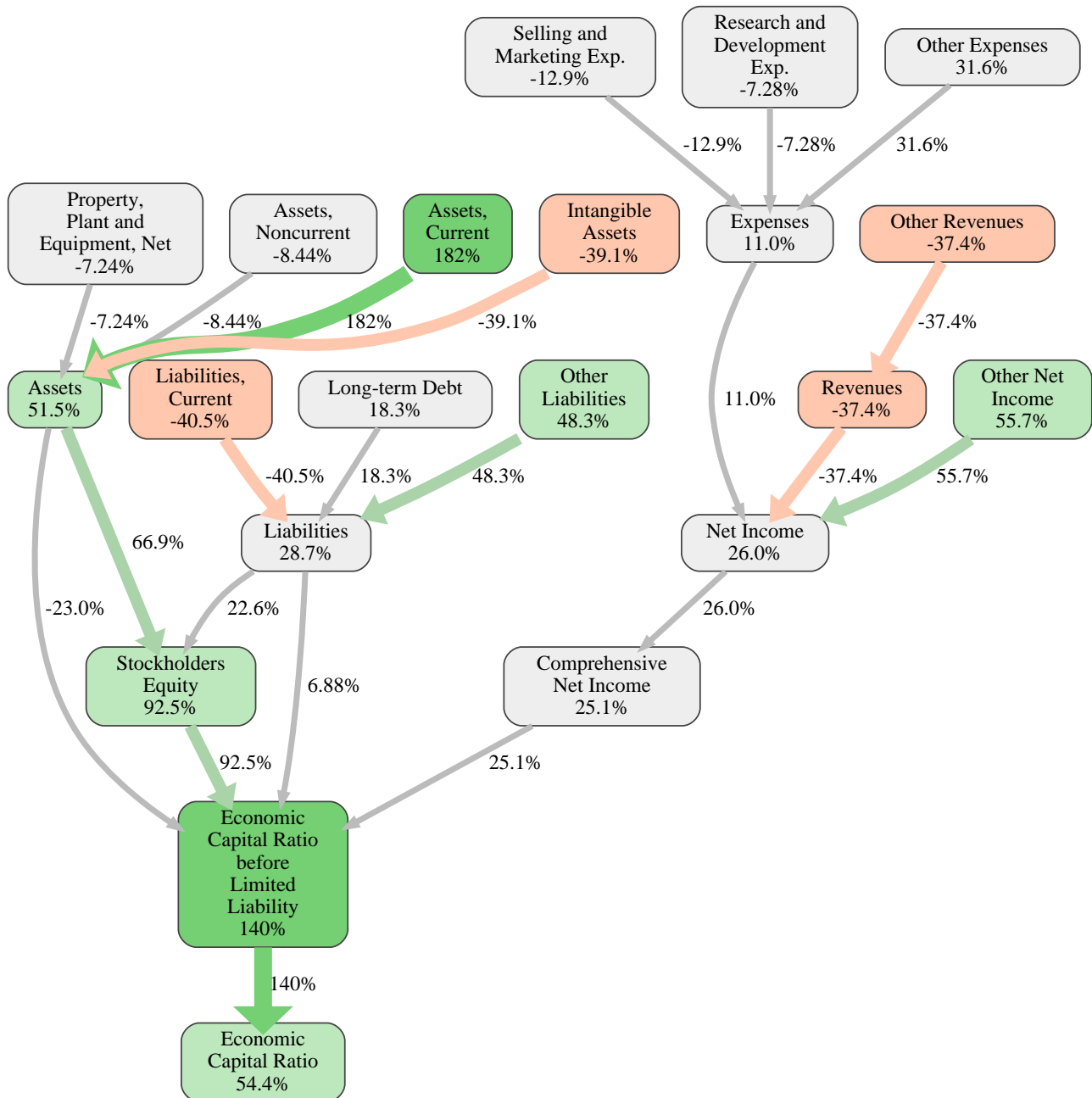




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The relative strengths and weaknesses of Tubemogul INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Tubemogul INC compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 182% points. The greatest weakness of Tubemogul INC is the variable Liabilities, Current, reducing the Economic Capital Ratio by 40% points.

The company's Economic Capital Ratio, given in the ranking table, is 394%, being 54% points above the market average of 339%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	137,371	Liabilities	72,066
Assets, Noncurrent	405	Assets	142,707
General and Administrative Exp.	21,615	Expenses	82,173
Intangible Assets	0	Revenues	0
Liabilities, Current	71,465	Stockholders Equity	70,641
Long-term Debt	0	Net Income	-4,444
Other Assets	1,029	Comprehensive Net Income	-4,518
Other Compr. Net Income	-74	Economic Capital Ratio before Limited Liability	213%
Other Expenses	283	Economic Capital Ratio	394%
Other Liabilities	601		
Other Net Income	77,729		
Other Revenues	0		
Property, Plant and Equipment, Net	3,902		
Research and Development Exp.	22,142		
Selling and Marketing Exp.	38,133		