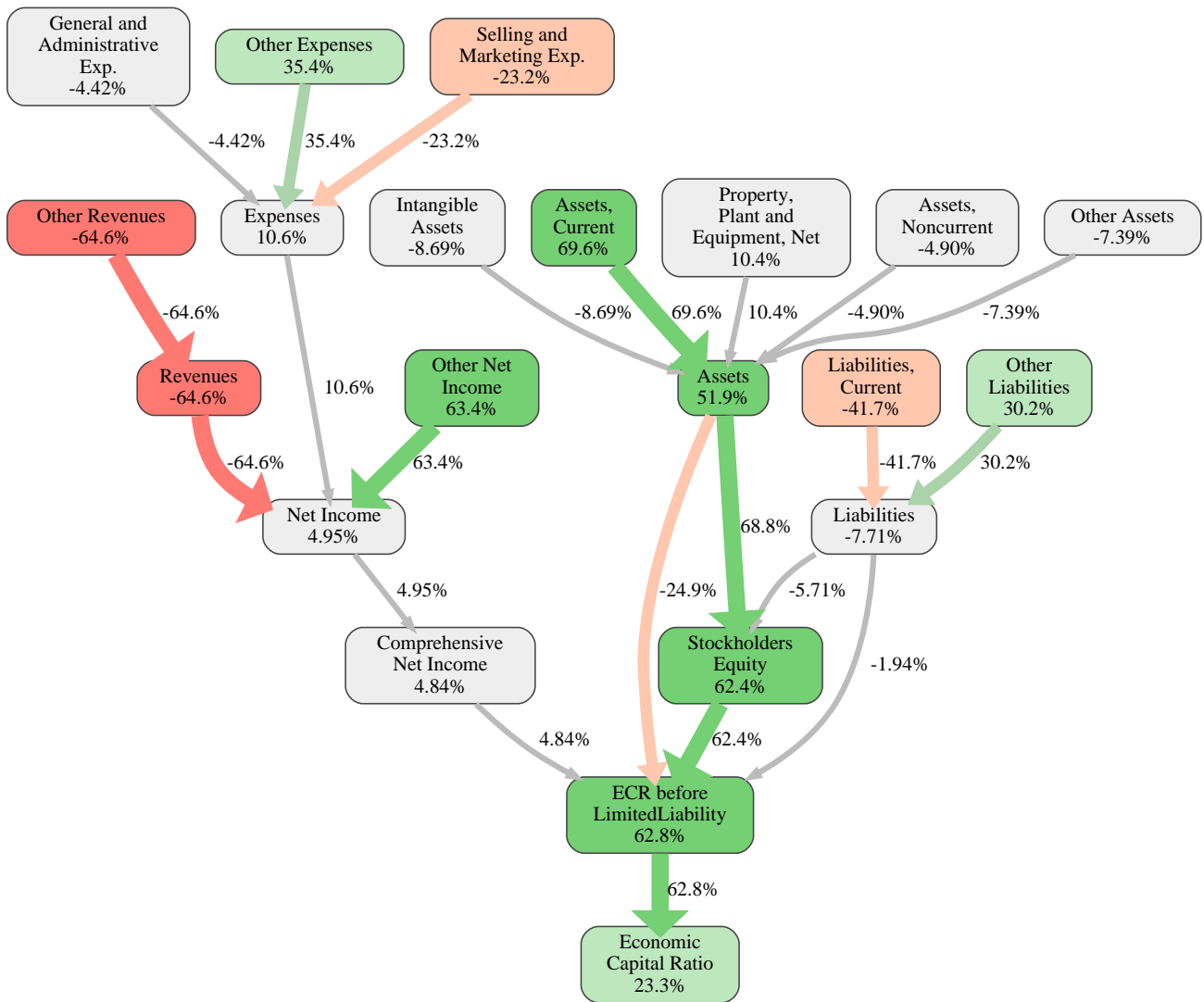




RealRate

SERVICES-PREPACKAGED SOFTWARE 2012

Vocus Inc
Rank 78 of 140





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The relative strengths and weaknesses of Vocus 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 Vocus Inc compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 70% points. The greatest weakness of Vocus Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 65% points.

The company's Economic Capital Ratio, given in the ranking table, is 375%, being 23% points above the market average of 352%.

Input Variable	Value in 1000 USD
Assets, Current	133,731
Assets, Noncurrent	1,046
General and Administrative Exp.	30,129
Intangible Assets	43,123
Liabilities, Current	80,069
Long-term Debt	8,331
Other Assets	0
Other Compr. Net Income	0
Other Expenses	12,640
Other Liabilities	4,622
Other Net Income	93,296
Other Revenues	0
Property, Plant and Equipment, Net	17,843
Research and Development Exp.	7,561
Selling and Marketing Exp.	57,543

Output Variable	Value in 1000 USD
Liabilities	93,022
Assets	195,743
Expenses	107,873
Revenues	0
Stockholders Equity	102,721
Net Income	-14,577
Comprehensive Net Income	-14,577
BaseVar	291,236
ECR before LimitedLiability	244%
Economic Capital Ratio	375%