





# SERVICES-PREPACKAGED SOFTWARE 2023



ON24 INC  
Rank 42 of 196

The relative strengths and weaknesses of ON24 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 ON24 INC compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 138% points. The greatest weakness of ON24 INC is the variable Intangible Assets, reducing the Economic Capital Ratio by 43% points.

The company's Economic Capital Ratio, given in the ranking table, is 466%, being 130% points above the market average of 336%.

Input Variable	Value in 1000 USD
Assets, Current	391,295
Assets, Noncurrent	1,608
General and Administrative Exp.	43,969
Intangible Assets	7,585
Liabilities, Current	110,731
Long-term Debt	6,690
Other Assets	24,985
Other Compr. Net Income	-637
Other Expenses	53,924
Other Liabilities	91
Other Net Income	2,514
Other Revenues	190,872
Property, Plant and Equipment, Net	0
Research and Development Exp.	44,102
Selling and Marketing Exp.	109,599

Output Variable	Value in 1000 USD
Liabilities	117,512
Assets	425,473
Expenses	251,594
Revenues	190,872
Stockholders Equity	307,961
Net Income	-58,208
Comprehensive Net Income	-58,845
BaseVar	596,793
ECR before LimitedLiability	380%
Economic Capital Ratio	466%