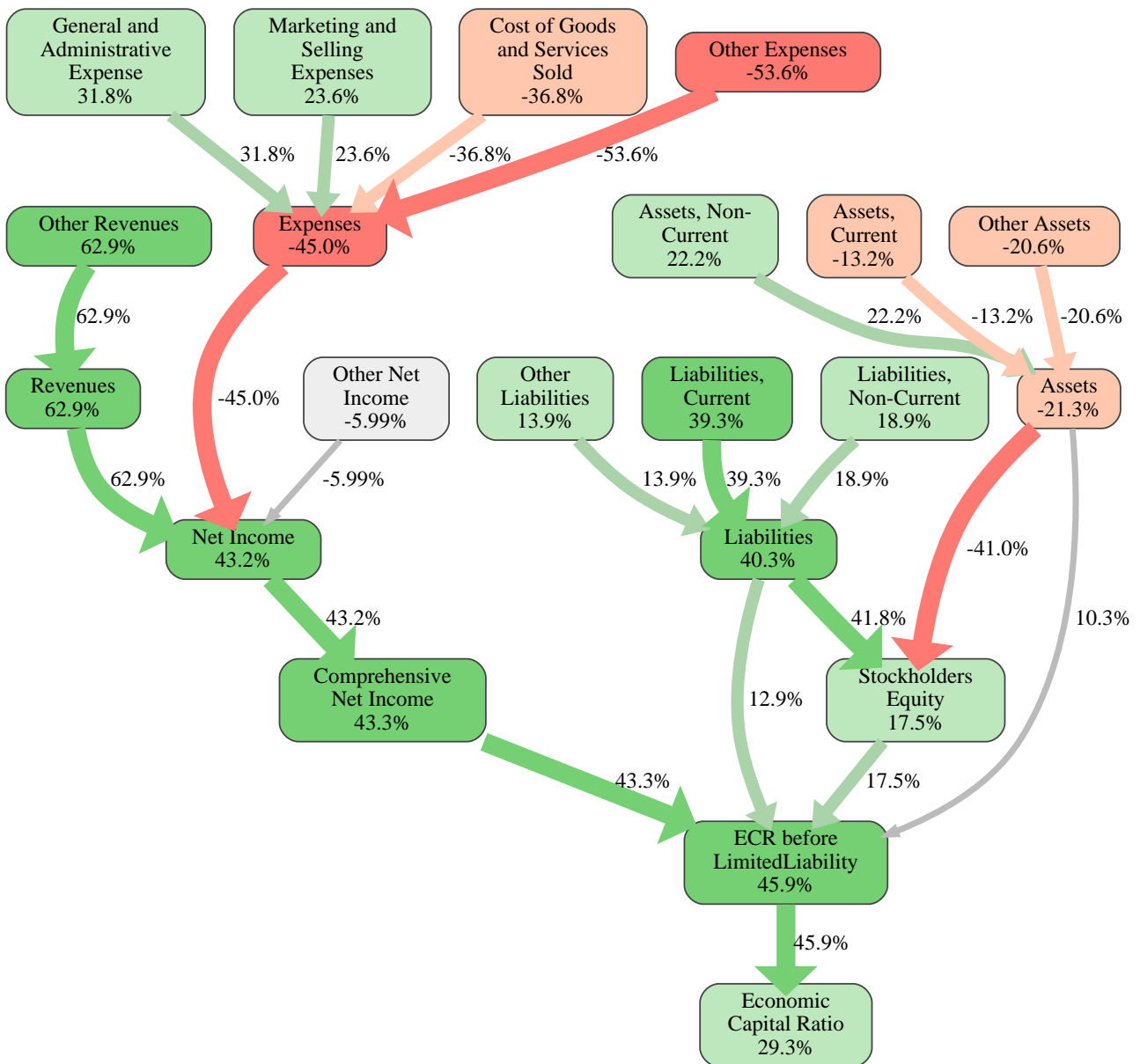




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The relative strengths and weaknesses of Inuvo Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Inuvo Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 63% points. The greatest weakness of Inuvo Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 54% points.

The company's Economic Capital Ratio, given in the ranking table, is 108%, being 29% points above the market average of 78%.

Input Variable	Value in 1000 USD
Assets, Current	11,620
Assets, Non-Current	15,307
Cost of Goods and Services Sold	23,722
General and Administrative Expense	0
Intangible Assets	15,082
Liabilities, Current	13,250
Liabilities, Non-Current	4,522
Marketing and Selling Expenses	0
Other Assets	-15,082
Other Compr. Net Income	0
Other Expenses	44,269
Other Liabilities	0
Other Net Income	-107
Other Revenues	70,438
Property, Plant and Equipment	1,806

Output Variable	Value in 1000 USD
Assets	28,733
Liabilities	17,772
Expenses	67,991
Revenues	70,438
Stockholders Equity	10,960
Net Income	2,340
Comprehensive Net Income	2,340
BaseVar	92,521
ECR before LimitedLiability	44%
Economic Capital Ratio	108%