



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 111% points. The greatest weakness of Bankrate Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 57% points.

The company's Economic Capital Ratio, given in the ranking table, is 136%, being 103% points above the market average of 33%.

Input Variable	Value in 1000 USD
Assets, Current	153,642
Assets, Non-Current	21,603
Cost of Goods and Services Sold	146,357
Depreciation, Depletion, Amortization	52,854
General and Administrative Expense	37,431
Intangible Assets	984,905
Liabilities, Current	51,108
Liabilities, Non-Current	22,466
Other Assets	0
Other Compr. Net Income	353
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

Output Variable	Value in 1000 USD
Assets	1,160,150
Liabilities	331,999
Expenses	430,478
Revenues	457,164
Stockholders Equity	828,151
Net Income	29,331
Comprehensive Net Income	29,684
Economic Capital Ratio	136%