



The relative strengths and weaknesses of Fluent Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Fluent Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 66% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 43% points.

The company's Economic Capital Ratio, given in the ranking table, is 145%, being 58% points above the market average of 87%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	86,191	Assets	310,220
Assets, Non-Current	1,559	Liabilities	93,335
Cost of Goods and Services Sold	215,135	Expenses	308,512
General and Administrative Expense	46,798	Revenues	310,719
Intangible Assets	173,372	Stockholders Equity	216,885
Liabilities, Current	50,217	Net Income	2,207
Liabilities, Non-Current	9,835	Comprehensive Net Income	2,207
Marketing and Selling Expenses	11,683	ECR before Limited Liability	85%
Other Assets	46,897	Economic Capital Ratio	145%
Other Compr. Net Income	0		
Other Expenses	34,896		
Other Liabilities	33,283		
Other Net Income	0		
Other Revenues	310,719		
Property, Plant and Equipment	2,201		