UDM Helps Pioneer the Future of Finance through Digital Customer Experiences

- 73M own a credit card
- 73M own a debit card
- 32M check stock quotes online (within the past 30 days)
- 11M applied for a credit card online (in the past 6 months)
- 1M researched banking online (in the past 6 months)
- 57% are premium credit card holders
- 52% are regular credit card holders
- 27% are credit hungry card switchers
- 78M Shoppers who are Brand Loyal + Loyalty Card Users
- 60M Monthly Uniques for HH Income of $50k+ a year
- 64M Monthly Uniques for Ages 18 to 55
- 59% are Careful Money Managers
- 56% are Smart Investors
- 52% are Retirement Plan Investors
- 45% are Mutual Fund Investors
- 41% are Investment Leaders
- 39% are Active Investors
- 32% Investing Novices

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