



The relative strengths and weaknesses of Inuvo 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 Inuvo Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 50% points. The greatest weakness of Inuvo Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 92% points.

The company's Economic Capital Ratio, given in the ranking table, is 123%, being 33% points above the market average of 90%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	14,532	Assets	35,182
Assets, Non-Current	21	Liabilities	9,892
Cost of Goods and Services Sold	8,296	Expenses	52,689
General and Administrative Expense	0	Revenues	44,640
Intangible Assets	19,046	Stockholders Equity	25,289
Liabilities, Current	8,836	Net Income	-7,305
Liabilities, Non-Current	1,163	Comprehensive Net Income	-7,305
Marketing and Selling Expenses	0	BaseVar	71,573
Other Assets	396	ECR before LimitedLiability	55%
Other Compr. Net Income	0	Economic Capital Ratio	123%
Other Expenses	44,392		
Other Liabilities	-107		
Other Net Income	744		
Other Revenues	44,640		
Property, Plant and Equipment	1,187		