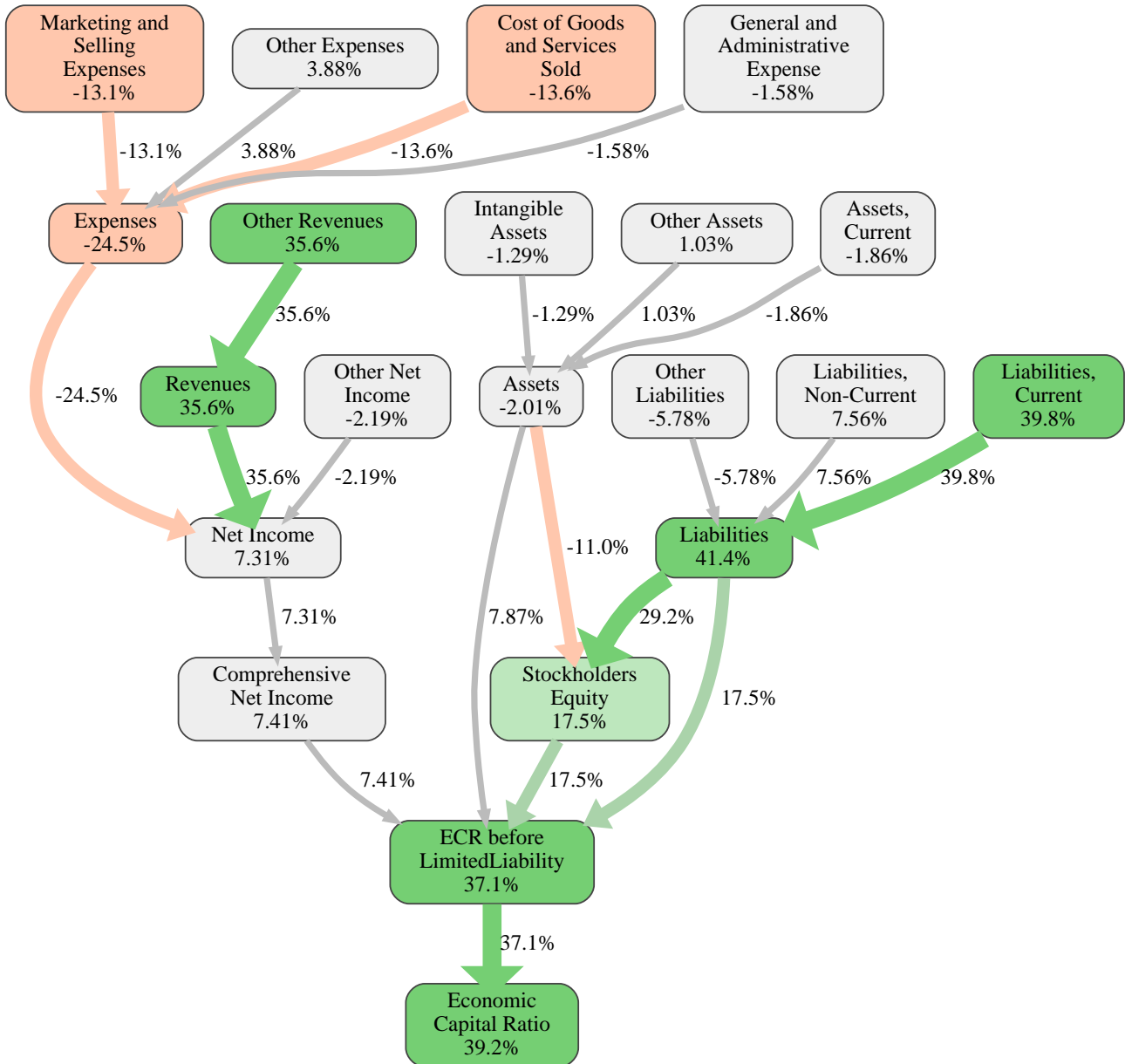




RealRate

ADVERTISING 2011

Conversant INC Rank 1 of 3





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The relative strengths and weaknesses of Conversant 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 Conversant INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 41% points. The greatest weakness of Conversant INC is the variable Expenses, reducing the Economic Capital Ratio by 25% points.

The company's Economic Capital Ratio, given in the ranking table, is 157%, being 39% points above the market average of 118%.

Input Variable	Value in 1000 USD
Assets, Current	302,525
Assets, Non-Current	50,618
Cost of Goods and Services Sold	116,802
General and Administrative Expense	53,536
Intangible Assets	183,218
Liabilities, Current	103,258
Liabilities, Non-Current	0
Marketing and Selling Expenses	112,282
Other Assets	64,792
Other Compr. Net Income	0
Other Expenses	69,778
Other Liabilities	37,668
Other Net Income	12,110
Other Revenues	430,798
Property, Plant and Equipment	12,414

Output Variable	Value in 1000 USD
Assets	613,567
Liabilities	140,926
Expenses	352,398
Revenues	430,798
Stockholders Equity	472,641
Net Income	90,510
Comprehensive Net Income	90,510
BaseVar	774,900
ECR before LimitedLiability	113%
Economic Capital Ratio	157%