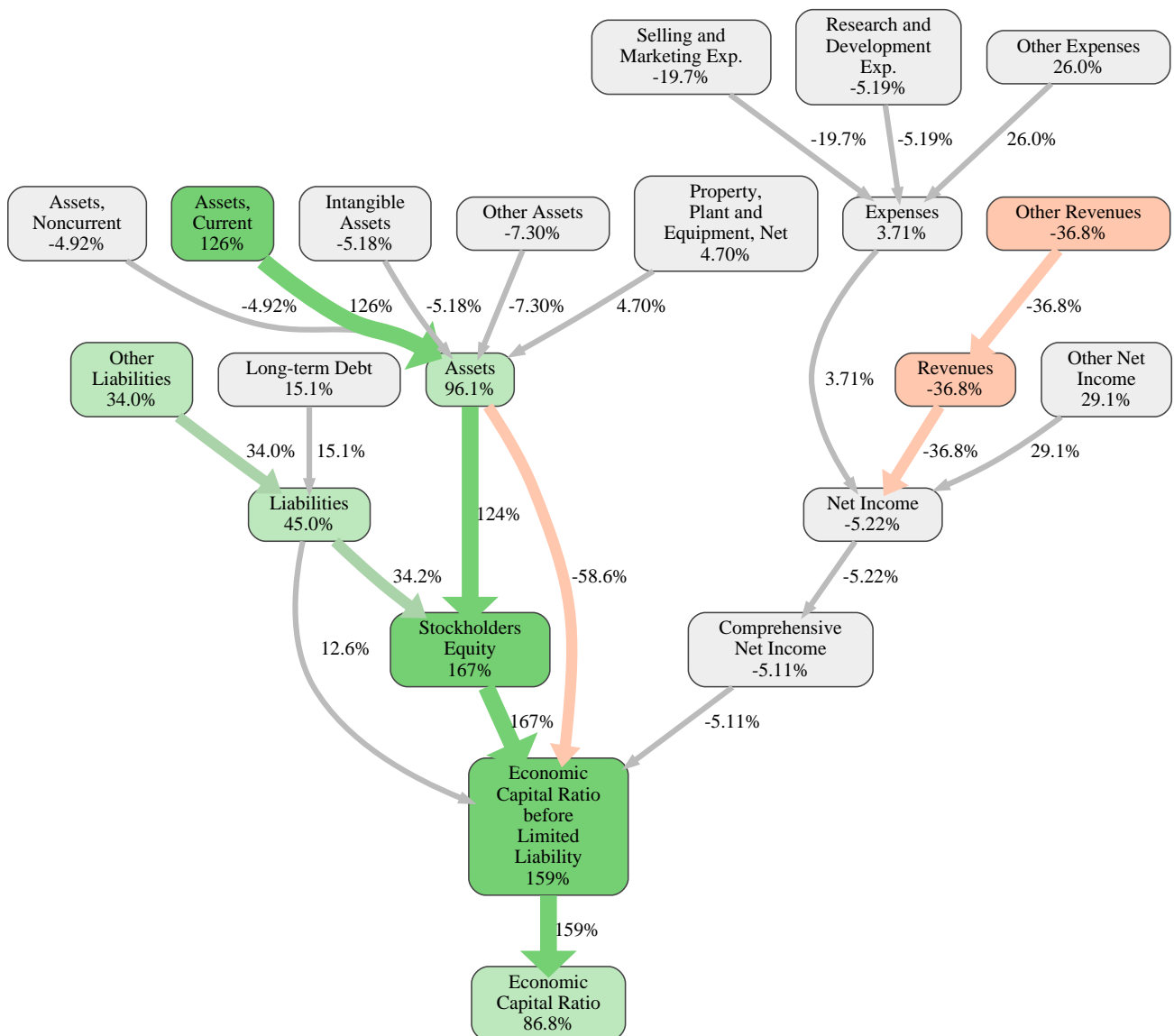




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The relative strengths and weaknesses of Marketo Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Marketo Inc compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 167% points. The greatest weakness of Marketo Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 37% points.

The company's Economic Capital Ratio, given in the ranking table, is 431%, being 87% points above the market average of 344%.

Input Variable	Value in 1000 USD
Assets, Current	158,463
Assets, Noncurrent	484
General and Administrative Exp.	18,655
Intangible Assets	33,036
Liabilities, Current	70,125
Long-term Debt	1,900
Other Assets	0
Other Compr. Net Income	53
Other Expenses	28
Other Liabilities	5,372
Other Net Income	57,413
Other Revenues	0
Property, Plant and Equipment, Net	13,856
Research and Development Exp.	23,321
Selling and Marketing Exp.	62,769

Output Variable	Value in 1000 USD
Liabilities	77,397
Assets	205,839
Expenses	104,773
Revenues	0
Stockholders Equity	128,442
Net Income	-47,360
Comprehensive Net Income	-47,307
Economic Capital Ratio before Limited Liability	266%
Economic Capital Ratio	431%