



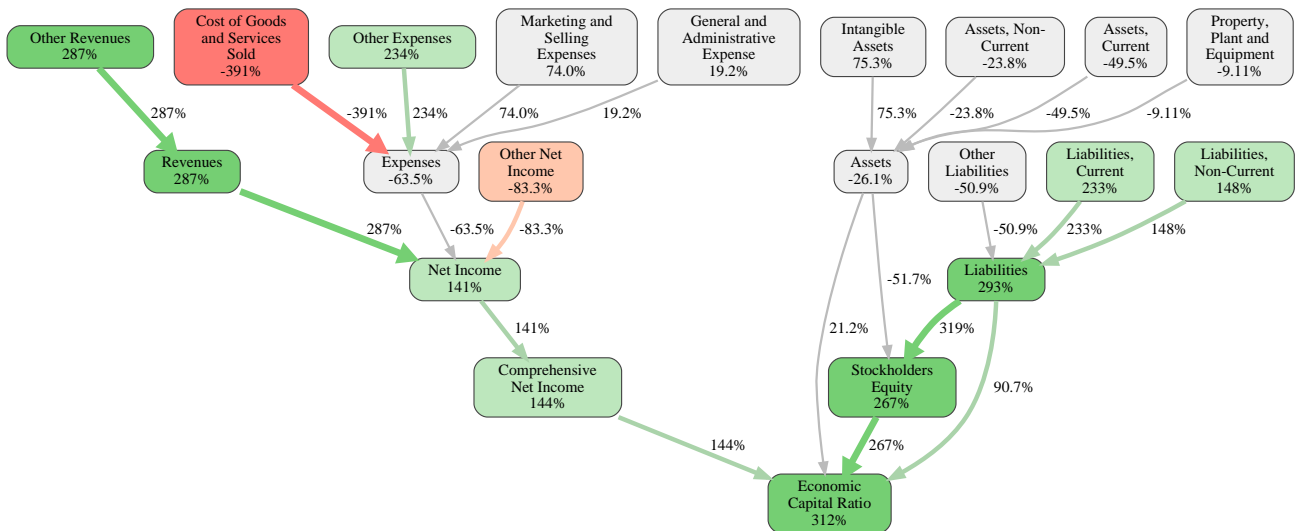
RealRate

ADVERTISING 2022

Fluent Inc.
Rank 9 of 31



FLUENT





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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 287% points. The greatest weakness of Fluent Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 391% points.

The company's Economic Capital Ratio, given in the ranking table, is 248%, being 312% points above the market average of -63%.

Input Variable	Value in 1000 USD
Assets, Current	107,200
Assets, Non-Current	1,885
Cost of Goods and Services Sold	243,716
General and Administrative Expense	48,205
Intangible Assets	171,893
Liabilities, Current	57,940
Liabilities, Non-Current	6,503
Marketing and Selling Expenses	12,681
Other Assets	35,747
Other Compr. Net Income	0
Other Expenses	31,743
Other Liabilities	40,329
Other Net Income	-2,964
Other Revenues	329,250
Property, Plant and Equipment	1,457

Output Variable	Value in 1000 USD
Assets	318,182
Liabilities	104,772
Expenses	336,345
Revenues	329,250
Stockholders Equity	213,410
Net Income	-10,059
Comprehensive Net Income	-10,059
Economic Capital Ratio	248%