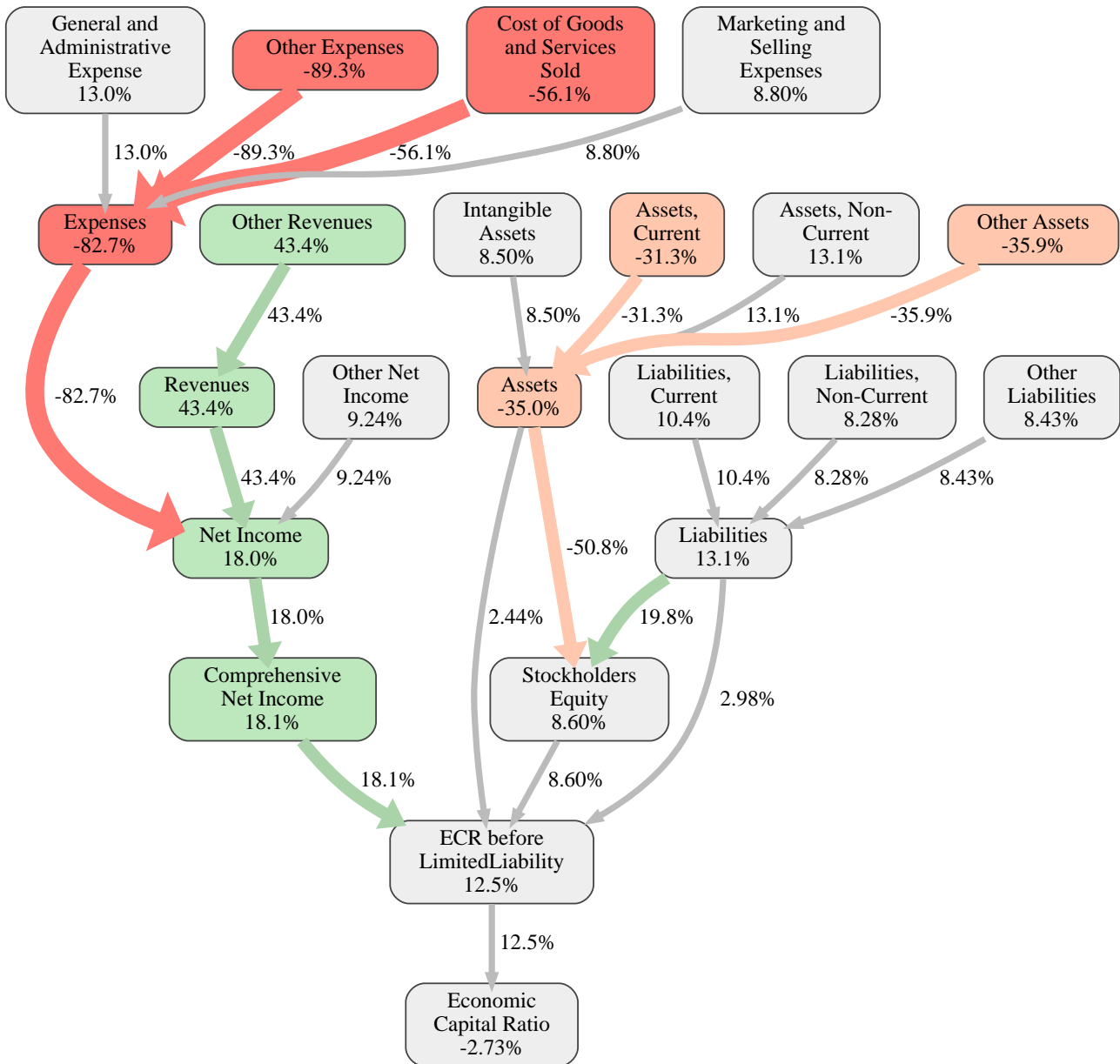




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The relative strengths and weaknesses of Inuvo Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Inuvo Inc compared to the market average is the variable Revenues, increasing the Economic Capital Ratio by 43% points. The greatest weakness of Inuvo Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 89% points.

The company's Economic Capital Ratio, given in the ranking table, is 76%, being 2.7% points below the market average of 79%.

Input Variable	Value in 1000 USD
Assets, Current	7,212
Assets, Non-Current	19,330
Cost of Goods and Services Sold	29,921
General and Administrative Expense	0
Intangible Assets	19,295
Liabilities, Current	16,439
Liabilities, Non-Current	3,533
Marketing and Selling Expenses	0
Other Assets	-19,295
Other Compr. Net Income	0
Other Expenses	48,880
Other Liabilities	-2,340
Other Net Income	-420
Other Revenues	73,331
Property, Plant and Equipment	2,124

Output Variable	Value in 1000 USD
Assets	28,666
Liabilities	17,632
Expenses	78,801
Revenues	73,331
Stockholders Equity	11,034
Net Income	-5,891
Comprehensive Net Income	-5,891
BaseVar	99,425
ECR before LimitedLiability	8.4%
Economic Capital Ratio	76%