



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 74% points. The greatest weakness of Bankrate Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 67% points.

The company's Economic Capital Ratio, given in the ranking table, is 119%, being 126% points above the market average of -6.9%.

Input Variable	Value in 1000 USD
Assets, Current	321,831
Assets, Non-Current	37,663
Cost of Goods and Services Sold	171,794
Depreciation, Depletion, Amortization	40,466
General and Administrative Expense	62,350
Intangible Assets	773,302
Liabilities, Current	59,966
Liabilities, Non-Current	5,871
Other Assets	0
Other Compr. Net Income	-138
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

Output Variable	Value in 1000 USD
Assets	1,132,796
Liabilities	371,601
Expenses	352,881
Revenues	370,534
Stockholders Equity	761,195
Net Income	-13,346
Comprehensive Net Income	-13,484
Economic Capital Ratio	119%