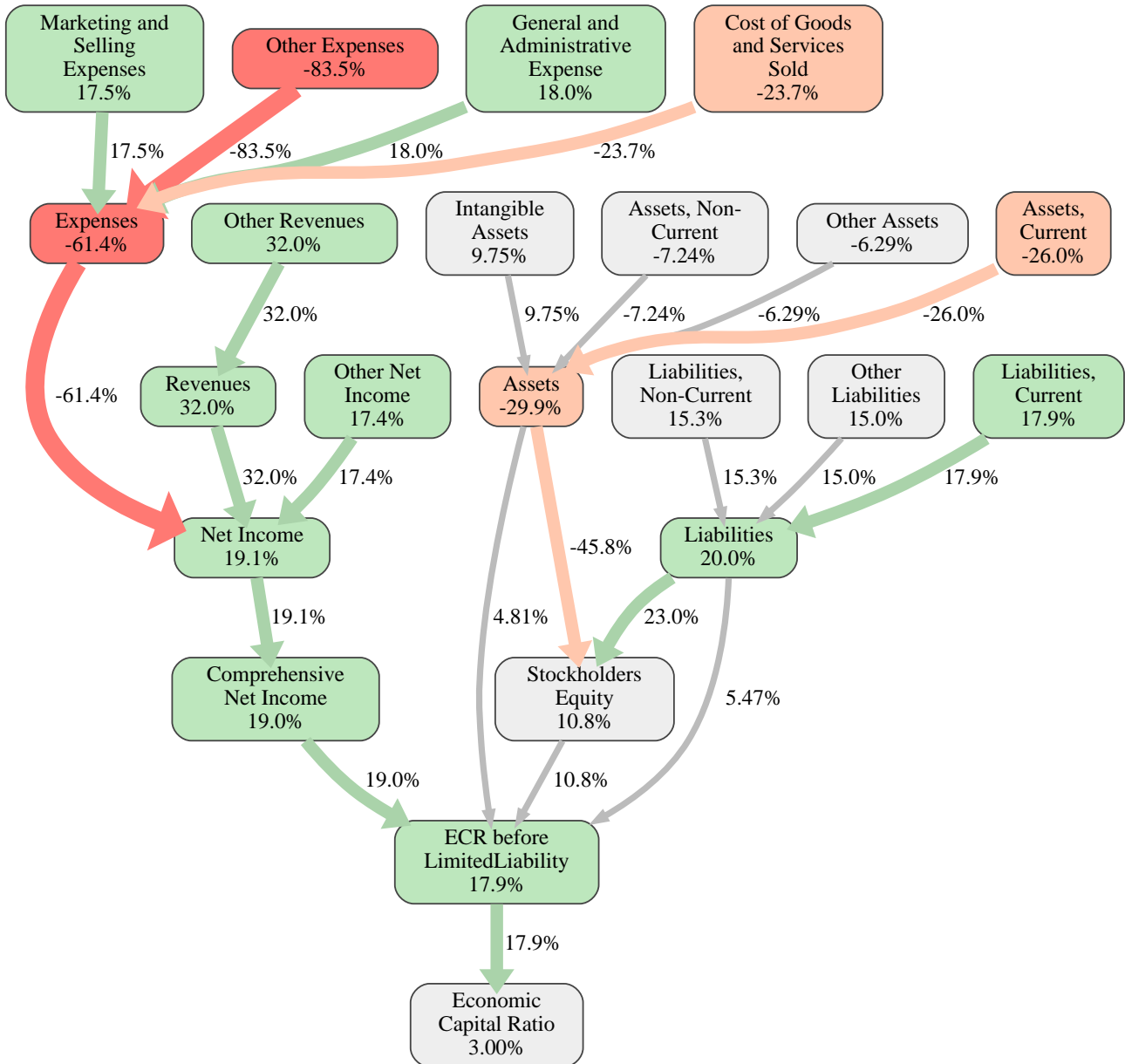




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The relative strengths and weaknesses of Inuvo Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Inuvo Inc compared to the market average is the variable Revenues, increasing the Economic Capital Ratio by 32% points. The greatest weakness of Inuvo Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 83% points.

The company's Economic Capital Ratio, given in the ranking table, is 86%, being 3.0% points above the market average of 83%.

Input Variable	Value in 1000 USD
Assets, Current	8,147
Assets, Non-Current	865
Cost of Goods and Services Sold	22,701
General and Administrative Expense	0
Intangible Assets	20,305
Liabilities, Current	17,698
Liabilities, Non-Current	2,471
Marketing and Selling Expenses	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	46,228
Other Liabilities	-2,019
Other Net Income	2,916
Other Revenues	61,525
Property, Plant and Equipment	1,374

Output Variable	Value in 1000 USD
Assets	30,691
Liabilities	18,150
Expenses	68,929
Revenues	61,525
Stockholders Equity	12,541
Net Income	-4,488
Comprehensive Net Income	-4,488
BaseVar	91,105
ECR before LimitedLiability	18%
Economic Capital Ratio	86%