





ADVERTISING 2025

Fluent Inc
Rank 13 of 18

FLUENT

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 30% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 99% points.

The company's Economic Capital Ratio, given in the ranking table, is 68%, being 16% points below the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	65,955
Assets, Non-Current	3,991
Cost of Goods and Services Sold	193,821
General and Administrative Expense	37,697
Intangible Assets	1,570
Liabilities, Current	64,682
Liabilities, Non-Current	3,730
Marketing and Selling Expenses	17,317
Other Assets	21,797
Other Compr. Net Income	0
Other Expenses	34,056
Other Liabilities	250
Other Net Income	-1,009
Other Revenues	254,623
Property, Plant and Equipment	304

Output Variable	Value in 1000 USD
Assets	93,617
Liabilities	68,662
Expenses	282,891
Revenues	254,623
Stockholders Equity	24,955
Net Income	-29,277
Comprehensive Net Income	-29,277
BaseVar	350,401
ECR before LimitedLiability	-14%
Economic Capital Ratio	68%