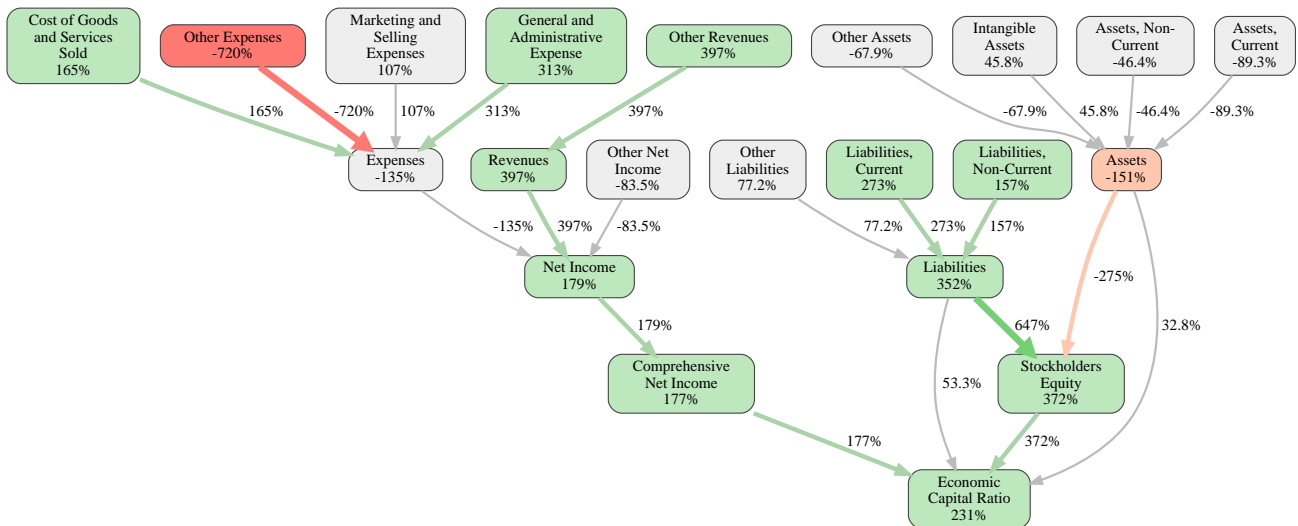




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Inuvo Inc.  
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The relative strengths and weaknesses of Inuvo Inc. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the 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 397% points. The greatest weakness of Inuvo Inc. is the variable Other Expenses, reducing the Economic Capital Ratio by 720% points.

The company's Economic Capital Ratio, given in the ranking table, is 99%, being 231% points above the market average of -133%.

Input Variable	Value in 1000 USD
Assets, Current	14,532
Assets, Non-Current	21
Cost of Goods and Services Sold	8,296
General and Administrative Expense	0
Intangible Assets	19,046
Liabilities, Current	8,836
Liabilities, Non-Current	1,163
Marketing and Selling Expenses	0
Other Assets	396
Other Compr. Net Income	0
Other Expenses	44,392
Other Liabilities	-107
Other Net Income	744
Other Revenues	44,640
Property, Plant and Equipment	1,187

Output Variable	Value in 1000 USD
Assets	35,182
Liabilities	9,892
Expenses	52,689
Revenues	44,640
Stockholders Equity	25,289
Net Income	-7,305
Comprehensive Net Income	-7,305
Economic Capital Ratio	99%