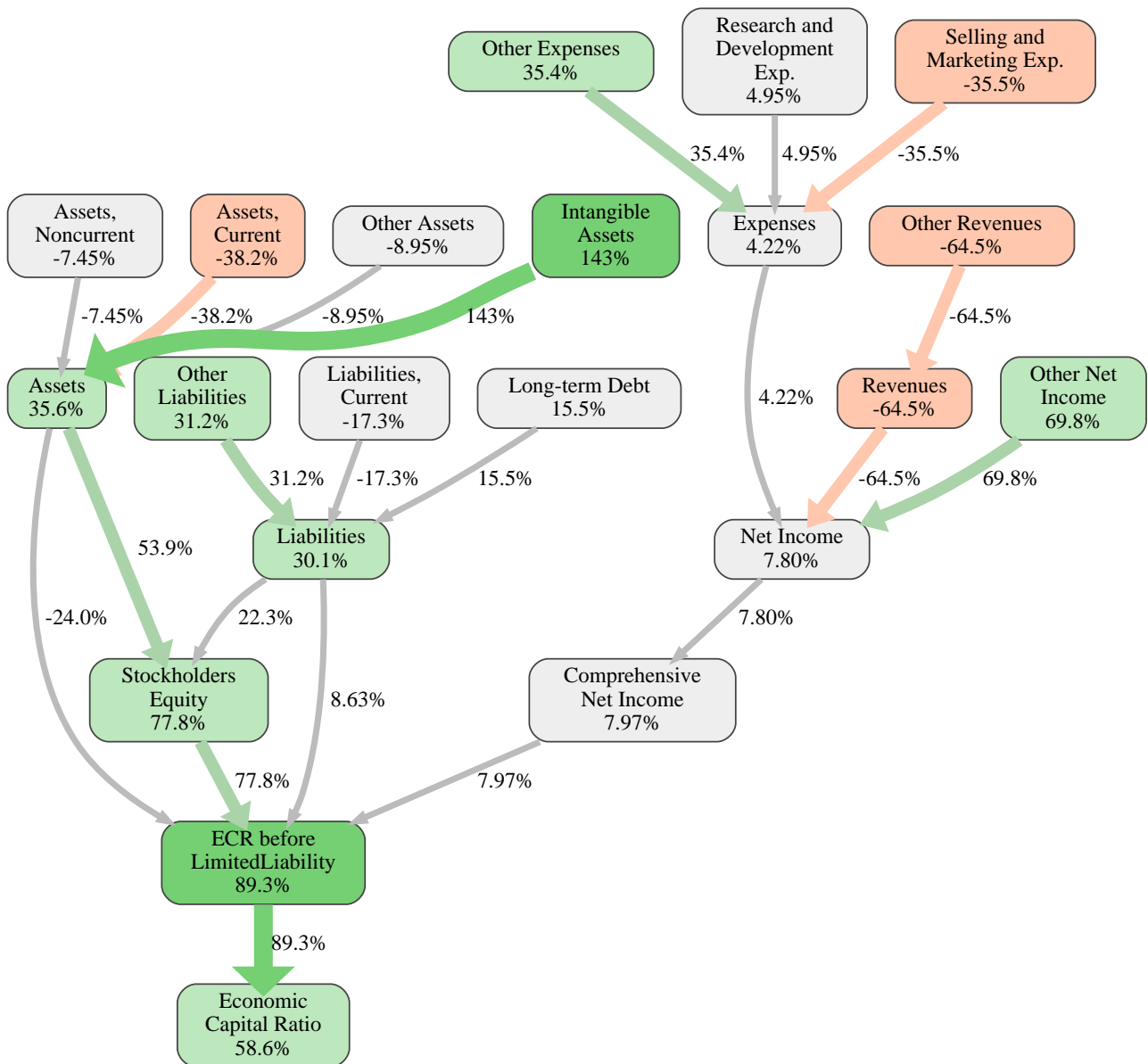




RealRate

SERVICES-PREPACKAGED SOFTWARE 2014

Vocus Inc
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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 Intangible Assets, increasing the Economic Capital Ratio by 143% points. The greatest weakness of Vocus Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 64% points.

The company's Economic Capital Ratio, given in the ranking table, is 410%, being 59% points above the market average of 351%.

Input Variable	Value in 1000 USD
Assets, Current	68,601
Assets, Noncurrent	471
General and Administrative Exp.	40,753
Intangible Assets	192,069
Liabilities, Current	97,611
Long-term Debt	6,371
Other Assets	105
Other Compr. Net Income	0
Other Expenses	9,046
Other Liabilities	8,606
Other Net Income	148,410
Other Revenues	0
Property, Plant and Equipment, Net	20,134
Research and Development Exp.	10,649
Selling and Marketing Exp.	109,768

Output Variable	Value in 1000 USD
Liabilities	112,588
Assets	281,380
Expenses	170,216
Revenues	0
Stockholders Equity	168,792
Net Income	-21,806
Comprehensive Net Income	-21,806
BaseVar	429,581
ECR before LimitedLiability	295%
Economic Capital Ratio	410%