



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 73% 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 284%, being 56% points above the market average of 229%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	321,831	Assets	1,132,796
Assets, Non-Current	37,663	Liabilities	371,601
Cost of Goods and Services Sold	171,794	Expenses	352,881
Depreciation, Depletion, Amortization	40,466	Revenues	370,534
General and Administrative Expense	62,350	Stockholders Equity	761,195
Intangible Assets	773,302	Net Income	-13,346
Liabilities, Current	59,966	Comprehensive Net Income	-13,484
Liabilities, Non-Current	5,871	BaseVar	1,318,112
Other Assets	0	ECR before LimitedLiability	150%
Other Compr. Net Income	-138	Economic Capital Ratio	284%
Other Expenses	38,120		
Other Liabilities	305,764		
Other Net Income	-30,999		
Other Revenues	370,534		
Research and Development Expense	23,488		
Selling Expense	16,663		