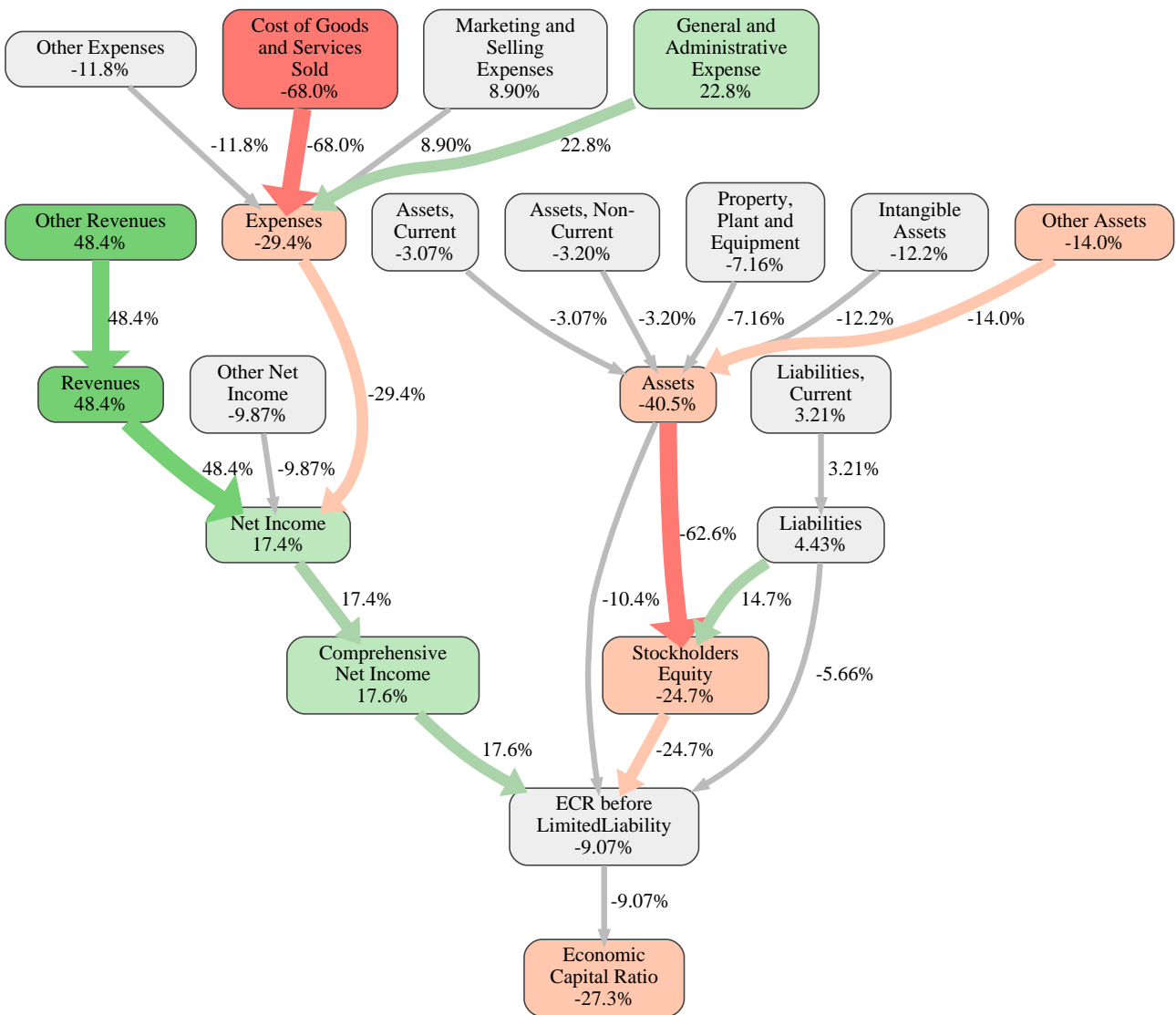




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The relative strengths and weaknesses of Inuvo Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Inuvo Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 48% points. The greatest weakness of Inuvo Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 68% points.

The company's Economic Capital Ratio, given in the ranking table, is 54%, being 27% points below the market average of 81%.

Input Variable	Value in 1000 USD
Assets, Current	7,338
Assets, Non-Current	2,169
Cost of Goods and Services Sold	20,832
General and Administrative Expense	0
Intangible Assets	2,167
Liabilities, Current	9,352
Liabilities, Non-Current	2,754
Marketing and Selling Expenses	0
Other Assets	-2,167
Other Compr. Net Income	0
Other Expenses	20,692
Other Liabilities	0
Other Net Income	-3,273
Other Revenues	35,820
Property, Plant and Equipment	1,590

Output Variable	Value in 1000 USD
Assets	11,096
Liabilities	12,107
Expenses	41,524
Revenues	35,820
Stockholders Equity	-1,010
Net Income	-8,976
Comprehensive Net Income	-8,976
BaseVar	51,910
ECR before LimitedLiability	-84%
Economic Capital Ratio	54%