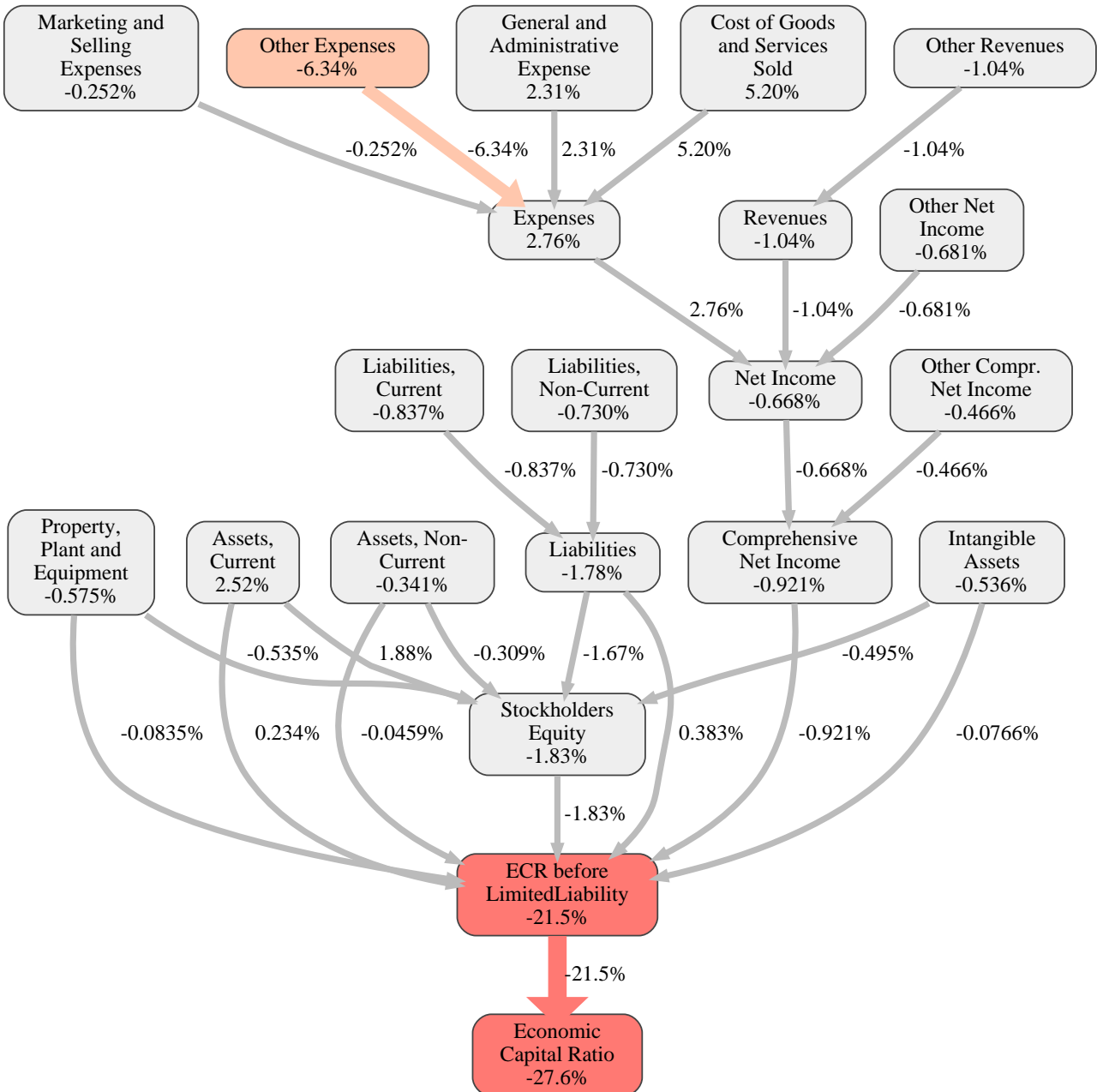




RealRate

# ADVERTISING 2026

Groupon Inc  
Rank 11 of 13





The relative strengths and weaknesses of Groupon 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 Groupon Inc compared to the market average is the variable Cost of Goods and Services Sold, increasing the Economic Capital Ratio by 5.2% points. The greatest weakness of Groupon Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 6.3% points.

The company's Economic Capital Ratio, given in the ranking table, is 73%, being 28% points below the market average of 100%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	374,420	Assets	670,406
Assets, Non-Current	7,170	Liabilities	712,796
Cost of Goods and Services Sold	45,883	Expenses	510,407
General and Administrative Expense	0	Revenues	498,422
Intangible Assets	188,225	Stockholders Equity	-42,390
Liabilities, Current	383,909	Net Income	-81,697
Liabilities, Non-Current	328,887	Comprehensive Net Income	-119,759
Marketing and Selling Expenses	165,855	BaseVar	1,249,902
Other Assets	84,471	ECR before LimitedLiability	-22%
Other Compr. Net Income	-38,062	Economic Capital Ratio	73%
Other Expenses	298,669		
Other Liabilities	0		
Other Net Income	-69,712		
Other Revenues	498,422		
Property, Plant and Equipment	16,120		