





PROGRAMMING 2017

Rocket Fuel Inc
Rank 36 of 49

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 51% points. The greatest weakness of Rocket Fuel Inc is the variable Stockholders Equity, reducing the Economic Capital Ratio by 125% points.

The company's Economic Capital Ratio, given in the ranking table, is 170%, being 84% points below the market average of 254%.

Input Variable	Value in 1000 USD
Assets, Current	215,426
Assets, Non-Current	517
Cost of Goods and Services Sold	0
General and Administrative Expense	50,117
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	198,858
Liabilities, Non-Current	850
Other Assets	86,758
Other Compr. Net Income	-774
Other Expenses	298,535
Other Liabilities	15,842
Other Net Income	0
Other Revenues	456,263
Property Plant and Equipment	0
Research and Development Expense	35,354
Selling Expense	131,099

Output Variable	Value in 1000 USD
Assets	302,701
Liabilities	215,550
Expenses	515,105
Revenues	456,263
Stockholders Equity	87,151
Net Income	-58,842
Comprehensive Net Income	-59,616
BaseVar	745,196
ECR before LimitedLiability	55%
Economic Capital Ratio	170%