

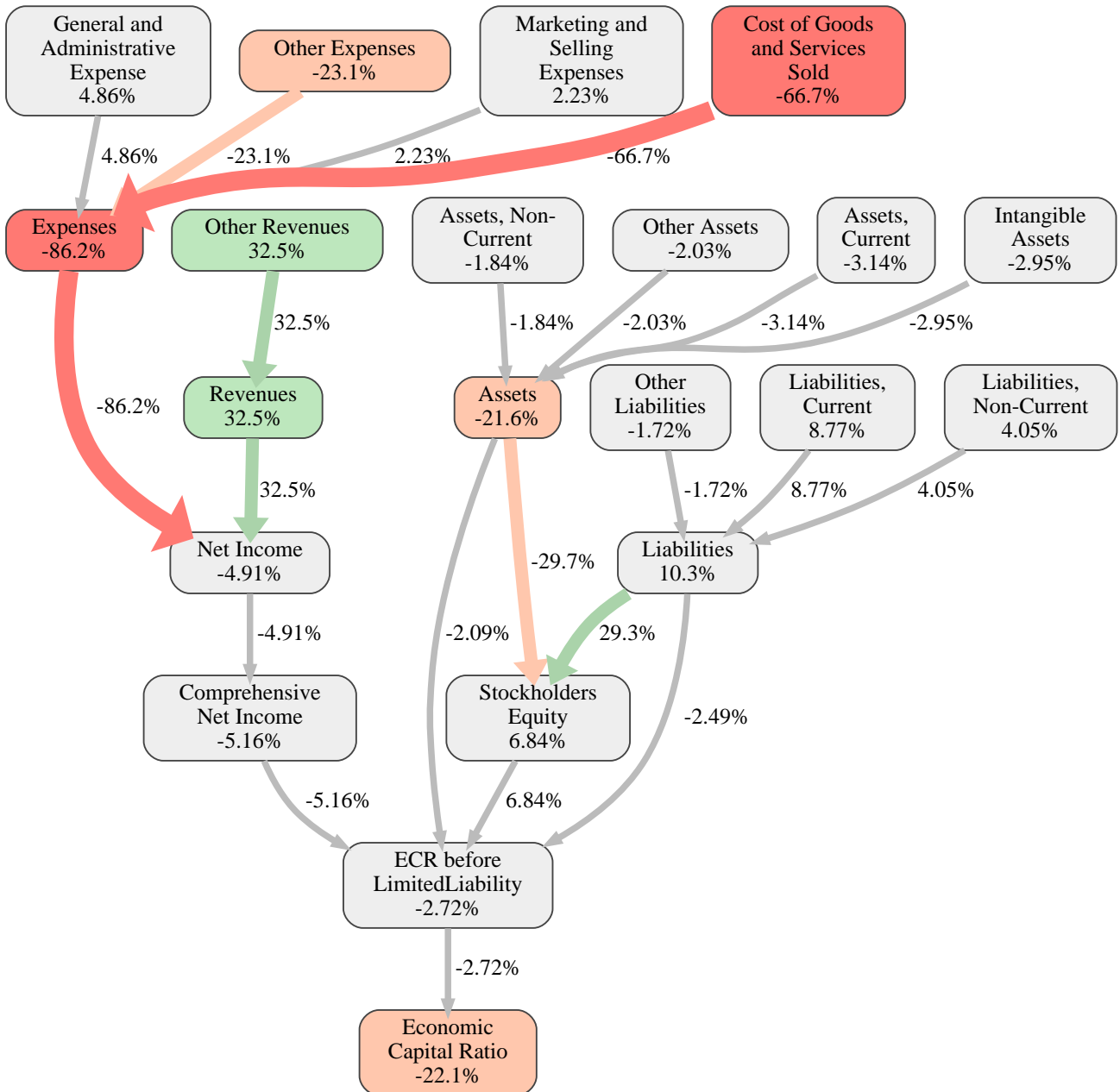


RealRate

ADVERTISING 2023

Fluent Inc
Rank 21 of 28

FLUENT





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The relative strengths and weaknesses of Fluent 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 Fluent Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 32% points. The greatest weakness of Fluent Inc is the variable Expenses, reducing the Economic Capital Ratio by 86% points.

The company's Economic Capital Ratio, given in the ranking table, is 64%, being 22% points below the market average of 86%.

Input Variable	Value in 1000 USD
Assets, Current	92,217
Assets, Non-Current	1,730
Cost of Goods and Services Sold	267,487
General and Administrative Expense	53,470
Intangible Assets	60,313
Liabilities, Current	50,219
Liabilities, Non-Current	4,201
Marketing and Selling Expenses	17,121
Other Assets	28,745
Other Compr. Net Income	0
Other Expenses	146,388
Other Liabilities	35,594
Other Net Income	0
Other Revenues	361,134
Property, Plant and Equipment	964

Output Variable	Value in 1000 USD
Assets	183,969
Liabilities	90,014
Expenses	484,466
Revenues	361,134
Stockholders Equity	93,955
Net Income	-123,332
Comprehensive Net Income	-123,332
BaseVar	559,792
ECR before LimitedLiability	-41%
Economic Capital Ratio	64%