



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 356% points. The greatest weakness of Fluent Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 404% points.

The company's Economic Capital Ratio, given in the ranking table, is 305%, being 438% points above the market average of -133%.

Input Variable	Value in 1000 USD
Assets, Current	86,191
Assets, Non-Current	1,559
Cost of Goods and Services Sold	215,135
General and Administrative Expense	46,798
Intangible Assets	173,372
Liabilities, Current	50,217
Liabilities, Non-Current	9,835
Marketing and Selling Expenses	11,683
Other Assets	46,897
Other Compr. Net Income	0
Other Expenses	34,896
Other Liabilities	33,283
Other Net Income	0
Other Revenues	310,719
Property, Plant and Equipment	2,201

Output Variable	Value in 1000 USD
Assets	310,220
Liabilities	93,335
Expenses	308,512
Revenues	310,719
Stockholders Equity	216,885
Net Income	2,207
Comprehensive Net Income	2,207
Economic Capital Ratio	305%