





The relative strengths and weaknesses of Fluent 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 Fluent Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 36% points. The greatest weakness of Fluent Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 29% points.

The company's Economic Capital Ratio, given in the ranking table, is 108%, being 16% points above the market average of 92%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	6,259	Assets	10,042
Assets, Non-Current	3,783	Liabilities	2,569
Cost of Goods and Services Sold	2,791	Expenses	6,566
General and Administrative Expense	2,931	Revenues	3,006
Intangible Assets	0	Stockholders Equity	7,473
Liabilities, Current	0	Net Income	-3,533
Liabilities, Non-Current	0	Comprehensive Net Income	-3,528
Marketing and Selling Expenses	885	BaseVar	11,108
Other Assets	-1,502	ECR before LimitedLiability	36%
Other Compr. Net Income	5.0	Economic Capital Ratio	108%
Other Expenses	-41		
Other Liabilities	2,569		
Other Net Income	27		
Other Revenues	3,006		
Property, Plant and Equipment	1,502		