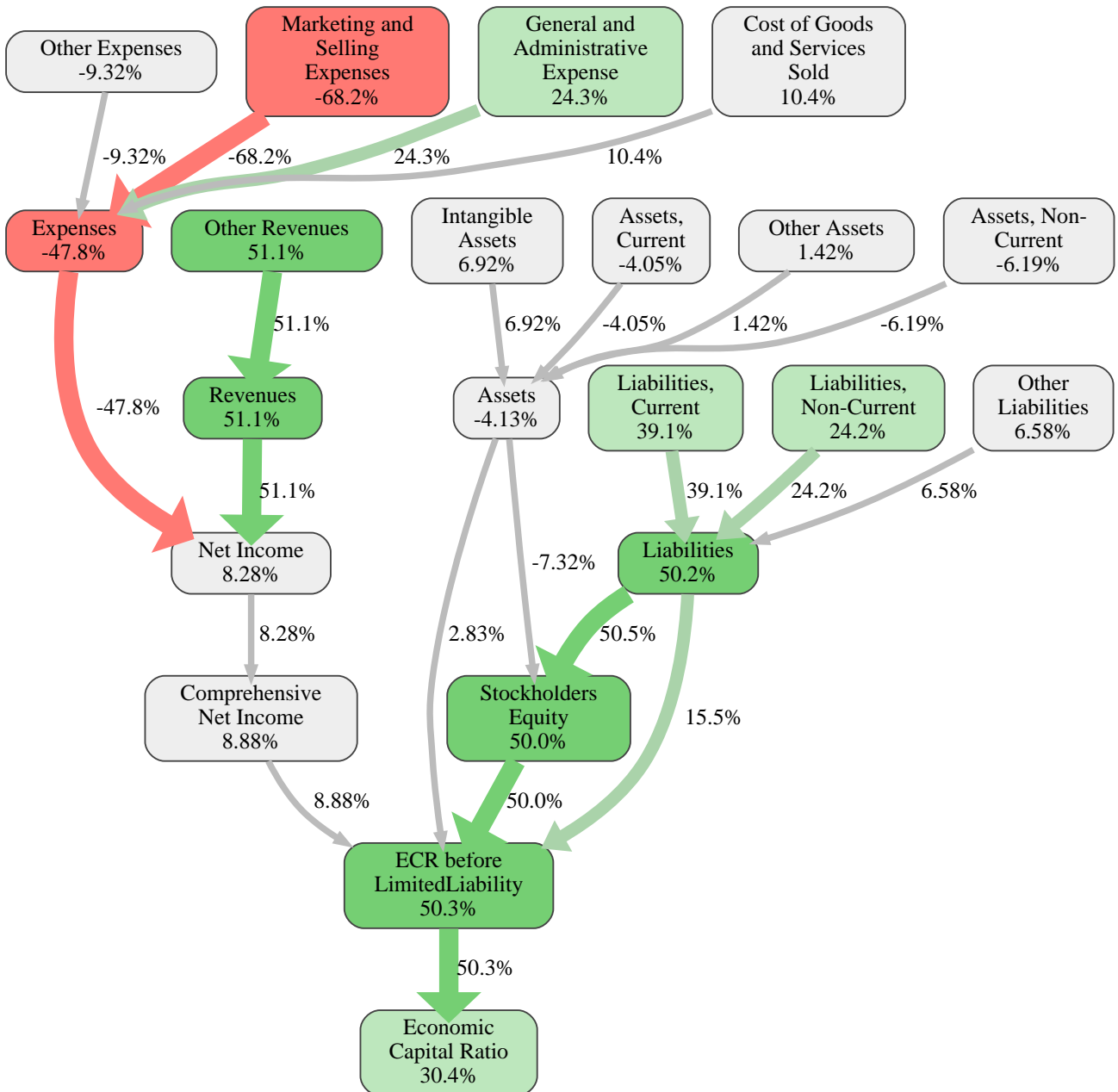




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Inuvo Inc
Rank 8 of 30





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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 51% points. The greatest weakness of Inuvo Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 68% points.

The company's Economic Capital Ratio, given in the ranking table, is 118%, being 30% points above the market average of 88%.

Input Variable	Value in 1000 USD
Assets, Current	23,078
Assets, Non-Current	36
Cost of Goods and Services Sold	15,926
General and Administrative Expense	0
Intangible Assets	17,215
Liabilities, Current	10,770
Liabilities, Non-Current	527
Marketing and Selling Expenses	33,096
Other Assets	2,161
Other Compr. Net Income	54
Other Expenses	18,579
Other Liabilities	-107
Other Net Income	170
Other Revenues	59,831
Property, Plant and Equipment	1,507

Output Variable	Value in 1000 USD
Assets	43,997
Liabilities	11,189
Expenses	67,601
Revenues	59,831
Stockholders Equity	32,808
Net Income	-7,601
Comprehensive Net Income	-7,547
BaseVar	91,421
ECR before LimitedLiability	57%
Economic Capital Ratio	118%