

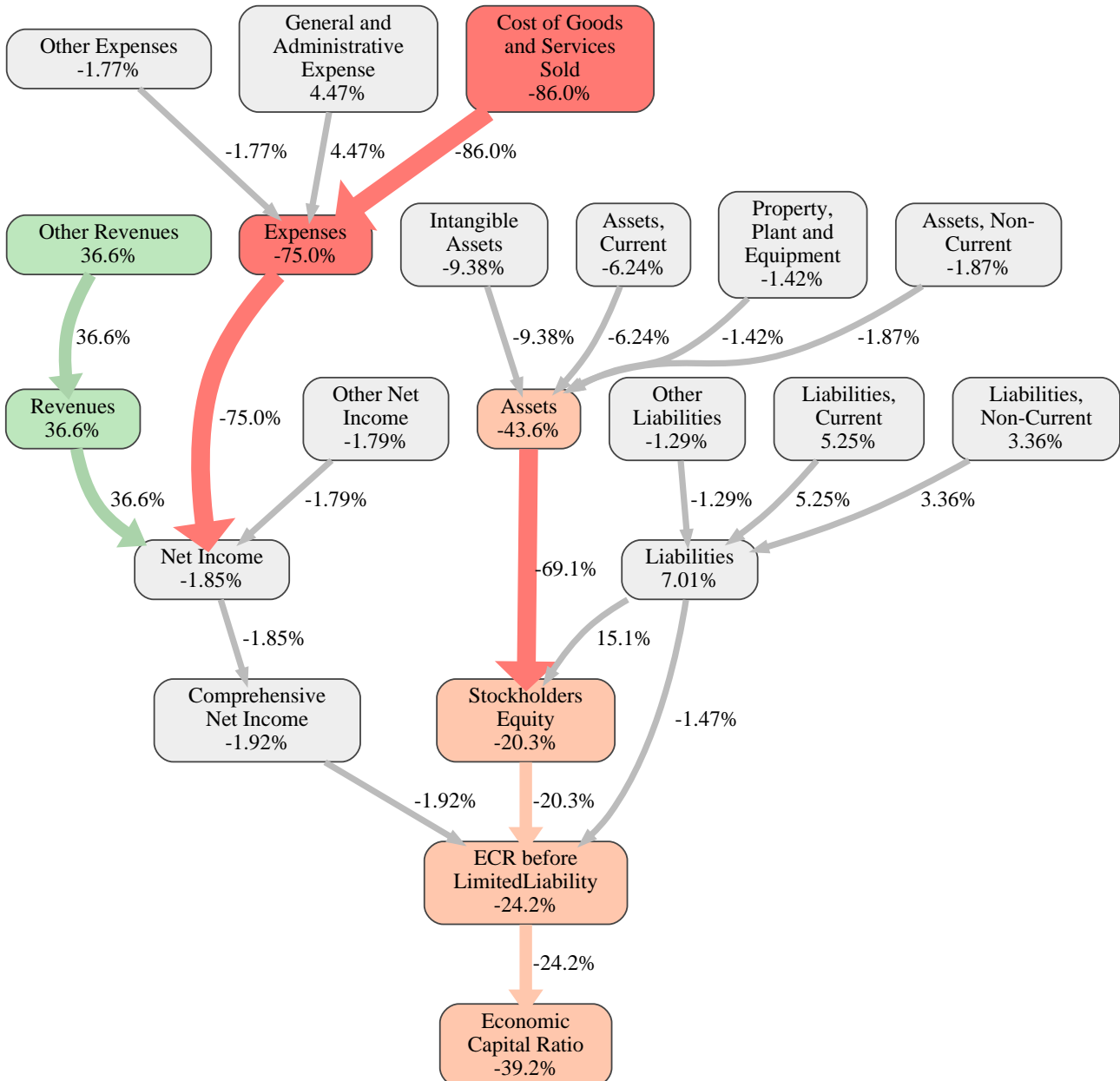


RealRate

ADVERTISING 2024

Fluent Inc
Rank 20 of 24

FLUENT





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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 Revenues, increasing the Economic Capital Ratio by 37% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 86% points.

The company's Economic Capital Ratio, given in the ranking table, is 71%, being 39% points below the market average of 110%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	78,406	Assets	111,867
Assets, Non-Current	1,405	Liabilities	77,463
Cost of Goods and Services Sold	219,884	Expenses	361,617
General and Administrative Expense	35,334	Revenues	298,399
Intangible Assets	4,656	Stockholders Equity	34,404
Liabilities, Current	49,214	Net Income	-63,218
Liabilities, Non-Current	2,761	Comprehensive Net Income	-63,218
Marketing and Selling Expenses	18,576	BaseVar	424,673
Other Assets	26,809	ECR before LimitedLiability	-38%
Other Compr. Net Income	0	Economic Capital Ratio	71%
Other Expenses	87,823		
Other Liabilities	25,488		
Other Net Income	0		
Other Revenues	298,399		
Property, Plant and Equipment	591		