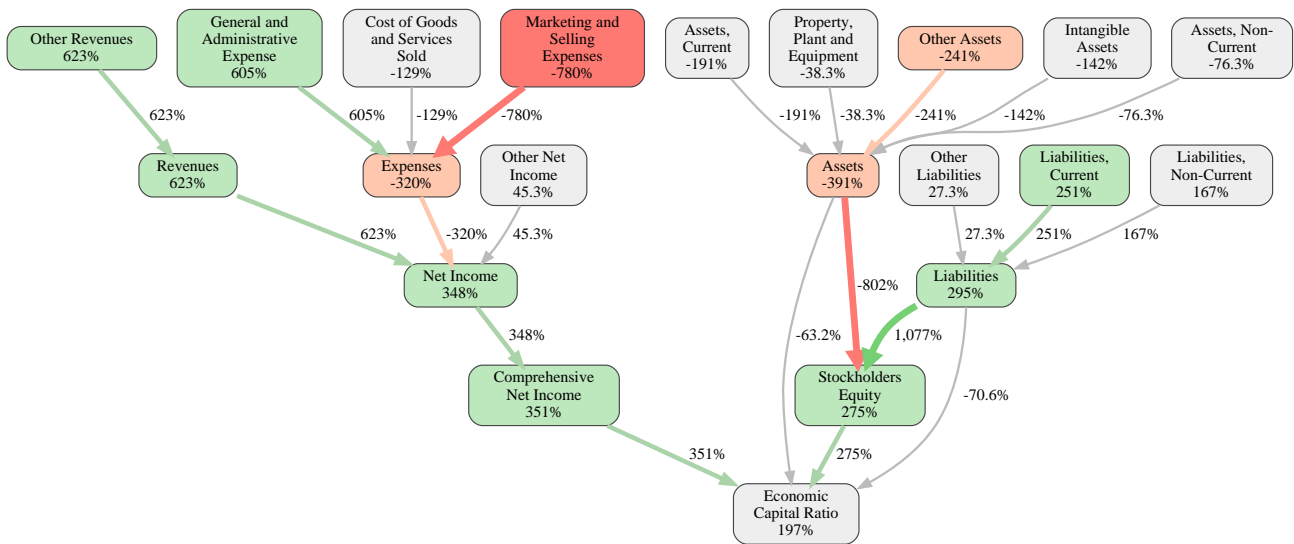




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The relative strengths and weaknesses of Inuvo Inc. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Inuvo Inc. compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 623% points. The greatest weakness of Inuvo Inc. is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 780% points.

The company's Economic Capital Ratio, given in the ranking table, is -107%, being 197% points above the market average of -304%.

Input Variable	Value in 1000 USD
Assets, Current	16,380
Assets, Non-Current	67
Cost of Goods and Services Sold	30,244
General and Administrative Expense	0
Intangible Assets	15,813
Liabilities, Current	13,703
Liabilities, Non-Current	212
Marketing and Selling Expenses	36,921
Other Assets	1,629
Other Compr. Net Income	-139
Other Expenses	21,109
Other Liabilities	-107
Other Net Income	-436
Other Revenues	75,604
Property, Plant and Equipment	1,669

Output Variable	Value in 1000 USD
Assets	35,557
Liabilities	13,808
Expenses	88,275
Revenues	75,604
Stockholders Equity	21,749
Net Income	-13,107
Comprehensive Net Income	-13,245
Economic Capital Ratio	-107%