



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 Liabilities, Current, increasing the Economic Capital Ratio by 264% points. The greatest weakness of RetailMeNot Inc. is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 114% points.

The company's Economic Capital Ratio, given in the ranking table, is 381%, being 778% points above the market average of -397%.

Input Variable	Value in 1000 USD
Assets, Current	303,296
Assets, Non-Current	7,983
Cost of Goods and Services Sold	61,511
General and Administrative Expense	42,731
Intangible Assets	245,928
Liabilities, Current	46,171
Liabilities, Non-Current	60,227
Marketing and Selling Expenses	98,209
Other Assets	0
Other Compr. Net Income	-2,927
Other Expenses	74,015
Other Liabilities	0
Other Net Income	-1,987
Other Revenues	280,421
Property, Plant and Equipment	24,800

Output Variable	Value in 1000 USD
Assets	582,007
Liabilities	106,398
Expenses	276,466
Revenues	280,421
Stockholders Equity	475,609
Net Income	1,968
Comprehensive Net Income	-959
Economic Capital Ratio	381%