





# SERVICES-PREPACKAGED SOFTWARE 2025



ON24 INC  
Rank 46 of 135

The relative strengths and weaknesses of ON24 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 ON24 INC compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 130% points. The greatest weakness of ON24 INC is the variable Intangible Assets, reducing the Economic Capital Ratio by 45% points.

The company's Economic Capital Ratio, given in the ranking table, is 442%, being 78% points above the market average of 364%.

Input Variable	Value in 1000 USD
Assets, Current	228,330
Assets, Noncurrent	794
General and Administrative Exp.	46,399
Intangible Assets	2,957
Liabilities, Current	88,199
Long-term Debt	3,342
Other Assets	18,872
Other Compr. Net Income	-546
Other Expenses	38,679
Other Liabilities	0
Other Net Income	9,168
Other Revenues	148,081
Property, Plant and Equipment, Net	0
Research and Development Exp.	36,250
Selling and Marketing Exp.	78,077

Output Variable	Value in 1000 USD
Liabilities	91,541
Assets	250,953
Expenses	199,405
Revenues	148,081
Stockholders Equity	159,412
Net Income	-42,156
Comprehensive Net Income	-42,702
BaseVar	349,847
ECR before LimitedLiability	282%
Economic Capital Ratio	442%