



The relative strengths and weaknesses of Retailmenot 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 Retailmenot Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 85% points. The greatest weakness of Retailmenot Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 11% points.

The company's Economic Capital Ratio, given in the ranking table, is 161%, being 78% points above the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	341,089
Assets, Non-Current	8,775
Cost of Goods and Services Sold	19,904
General and Administrative Expense	39,813
Intangible Assets	235,970
Liabilities, Current	41,113
Liabilities, Non-Current	70,252
Marketing and Selling Expenses	99,380
Other Assets	0
Other Compr. Net Income	-2,941
Other Expenses	75,867
Other Liabilities	4,462
Other Net Income	-2,303
Other Revenues	249,115
Property, Plant and Equipment	21,382

Output Variable	Value in 1000 USD
Assets	607,216
Liabilities	115,827
Expenses	234,964
Revenues	249,115
Stockholders Equity	491,389
Net Income	11,848
Comprehensive Net Income	8,907
ECR before Limited Liability	108%
Economic Capital Ratio	161%