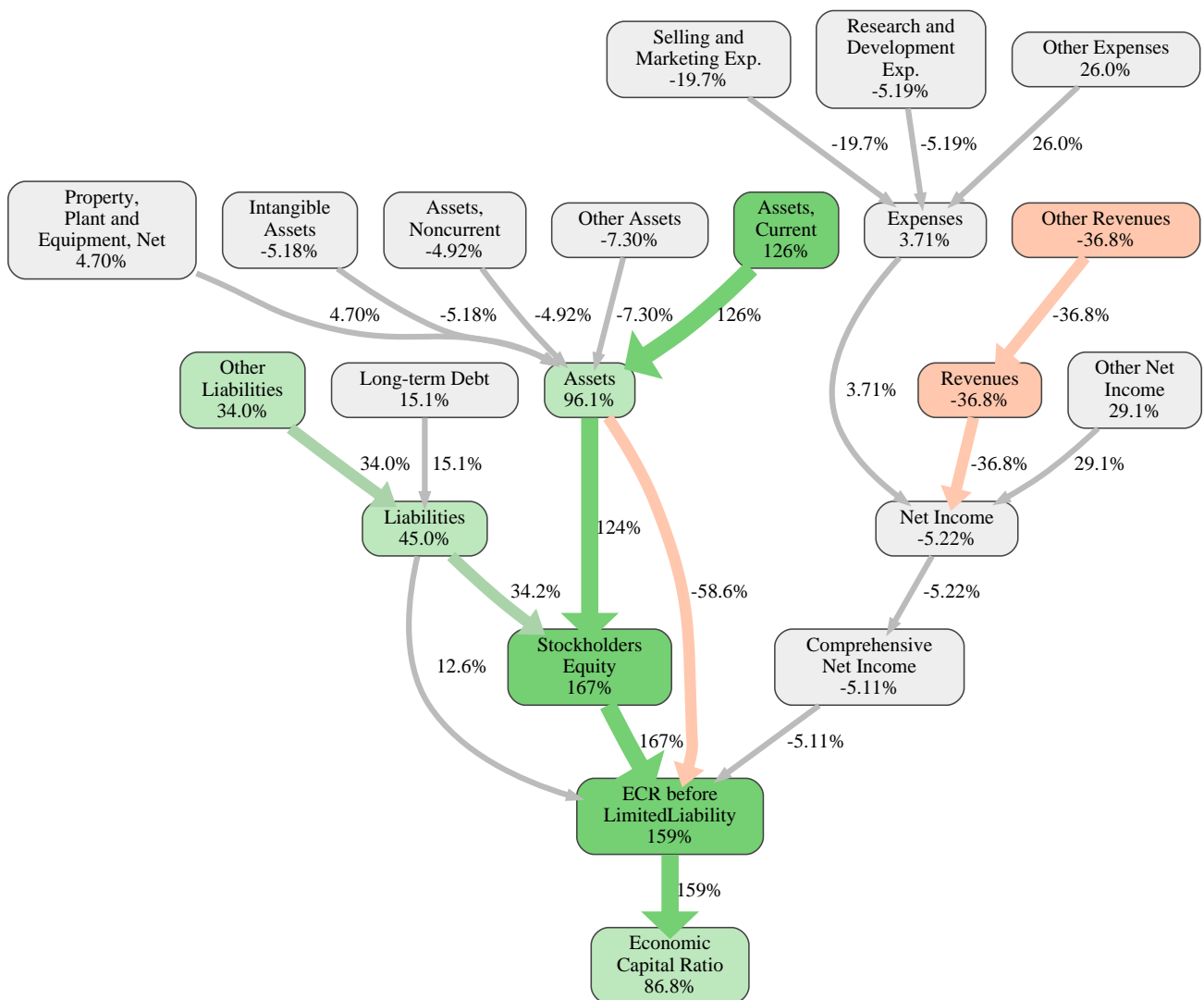




RealRate

# SERVICES-PREPACKAGED SOFTWARE 2014

Marketo Inc  
Rank 65 of 160



RealRate

The First AI Rating Agency

www.realrate.ai



# SERVICES-PREPACKAGED SOFTWARE 2014

Marketo Inc  
Rank 65 of 160

---

The relative strengths and weaknesses of Marketo 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 Marketo Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 167% points. The greatest weakness of Marketo Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 37% points.

The company's Economic Capital Ratio, given in the ranking table, is 431%, being 87% points above the market average of 344%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	158,463	Liabilities	77,397
Assets, Noncurrent	484	Assets	205,839
General and Administrative Exp.	18,655	Expenses	104,773
Intangible Assets	33,036	Revenues	0
Liabilities, Current	70,125	Stockholders Equity	128,442
Long-term Debt	1,900	Net Income	-47,360
Other Assets	0	Comprehensive Net Income	-47,307
Other Compr. Net Income	53	ECR before LimitedLiability	266%
Other Expenses	28	Economic Capital Ratio	431%
Other Liabilities	5,372		
Other Net Income	57,413		
Other Revenues	0		
Property, Plant and Equipment, Net	13,856		
Research and Development Exp.	23,321		
Selling and Marketing Exp.	62,769		