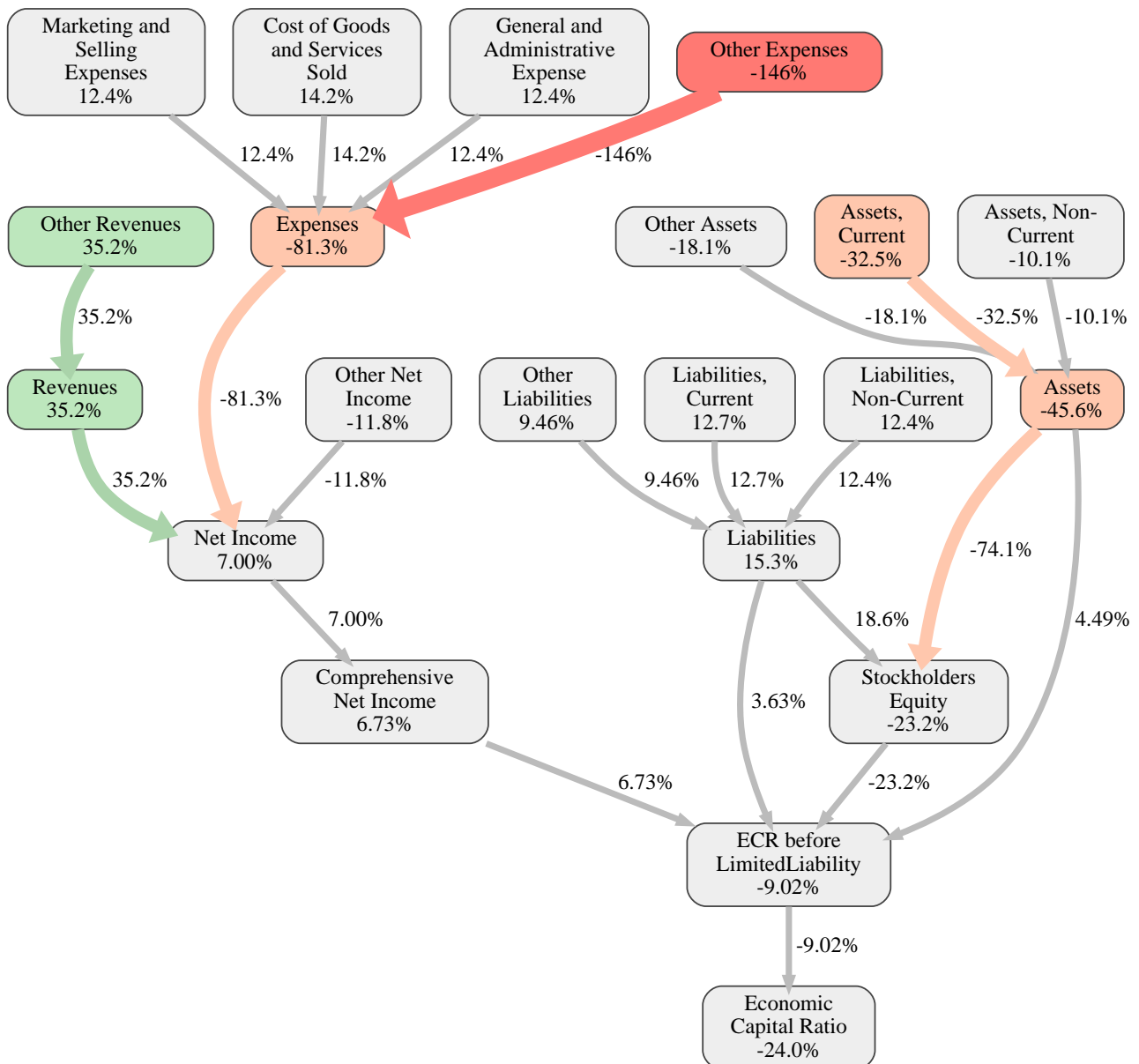




Inuvo Inc
Rank 16 of 24

inuvo®



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 35% points. The greatest weakness of Inuvo Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 146% points.

The company's Economic Capital Ratio, given in the ranking table, is 86%, being 24% points below the market average of 110%.

Input Variable	Value in 1000 USD
Assets, Current	14,744
Assets, Non-Current	53
Cost of Goods and Services Sold	10,477
General and Administrative Expense	8,051
Intangible Assets	15,324
Liabilities, Current	14,622
Liabilities, Non-Current	859
Marketing and Selling Expenses	0
Other Assets	573
Other Compr. Net Income	85
Other Expenses	65,794
Other Liabilities	-89
Other Net Income	44
Other Revenues	73,912
Property, Plant and Equipment	1,681

Output Variable	Value in 1000 USD
Assets	32,374
Liabilities	15,392
Expenses	84,322
Revenues	73,912
Stockholders Equity	16,982
Net Income	-10,366
Comprehensive Net Income	-10,281
ECR before Limited Liability	12%
Economic Capital Ratio	86%