





The relative strengths and weaknesses of Retailmenot 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 Retailmenot Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 59% points. The greatest weakness of Retailmenot Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 8.4% points.

The company's Economic Capital Ratio, given in the ranking table, is 155%, being 72% points above the market average of 84%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	329,015	Assets	599,104
Assets, Non-Current	5,394	Liabilities	94,349
Cost of Goods and Services Sold	18,617	Expenses	234,635
General and Administrative Expense	42,343	Revenues	264,683
Intangible Assets	247,746	Stockholders Equity	504,755
Liabilities, Current	42,762	Net Income	26,965
Liabilities, Non-Current	48,183	Comprehensive Net Income	23,485
Marketing and Selling Expenses	90,062	BaseVar	599,667
Other Assets	0	ECR before LimitedLiability	110%
Other Compr. Net Income	-3,480	Economic Capital Ratio	155%
Other Expenses	83,613		
Other Liabilities	3,404		
Other Net Income	-3,083		
Other Revenues	264,683		
Property, Plant and Equipment	16,949		