





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 65% points. The greatest weakness of Fluent Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 22% points.

The company's Economic Capital Ratio, given in the ranking table, is 139%, being 53% points above the market average of 86%.

Input Variable	Value in 1000 USD
Assets, Current	43,100
Assets, Non-Current	2,674
Cost of Goods and Services Sold	0
General and Administrative Expense	54,094
Intangible Assets	166,256
Liabilities, Current	26,159
Liabilities, Non-Current	0
Marketing and Selling Expenses	16,296
Other Assets	98,531
Other Compr. Net Income	0
Other Expenses	136,442
Other Liabilities	56,103
Other Net Income	-9,090
Other Revenues	186,836
Property, Plant and Equipment	1,350

Output Variable	Value in 1000 USD
Assets	311,911
Liabilities	82,262
Expenses	206,832
Revenues	186,836
Stockholders Equity	229,649
Net Income	-29,086
Comprehensive Net Income	-29,086
BaseVar	398,466
ECR before LimitedLiability	76%
Economic Capital Ratio	139%