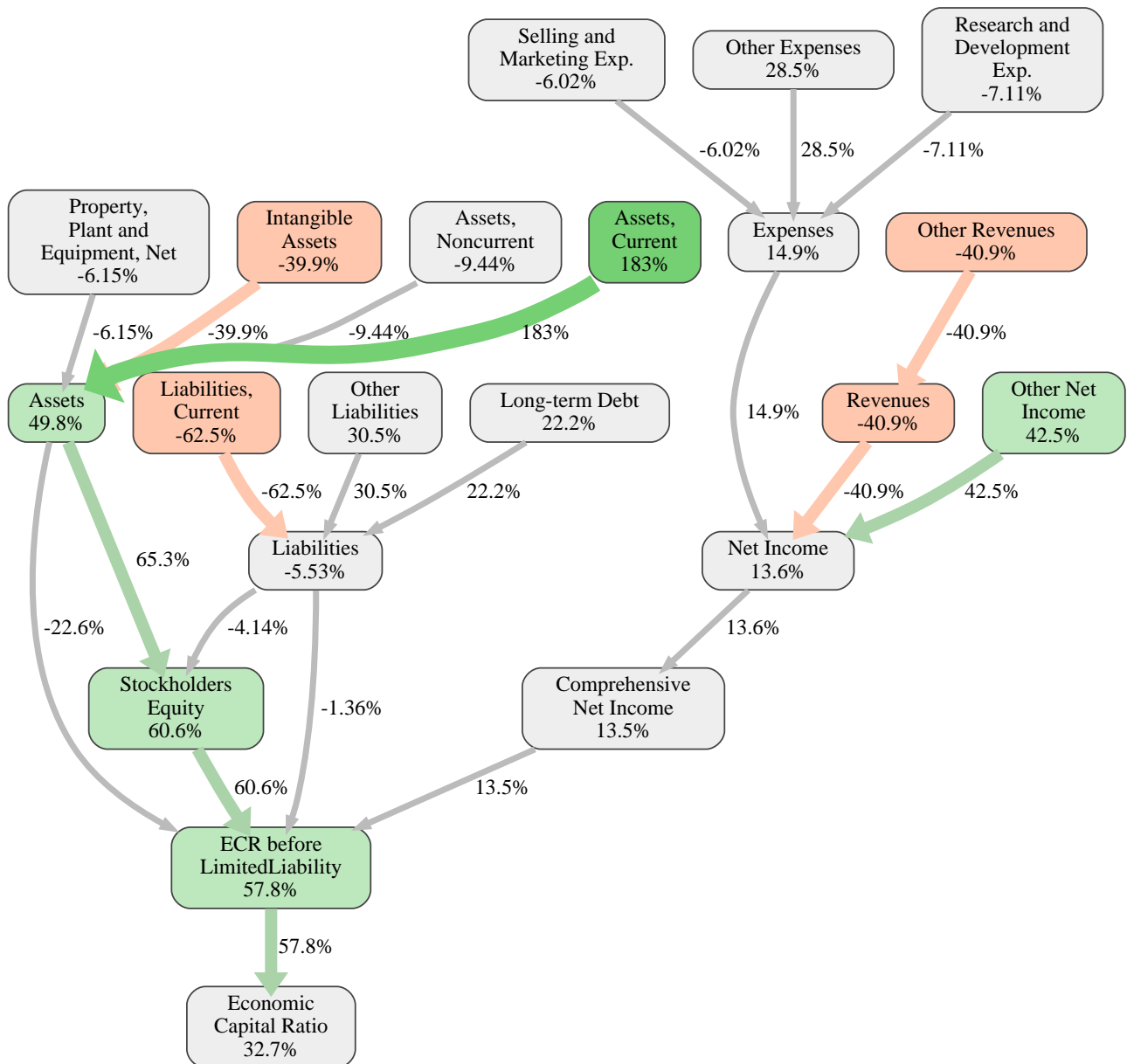




RealRate

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Tubemogul INC Rank 62 of 142





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Tubemogul INC
Rank 62 of 142

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 183% points. The greatest weakness of Tubemogul INC is the variable Liabilities, Current, reducing the Economic Capital Ratio by 62% points.

The company's Economic Capital Ratio, given in the ranking table, is 395%, being 33% points above the market average of 362%.

Input Variable	Value in 1000 USD
Assets, Current	247,090
Assets, Noncurrent	1,495
General and Administrative Exp.	37,000
Intangible Assets	0
Liabilities, Current	126,024
Long-term Debt	0
Other Assets	1,563
Other Compr. Net Income	-42
Other Expenses	663
Other Liabilities	2,533
Other Net Income	120,270
Other Revenues	0
Property, Plant and Equipment, Net	8,585
Research and Development Exp.	41,007
Selling and Marketing Exp.	55,331

Output Variable	Value in 1000 USD
Liabilities	128,557
Assets	258,733
Expenses	134,001
Revenues	0
Stockholders Equity	130,176
Net Income	-13,731
Comprehensive Net Income	-13,773
BaseVar	320,802
ECR before LimitedLiability	215%
Economic Capital Ratio	395%