





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 Revenues, increasing the Economic Capital Ratio by 35% points. The greatest weakness of Inuvo Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 146% points.

The company's Economic Capital Ratio, given in the ranking table, is 86%, being 24% points below the market average of 110%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	14,744	Assets	32,374
Assets, Non-Current	53	Liabilities	15,392
Cost of Goods and Services Sold	10,477	Expenses	84,322
General and Administrative Expense	8,051	Revenues	73,912
Intangible Assets	15,324	Stockholders Equity	16,982
Liabilities, Current	14,622	Net Income	-10,366
Liabilities, Non-Current	859	Comprehensive Net Income	-10,281
Marketing and Selling Expenses	0	BaseVar	103,064
Other Assets	573	ECR before LimitedLiability	12%
Other Compr. Net Income	85	Economic Capital Ratio	86%
Other Expenses	65,794		
Other Liabilities	-89		
Other Net Income	44		
Other Revenues	73,912		
Property, Plant and Equipment	1,681		