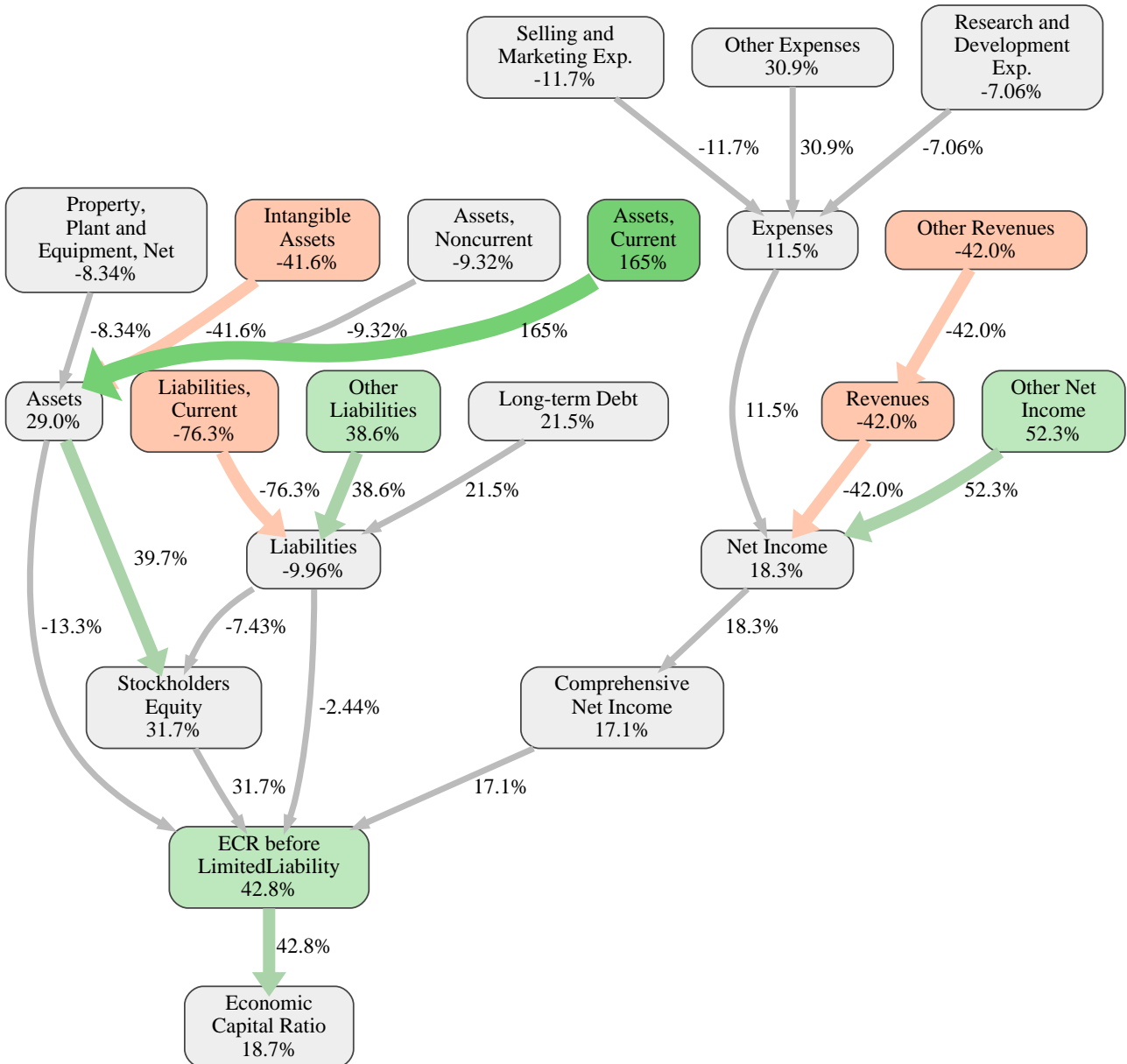




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Tubemogul INC Rank 79 of 148





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The relative strengths and weaknesses of Tubemogul 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 Tubemogul INC compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 165% points. The greatest weakness of Tubemogul INC is the variable Liabilities, Current, reducing the Economic Capital Ratio by 76% points.

The company's Economic Capital Ratio, given in the ranking table, is 394%, being 19% points above the market average of 375%.

Input Variable	Value in 1000 USD
Assets, Current	137,371
Assets, Noncurrent	405
General and Administrative Exp.	21,615
Intangible Assets	0
Liabilities, Current	71,465
Long-term Debt	0
Other Assets	1,029
Other Compr. Net Income	-74
Other Expenses	283
Other Liabilities	601
Other Net Income	77,729
Other Revenues	0
Property, Plant and Equipment, Net	3,902
Research and Development Exp.	22,142
Selling and Marketing Exp.	38,133

Output Variable	Value in 1000 USD
Liabilities	72,066
Assets	142,707
Expenses	82,173
Revenues	0
Stockholders Equity	70,641
Net Income	-4,444
Comprehensive Net Income	-4,518
BaseVar	187,374
ECR before LimitedLiability	213%
Economic Capital Ratio	394%