



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 Stockholders Equity, increasing the Economic Capital Ratio by 64% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 36% points.

The company's Economic Capital Ratio, given in the ranking table, is 139%, being 54% points above the market average of 85%.

Input Variable	Value in 1000 USD
Assets, Current	81,515
Assets, Non-Current	993
Cost of Goods and Services Sold	194,435
General and Administrative Expense	48,065
Intangible Assets	174,639
Liabilities, Current	52,227
Liabilities, Non-Current	9,831
Marketing and Selling Expenses	11,545
Other Assets	57,083
Other Compr. Net Income	0
Other Expenses	29,386
Other Liabilities	44,098
Other Net Income	0
Other Revenues	281,684
Property, Plant and Equipment	2,863

Output Variable	Value in 1000 USD
Assets	317,093
Liabilities	106,156
Expenses	283,431
Revenues	281,684
Stockholders Equity	210,937
Net Income	-1,747
Comprehensive Net Income	-1,747
ECR before Limited Liability	77%
Economic Capital Ratio	139%