

Fintech Goes Mainstream:

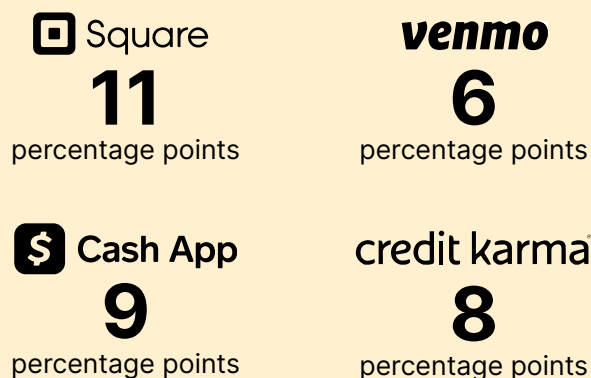
Targeting Budget Stores and Apps for Financial Inclusion

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:



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



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.

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Data witnessed March 2023.

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