





# SERVICES-PREPACKAGED SOFTWARE 2019

**mobivity**

**Mobivity Holdings CORP**  
**Rank 110 of 142**

The relative strengths and weaknesses of Mobivity Holdings CORP 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 Mobivity Holdings CORP compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 16% points. The greatest weakness of Mobivity Holdings CORP is the variable Assets, reducing the Economic Capital Ratio by 111% points.

The company's Economic Capital Ratio, given in the ranking table, is 207%, being 115% points below the market average of 322%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	2,471	Liabilities	7,106
Assets, Noncurrent	527	Assets	7,431
General and Administrative Exp.	4,198	Expenses	18,549
Intangible Assets	2,319	Revenues	11,557
Liabilities, Current	6,051	Stockholders Equity	325
Long-term Debt	0	Net Income	-7,216
Other Assets	2,114	Comprehensive Net Income	-7,145
Other Compr. Net Income	71	Economic Capital Ratio before Limited Liability	-84%
Other Expenses	6,707	Economic Capital Ratio	207%
Other Liabilities	1,055		
Other Net Income	-223		
Other Revenues	11,557		
Property, Plant and Equipment, Net	0		
Research and Development Exp.	3,714		
Selling and Marketing Exp.	3,931		