





The relative strengths and weaknesses of Exacttarget 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 Exacttarget Inc compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 125% points. The greatest weakness of Exacttarget Inc is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 16% points.

The company's Economic Capital Ratio, given in the ranking table, is 500%, being 125% points above the market average of 375%.

Input Variable	Value in 1000 USD
Assets, Current	179,917
Assets, Noncurrent	3,631
General and Administrative Exp.	39,725
Intangible Assets	135,574
Liabilities, Current	99,503
Long-term Debt	0
Other Assets	0
Other Compr. Net Income	-71
Other Expenses	103,600
Other Liabilities	5,946
Other Net Income	-571
Other Revenues	292,272
Property, Plant and Equipment, Net	67,944
Research and Development Exp.	54,022
Selling and Marketing Exp.	115,312

Output Variable	Value in 1000 USD
Liabilities	105,449
Assets	387,066
Expenses	312,659
Revenues	292,272
Stockholders Equity	281,617
Net Income	-20,958
Comprehensive Net Income	-21,029
BaseVar	549,044
ECR before LimitedLiability	369%
Economic Capital Ratio	500%