

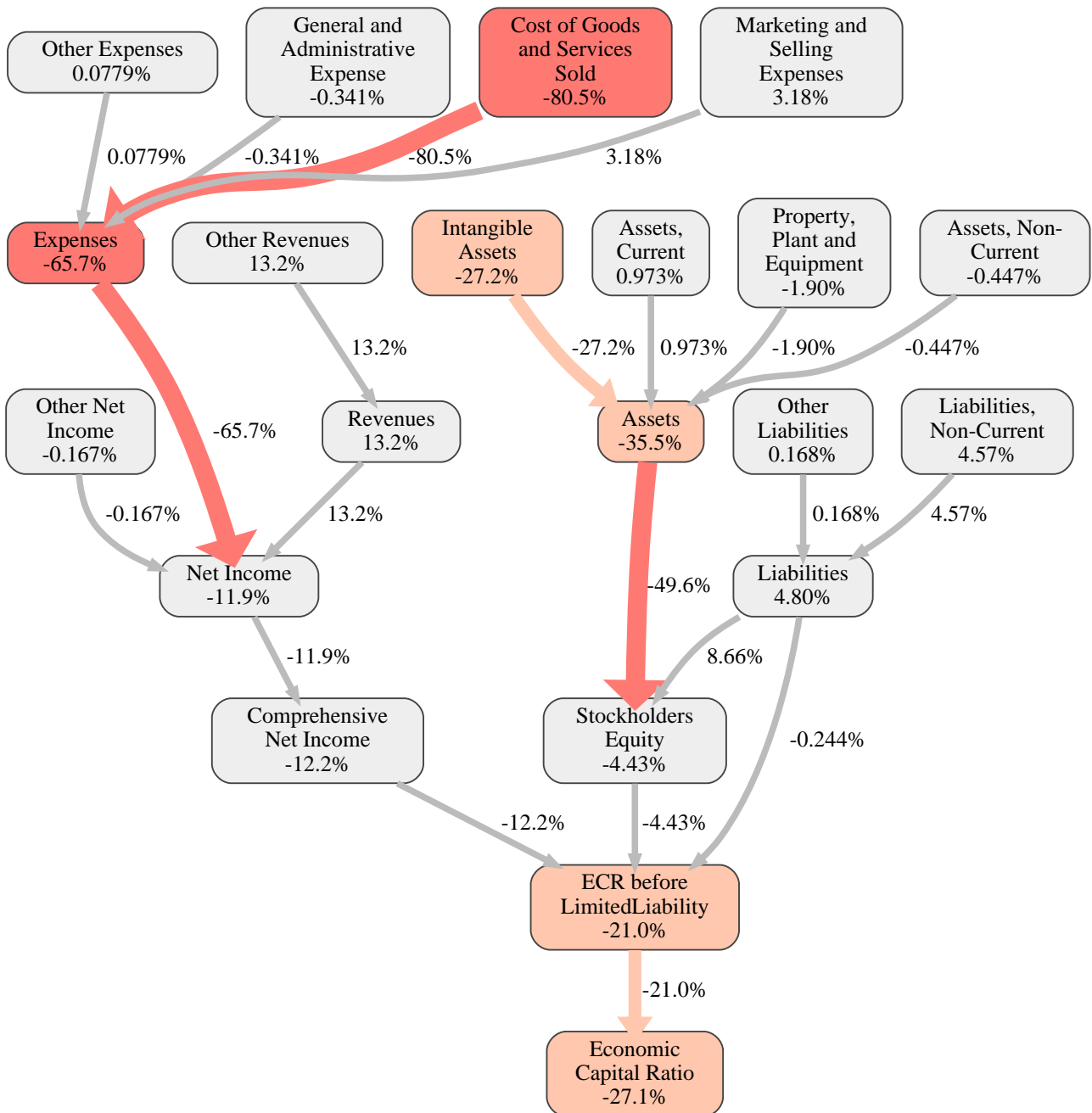


RealRate

ADVERTISING 2026

Fluent Inc
Rank 10 of 13

FLUENT





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 Other Revenues, increasing the Economic Capital Ratio by 13% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 80% points.

The company's Economic Capital Ratio, given in the ranking table, is 73%, being 27% points below the market average of 100%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	67,469	Assets	89,133
Assets, Non-Current	715	Liabilities	70,921
Cost of Goods and Services Sold	157,523	Expenses	232,172
General and Administrative Expense	34,702	Revenues	208,764
Intangible Assets	2,859	Stockholders Equity	18,212
Liabilities, Current	65,034	Net Income	-27,167
Liabilities, Non-Current	5,887	Comprehensive Net Income	-27,167
Marketing and Selling Expenses	14,492	BaseVar	302,374
Other Assets	17,986	ECR before LimitedLiability	-16%
Other Compr. Net Income	0	Economic Capital Ratio	73%
Other Expenses	25,455		
Other Liabilities	0		
Other Net Income	-3,759		
Other Revenues	208,764		
Property, Plant and Equipment	104		