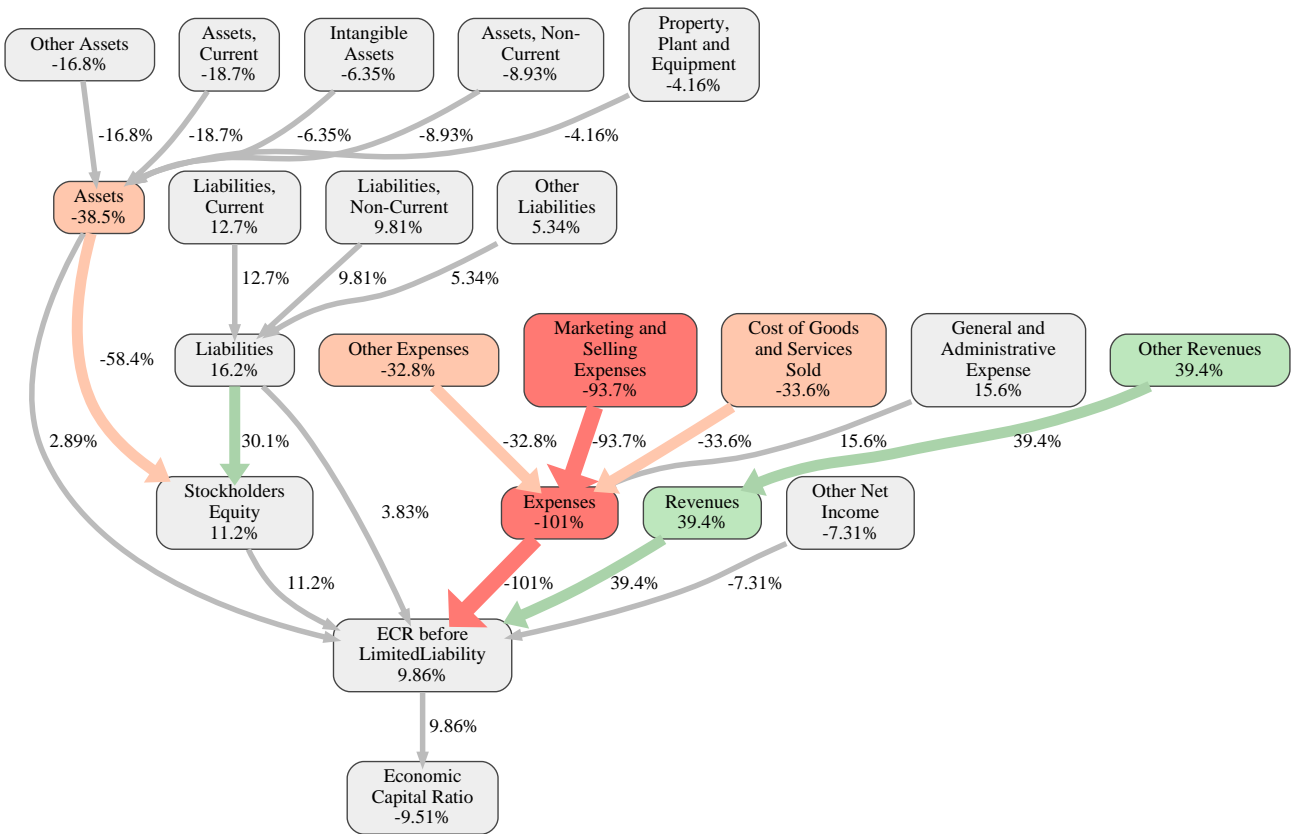




RealRate

ADVERTISING 2023

Inuvo Inc
Rank 18 of 28





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 39% points. The greatest weakness of Inuvo Inc is the variable Expenses, reducing the Economic Capital Ratio by 101% points.

The company's Economic Capital Ratio, given in the ranking table, is 77%, being 9.5% points below the market average of 86%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	16,380	Assets	35,557
Assets, Non-Current	67	Liabilities	13,808
Cost of Goods and Services Sold	30,244	Expenses	88,275
General and Administrative Expense	0	Revenues	75,604
Intangible Assets	15,813	Stockholders Equity	21,749
Liabilities, Current	13,703	Net Income	-13,107
Liabilities, Non-Current	212	Comprehensive Net Income	-13,245
Marketing and Selling Expenses	36,921	BaseVar	106,909
Other Assets	1,629	ECR before LimitedLiability	8.9%
Other Compr. Net Income	-139	Economic Capital Ratio	77%
Other Expenses	21,109		
Other Liabilities	-107		
Other Net Income	-436		
Other Revenues	75,604		
Property, Plant and Equipment	1,669		