



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 92% points. The greatest weakness of Bankrate Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 64% points.

The company's Economic Capital Ratio, given in the ranking table, is 282%, being 66% points above the market average of 216%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	256,276	Assets	1,263,429
Assets, Non-Current	26,798	Liabilities	440,143
Cost of Goods and Services Sold	322,080	Expenses	538,850
Depreciation, Depletion, Amortization	58,628	Revenues	544,943
General and Administrative Expense	67,717	Stockholders Equity	823,286
Intangible Assets	980,355	Net Income	5,172
Liabilities, Current	80,063	Comprehensive Net Income	4,999
Liabilities, Non-Current	10,849	BaseVar	1,665,451
Other Assets	0	ECR before LimitedLiability	147%
Other Compr. Net Income	-173	Economic Capital Ratio	282%
Other Expenses	37,092		
Other Liabilities	349,231		
Other Net Income	-921		
Other Revenues	544,943		
Research and Development Expense	29,001		
Selling Expense	24,332		