

NASDAQ WEEKLY EQUITY REPORT

LFTO Weekly Report

Liftoff Mobile, Inc. Common Stock

LFTO closed the latest completed week at 24.83 USD. The 4-week return is 1.4% and the 12-week return is -. The trend backdrop is inactive, with activity pressure at 0.00.

Field	Value	Field	Value
Week ending	10 Jul 2026	Evidence rating	Caution
Evidence score	35	Currency	USD
Exchange	NASDAQ	Country	US
Sector	Communication Services	Industry	Advertising Agencies
Market cap	4.5B	Report page	Available online

OPEN	HIGH	LOW	CLOSE	VOLUME	TREND
24.19 USD	25.96 USD	21.80 USD	24.83 USD	3.3M	0.0%
weekly open	weekly high	weekly low	weekly close	latest week	0 of 6 weeks active

Company brief

Liftoff Mobile, Inc. specializes in mobile app marketing and user acquisition, leveraging data-driven strategies to optimize advertising campaigns across various platforms. With a focus on performance and growth, the company aims to connect brands with their target audiences through innovative technology solutions. Liftoff's robust analytics capabilities...

EXECUTIVE READ

What matters now

Top-level conclusion, primary support, and the main restraint in the current weekly setup.

Conclusion

The strongest supporting evidence is sentiment: Weighted news tone is neutral across 46 relevant articles. The main constraint is indicator analysis: Latest 12-week confirmation: trend 0/6, activity pressure 0/6, relative leadership 0/6. The combined read is defensive, so risk control and evidence of stabilization matter more than headline upside.

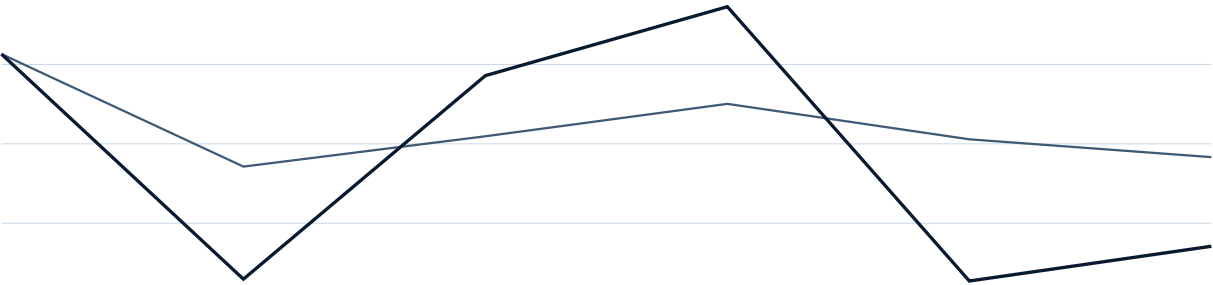
Read	Pillar	Score	Detail
Primary support	Sentiment	52/100	Weighted news tone is neutral across 46 relevant articles.
Main restraint	Indicator analysis	14/100	Latest 12-week confirmation: trend 0/6, activity pressure 0/6, relative leadership 0/6.

WEEKLY TAPE

Price, Trend Line, and Fair Value

Price path, range position, trend distance, Fair Value gap, and return windows.

52-week price path



Black: weekly close. Green: Trend Line. Grey: Fair Value.

TREND DISTANCE - price vs Trend Line	FAIR GAP -3.7% price vs Fair Value	DRAWDOWN -17.5% from 52-week high	RANGE 36.5% 52-week range	VOLUME 0.5x vs 13-week average
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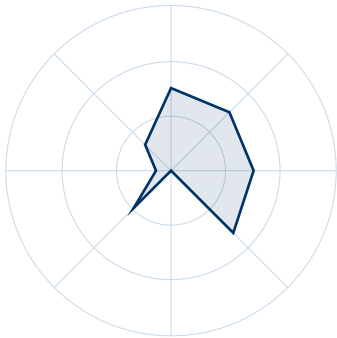
Pillar	Score	Read	Detail
1W	1.5%	Positive	
4W	1.4%	Positive	
12W	-	Neutral	
26W	-	Neutral	
52W	-	Neutral	

SETUP

Composite setup scorecard

Current setup pillars scored on the same 0-100 scale.

Composite radar



Pillar	Score	Read	Detail
Trend	0	Negative	
Momentum	53	Neutral	
Activity Pressure	50	Neutral	
Relative Leadership	50	Neutral	
Next-Week Expectancy	50	Neutral	
Volume	22	Negative	
Smart Money	9	Negative	
Risk Control	32	Negative	

Current evidence clusters

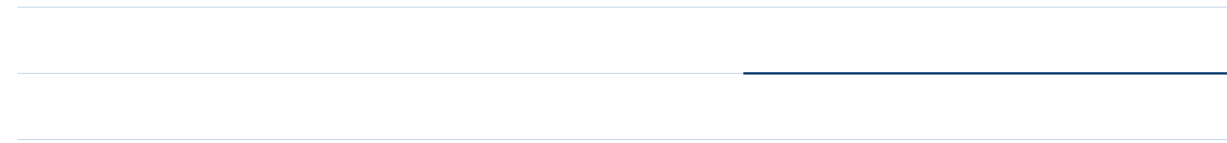
Pillar	Score	Read	Detail
Price follow-through	1.5%	Positive	Latest completed week; four-week move 1.4%.
Indicator stack	0/50	Negative	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
News sentiment	52/100	Neutral	46 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

