

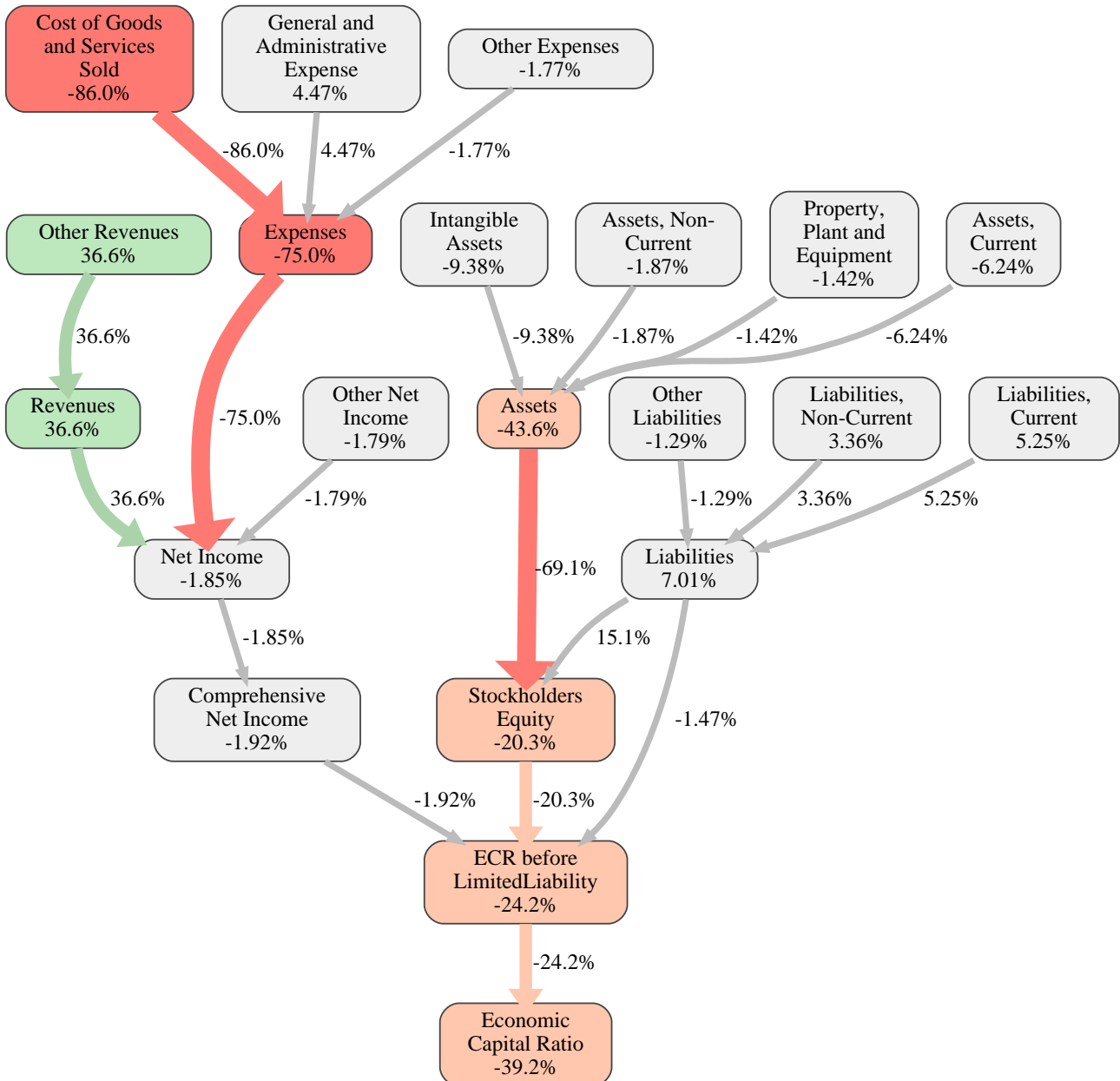


RealRate

ADVERTISING 2024

Fluent Inc
Rank 20 of 24

FLUENT





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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 Revenues, increasing the Economic Capital Ratio by 37% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 86% points.

The company's Economic Capital Ratio, given in the ranking table, is 71%, being 39% points below the market average of 110%.

Input Variable	Value in 1000 USD
Assets, Current	78,406
Assets, Non-Current	1,405
Cost of Goods and Services Sold	219,884
General and Administrative Expense	35,334
Intangible Assets	4,656
Liabilities, Current	49,214
Liabilities, Non-Current	2,761
Marketing and Selling Expenses	18,576
Other Assets	26,809
Other Compr. Net Income	0
Other Expenses	87,823
Other Liabilities	25,488
Other Net Income	0
Other Revenues	298,399
Property, Plant and Equipment	591

Output Variable	Value in 1000 USD
Assets	111,867
Liabilities	77,463
Expenses	361,617
Revenues	298,399
Stockholders Equity	34,404
Net Income	-63,218
Comprehensive Net Income	-63,218
BaseVar	424,673
ECR before LimitedLiability	-38%
Economic Capital Ratio	71%