





# SERVICES-PREPACKAGED SOFTWARE 2016

Marketo Inc  
Rank 87 of 150

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 75% points. The greatest weakness of Marketo Inc is the variable Other Revenues, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 342%, being 10% points above the market average of 332%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	166,969	Liabilities	127,310
Assets, Noncurrent	2,130	Assets	225,078
General and Administrative Exp.	38,056	Expenses	206,913
Intangible Assets	34,656	Revenues	0
Liabilities, Current	123,880	Stockholders Equity	97,768
Long-term Debt	2,722	Net Income	-69,079
Other Assets	0	Comprehensive Net Income	-67,358
Other Compr. Net Income	1,721	Economic Capital Ratio before Limited Liability	145%
Other Expenses	708	Economic Capital Ratio	342%
Other Liabilities	708		
Other Net Income	137,834		
Other Revenues	0		
Property, Plant and Equipment, Net	21,323		
Research and Development Exp.	39,077		
Selling and Marketing Exp.	129,072		