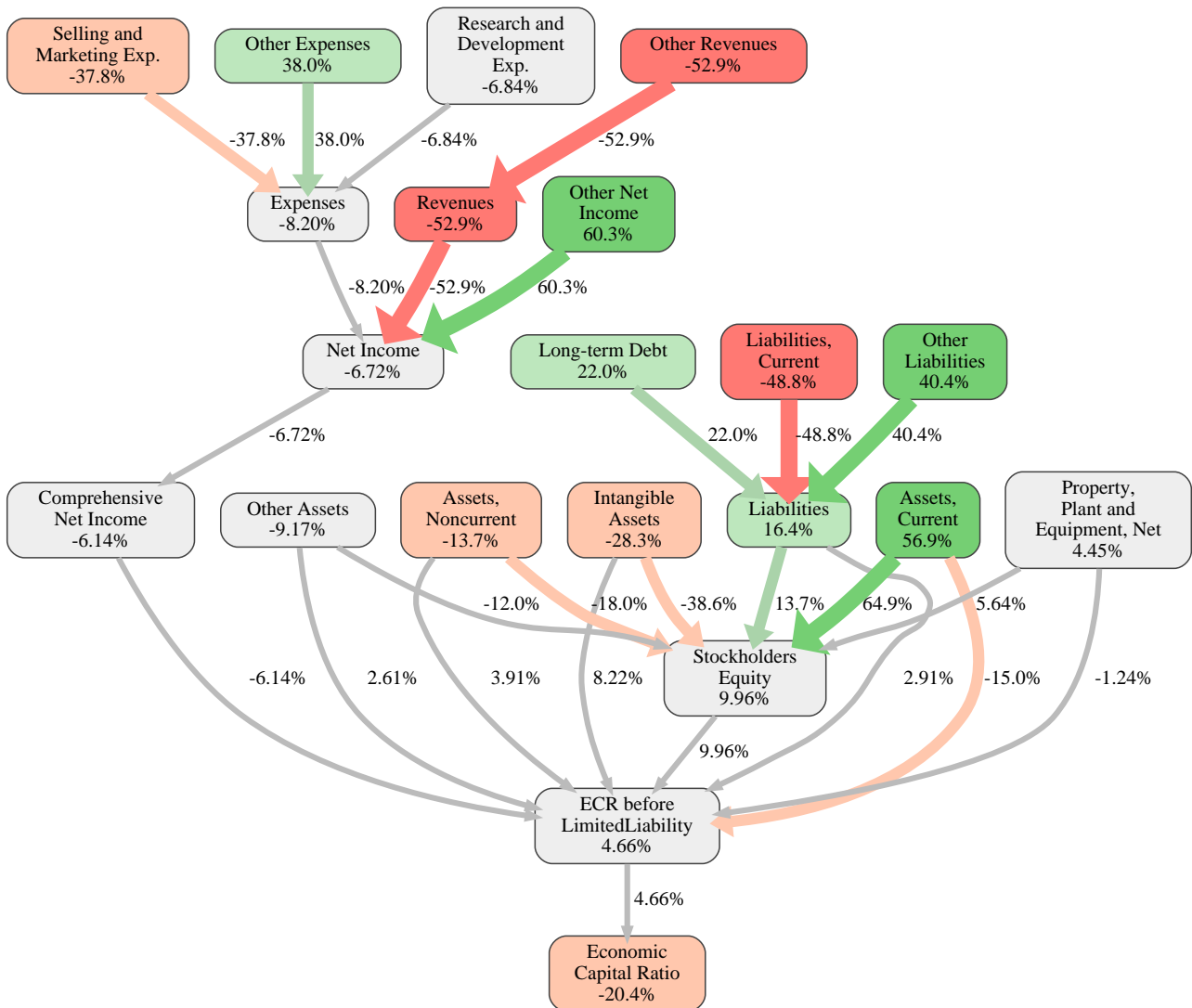




RealRate

SERVICES-PREPACKAGED SOFTWARE 2016

Marketo Inc
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The relative strengths and weaknesses of Marketo 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 Marketo Inc compared to the market average is the variable Other Net Income, increasing the Economic Capital Ratio by 60% points. The greatest weakness of Marketo Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 53% points.

The company's Economic Capital Ratio, given in the ranking table, is 342%, being 20% points below the market average of 362%.

Input Variable	Value in 1000 USD
Assets, Current	166,969
Assets, Noncurrent	2,130
General and Administrative Exp.	38,056
Intangible Assets	34,656
Liabilities, Current	123,880
Long-term Debt	2,722
Other Assets	0
Other Compr. Net Income	1,721
Other Expenses	708
Other Liabilities	708
Other Net Income	137,834
Other Revenues	0
Property, Plant and Equipment, Net	21,323
Research and Development Exp.	39,077
Selling and Marketing Exp.	129,072

Output Variable	Value in 1000 USD
Liabilities	127,310
Assets	225,078
Expenses	206,913
Revenues	0
Stockholders Equity	97,768
Net Income	-69,079
Comprehensive Net Income	-67,358
BaseVar	349,428
ECR before LimitedLiability	145%
Economic Capital Ratio	342%