



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 51% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 41% points.

The company's Economic Capital Ratio, given in the ranking table, is 137%, being 42% points above the market average of 95%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	107,200	Assets	318,182
Assets, Non-Current	1,885	Liabilities	104,772
Cost of Goods and Services Sold	243,716	Expenses	336,345
General and Administrative Expense	48,205	Revenues	329,250
Intangible Assets	171,893	Stockholders Equity	213,410
Liabilities, Current	57,940	Net Income	-10,059
Liabilities, Non-Current	6,503	Comprehensive Net Income	-10,059
Marketing and Selling Expenses	12,681	BaseVar	545,756
Other Assets	35,747	ECR before LimitedLiability	74%
Other Compr. Net Income	0	Economic Capital Ratio	137%
Other Expenses	31,743		
Other Liabilities	40,329		
Other Net Income	-2,964		
Other Revenues	329,250		
Property, Plant and Equipment	1,457		