





PROGRAMMING 2016

Rocket Fuel Inc
Rank 46 of 57

The relative strengths and weaknesses of Rocket Fuel 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 Rocket Fuel Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 34% points. The greatest weakness of Rocket Fuel Inc is the variable Stockholders Equity, reducing the Economic Capital Ratio by 134% points.

The company's Economic Capital Ratio, given in the ranking table, is 153%, being 114% points below the market average of 267%.

Input Variable	Value in 1000 USD
Assets, Current	209,442
Assets, Non-Current	1,053
Cost of Goods and Services Sold	0
General and Administrative Expense	58,354
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	168,464
Liabilities, Non-Current	18,753
Other Assets	136,559
Other Compr. Net Income	-31
Other Expenses	395,091
Other Liabilities	25,937
Other Net Income	-7,675
Other Revenues	461,637
Property Plant and Equipment	0
Research and Development Expense	44,922
Selling Expense	166,140

Output Variable	Value in 1000 USD
Assets	347,054
Liabilities	213,154
Expenses	664,507
Revenues	461,637
Stockholders Equity	133,900
Net Income	-210,545
Comprehensive Net Income	-210,576
BaseVar	847,029
ECR before LimitedLiability	36%
Economic Capital Ratio	153%