



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 49% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 35% points.

The company's Economic Capital Ratio, given in the ranking table, is 139%, being 49% points above the market average of 91%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	81,515	Assets	317,093
Assets, Non-Current	993	Liabilities	106,156
Cost of Goods and Services Sold	194,435	Expenses	283,431
General and Administrative Expense	48,065	Revenues	281,684
Intangible Assets	174,639	Stockholders Equity	210,937
Liabilities, Current	52,227	Net Income	-1,747
Liabilities, Non-Current	9,831	Comprehensive Net Income	-1,747
Marketing and Selling Expenses	11,545	BaseVar	494,182
Other Assets	57,083	ECR before LimitedLiability	77%
Other Compr. Net Income	0	Economic Capital Ratio	139%
Other Expenses	29,386		
Other Liabilities	44,098		
Other Net Income	0		
Other Revenues	281,684		
Property, Plant and Equipment	2,863		