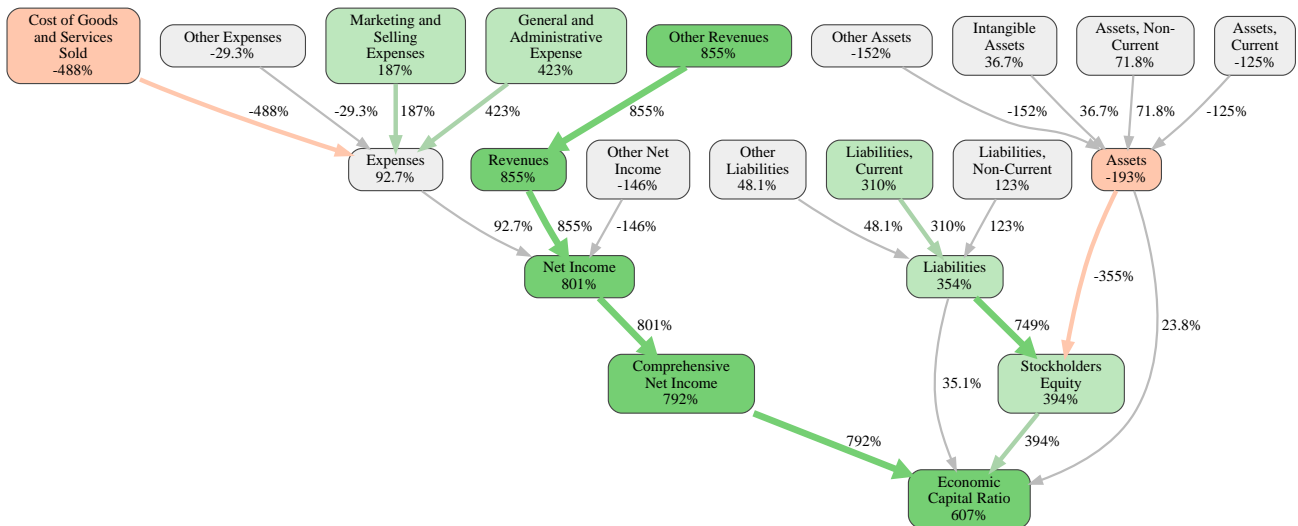




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The relative strengths and weaknesses of Inuvo Inc. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Inuvo Inc. compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 855% points. The greatest weakness of Inuvo Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 488% points.

The company's Economic Capital Ratio, given in the ranking table, is 61%, being 607% points above the market average of -546%.

Input Variable	Value in 1000 USD
Assets, Current	15,244
Assets, Non-Current	20,697
Cost of Goods and Services Sold	36,670
General and Administrative Expense	0
Intangible Assets	20,661
Liabilities, Current	23,734
Liabilities, Non-Current	2,759
Marketing and Selling Expenses	0
Other Assets	-20,661
Other Compr. Net Income	0
Other Expenses	45,623
Other Liabilities	-2,332
Other Net Income	-319
Other Revenues	79,554
Property, Plant and Equipment	2,306

Output Variable	Value in 1000 USD
Assets	38,248
Liabilities	24,160
Expenses	82,293
Revenues	79,554
Stockholders Equity	14,087
Net Income	-3,058
Comprehensive Net Income	-3,058
Economic Capital Ratio	61%