



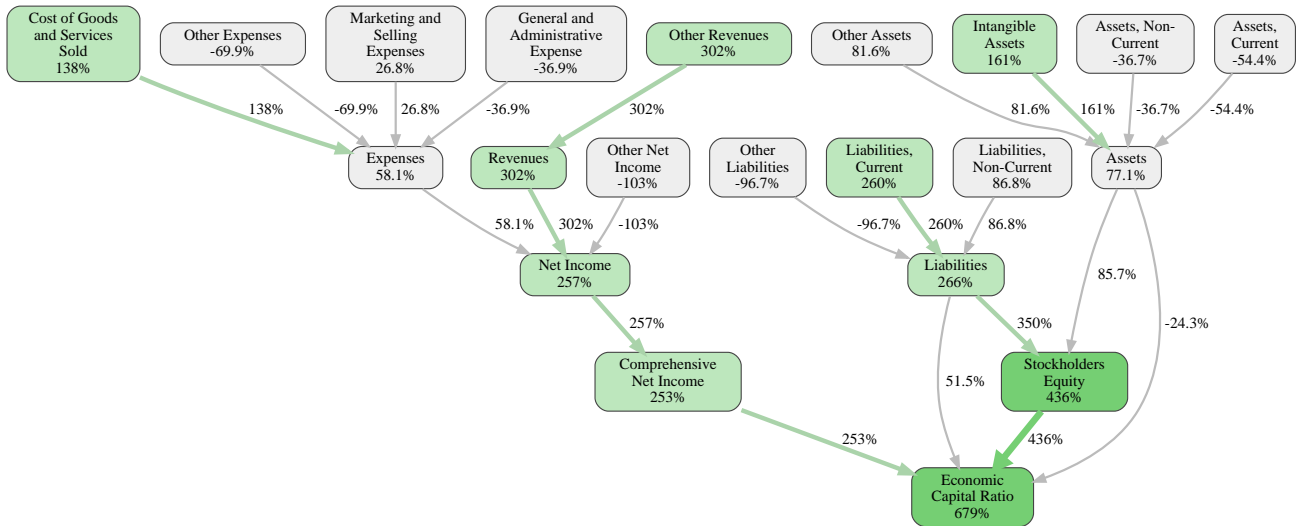
RealRate

ADVERTISING 2018

Fluent Inc.
Rank 8 of 27



FLUENT





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FLUENT

The relative strengths and weaknesses of Fluent 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 Fluent Inc. compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 302% points. The greatest weakness of Fluent Inc. is the variable Other Net Income, reducing the Economic Capital Ratio by 103% points.

The company's Economic Capital Ratio, given in the ranking table, is 133%, being 679% points above the market average of -546%.

Input Variable	Value in 1000 USD
Assets, Current	56,981
Assets, Non-Current	2,277
Cost of Goods and Services Sold	0
General and Administrative Expense	76,990
Intangible Assets	166,256
Liabilities, Current	32,779
Liabilities, Non-Current	0
Marketing and Selling Expenses	20,570
Other Assets	89,707
Other Compr. Net Income	0
Other Expenses	165,226
Other Liabilities	60,213
Other Net Income	-10,688
Other Revenues	220,268
Property, Plant and Equipment	1,778

Output Variable	Value in 1000 USD
Assets	316,999
Liabilities	92,992
Expenses	262,786
Revenues	220,268
Stockholders Equity	224,007
Net Income	-53,206
Comprehensive Net Income	-53,206
Economic Capital Ratio	133%