



The relative strengths and weaknesses of Retailmenot 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 Retailmenot Inc compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 319% points. The greatest weakness of Retailmenot Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 99% points.

The company's Economic Capital Ratio, given in the ranking table, is 348%, being 928% points above the market average of -580%.

Input Variable	Value in 1000 USD
Assets, Current	329,015
Assets, Non-Current	5,394
Cost of Goods and Services Sold	18,617
General and Administrative Expense	42,343
Intangible Assets	247,746
Liabilities, Current	42,762
Liabilities, Non-Current	48,183
Marketing and Selling Expenses	90,062
Other Assets	0
Other Compr. Net Income	-3,480
Other Expenses	83,613
Other Liabilities	3,404
Other Net Income	-3,083
Other Revenues	264,683
Property, Plant and Equipment	16,949

Output Variable	Value in 1000 USD
Assets	599,104
Liabilities	94,349
Expenses	234,635
Revenues	264,683
Stockholders Equity	504,755
Net Income	26,965
Comprehensive Net Income	23,485
Economic Capital Ratio	348%