



The relative strengths and weaknesses of Bankrate 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 Bankrate Inc compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 114% points. The greatest weakness of Bankrate Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 51% points.

The company's Economic Capital Ratio, given in the ranking table, is 301%, being 87% points above the market average of 215%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	153,642	Assets	1,160,150
Assets, Non-Current	21,603	Liabilities	331,999
Cost of Goods and Services Sold	146,357	Expenses	430,478
Depreciation, Depletion, Amortization	52,854	Revenues	457,164
General and Administrative Expense	37,431	Stockholders Equity	828,151
Intangible Assets	984,905	Net Income	29,331
Liabilities, Current	51,108	Comprehensive Net Income	29,684
Liabilities, Non-Current	22,466	BaseVar	1,414,054
Other Assets	0	ECR before LimitedLiability	174%
Other Compr. Net Income	353	Economic Capital Ratio	301%
Other Expenses	193,836		
Other Liabilities	258,425		
Other Net Income	2,645		
Other Revenues	457,164		
Research and Development Expense	0		
Selling Expense	0		