



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 Net Income, increasing the Economic Capital Ratio by 306% points. The greatest weakness of Fluent Inc. is the variable Other Expenses, reducing the Economic Capital Ratio by 287% points.

The company's Economic Capital Ratio, given in the ranking table, is 241%, being 552% points above the market average of -312%.

Input Variable	Value in 1000 USD
Assets, Current	68,392
Assets, Non-Current	414
Cost of Goods and Services Sold	0
General and Administrative Expense	36,007
Intangible Assets	159,791
Liabilities, Current	33,365
Liabilities, Non-Current	766
Marketing and Selling Expenses	13,663
Other Assets	63,292
Other Compr. Net Income	0
Other Expenses	197,418
Other Liabilities	51,972
Other Net Income	-21,124
Other Revenues	250,280
Property, Plant and Equipment	1,380

Output Variable	Value in 1000 USD
Assets	293,269
Liabilities	86,103
Expenses	247,088
Revenues	250,280
Stockholders Equity	207,166
Net Income	-17,932
Comprehensive Net Income	-17,932
Economic Capital Ratio	241%