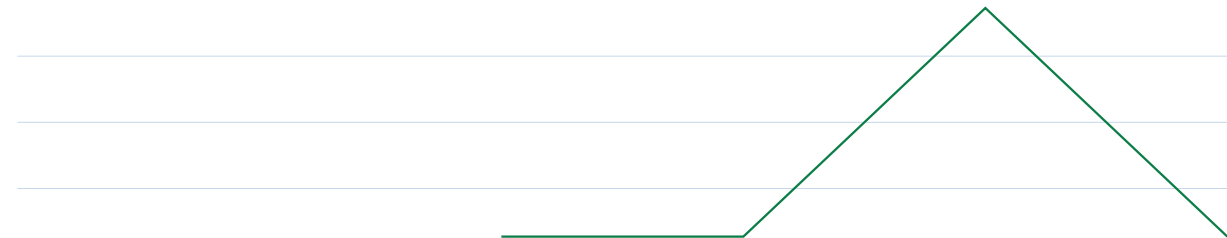
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.00 | 12-week average 0.00

Next-week expectancy path



Current Undecided 51.96% historical one-week setup read

Pillar	Score	Read	Detail
Trend active	0/6	Negative	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	0/6	Negative	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/6	Negative	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.00	Negative	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	2	Negative	2 reversal markers

Area	Latest read	Detail
Activity pressure	0.00	Four-week pressure change -.
Relative leadership	-	Four-week relative leadership change -.
Smart money activity	26	No recent accumulation markers. 2 reversal markers.

PARTICIPATION AND RISK

Volume, volatility, and return shape

Participation confirms attention; return shape frames the current risk profile.

Area	Latest	Baseline	Read
Volume	3.3M	13W 6.3M 52W 6.3M	0.5x vs 13-week average
Volatility	7.4%	52W 7.4%	3 upside weeks / 2 downside weeks
Average move	4.4%	-9.8%	Downside breadth 40.0%

Pillar	Score	Read	Detail
Participation	0.5x	Neutral	Latest volume versus the 13-week average.
Baseline	6.3M	Neutral	13-week average volume.
One-year base	6.3M	Neutral	52-week average volume.
Recent vol	7.4%	Neutral	13-week weekly-return volatility.
Base vol	7.4%	Neutral	52-week weekly-return volatility.
Up/down split	3/2	Positive	Count of positive and negative weeks in the 52-week window.
Average skew	4.4% / -9.8%	Neutral	Average positive week versus average negative week.

EXTERNAL CONFIRMATION

Options, sentiment, events, insiders, and research flow

Supporting evidence that can confirm, challenge, or qualify the weekly tape.

Pillar	Score	Read	Detail
Weekly tape	29/100	Negative	Trend, activity pressure, participation, and risk combine to a 29/100 tape read.
Indicator analysis	14/100	Negative	Latest 12-week confirmation: trend 0/6, activity pressure 0/6, relative leadership 0/6.
Factors	42/100	Neutral	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	52/100	Neutral	Weighted news tone is neutral across 46 relevant articles.
Insiders	50/100	Neutral	No recent insider transaction evidence is stored.
Earnings	50/100	Neutral	No stored earnings event is currently attached to this ticker.

Evidence	Current read	Detail
Sentiment	52/100	46 relevant articles. Liftoff Mobile (LFTO) Insider Trading Activity 2026 \$LFTO

SECTOR CONTEXT

Sector and industry pulse

Group context helps separate stock-specific movement from broader rotation.

Group	Scope	Peers	4W rank	Trend breadth
Sector	US Communication Services	100	40 of 100	39.0%
Industry	US Advertising Agencies	33	18 of 33	36.4%

Sector leaders

Peer	Exchange	1W	4W	Trend
LILAK	NASDAQ	-5.2%	29.8%	On
RBLX	NYSE	-0.1%	27.8%	Off
MGNI	NASDAQ	-0.2%	25.2%	On
RDDT	NYSE	0.3%	20.5%	Off
ATHM	NYSE	11.7%	19.7%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
STFS	NASDAQ	21.9%	131.5%	On
FLNT	NASDAQ	-4.9%	38.4%	Off
QNST	NASDAQ	6.1%	36.1%	Off
CRTO	NASDAQ	19.9%	28.2%	Off
MGNI	NASDAQ	-0.2%	25.2%	On

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- No strong opportunity cluster is confirmed yet; monitor trend and activity pressure.

Risk signals

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.
- Price is below Fair Value, so the market is still discounting the latest tape.
- Activity pressure is negative, which weakens the current setup.
- Activity pressure is weak, so confirmation is not yet broad enough.
- 2 reversal markers appear in the recent smart-money tape.

Watch next

- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

EVIDENCE TRAIL

Recent completed weeks

Recent weekly bars behind the report.

Week	Close	Move	Trend	Activity	Volume
10 Jul	24.83 USD	1.5%	Off	0.00	3.3M
03 Jul	24.46 USD	-10.7%	Off	0.00	6.3M
26 Jun	27.39 USD	2.8%	Off	0.00	4.0M
19 Jun	26.65 USD	8.9%	Off	-	3.0M
12 Jun	24.48 USD	-8.9%	Off	-	6.2M
05 Jun	26.88 USD	-	Off	-	15.0M

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