

Direct Digital Holdings, Inc. (Fri, May 10, 2024)

Sell candidate since Mar 27, 2024

Loss -75.25%

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Tech commentaries:

The **Direct Digital Holdings, Inc.** stock price fell by **-7.24%** on the last day (Friday, 10th May 2024) from **\$4.28** to **\$3.97**. During the last trading day the stock fluctuated **12.05%** from a day low at **\$3.90** to a day high of **\$4.37**. The price has fallen in 7 of the last 10 days and is down by **-30.11%** for this period. Volume has increased on the last day by **56 thousand** shares but on falling prices. This may be an early warning and the risk will be increased slightly over the next couple of days. In total, **136 thousand** shares were bought and sold for approximately **\$541.50 thousand**.

The stock lies in the middle of a very wide and falling trend in the short term and further fall within the trend is signaled. Due to the high volatility and the trend direction we are not able to give forecast range for this stock.

Furthermore, there is a buy signal from the 3 month Moving Average Convergence Divergence (MACD). Some negative signals were issued as well, and these may have some influence on the near short-term development. The **Direct Digital Holdings, Inc.** stock holds sell signals from both short and long-term Moving Averages giving a more negative forecast for the stock. Also, there is a general sell signal from the relation between the two signals where the long-term average is above the short-term average. On corrections up, there will be some resistance from the lines at **\$4.71** and **\$9.95**. A break-up above any of these levels will issue buy signals. A sell signal was issued from a pivot top point on **Friday, March 15, 2024**, and so far it has fallen **-87.79%**. Further fall is indicated until a new bottom pivot has been found. **Direct Digital Holdings, Inc.** gained volume on the last day, but on falling prices. In technical terms, this is called divergence and may be an early warning. In some cases, increasing volume on falling prices may be considered positive, but that is mainly in typical "sell-offs".

There is no support from accumulated volume below today's level and given the right condition the stock may perform very badly in the next couple of days. On the upside the stock meets some resistance from accumulated volume at **\$4.54**, **\$4.56** and **\$4.90**.

This stock may move very much during the day (volatility) and with a very large prediction interval from the Bollinger Band this stock is considered to be "very high risk". During the last day, the stock moved **\$0.470** between high and low, or **12.05%**. For the last week, the stock has had daily average volatility of **12.15%**.

Direct Digital Holdings, Inc. holds several negative signals and is within a very wide and falling trend, so we believe it will still perform weakly in the next couple of days or weeks. We therefore hold a negative evaluation of this stock.

Risk: Very High

Evaluation: Strong Sell Candidate

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