportunity for the fintech space. Fintech brands and OOH agencies can use this to create a compelling use case to run fintech ad campaigns in budget stores such as Walmart, Dollar General, and Dollar Tree.

Need more? Explore more than 650+ million app, web, and location data behaviors on MFour Studio. It’s SaaS market research making data science easy.

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Contact us now: solutions@mfour.com or call 714-754-1234. Data witnessed March 2023.