





# SERVICES-PREPACKAGED SOFTWARE 2020

**mobivity**

**Mobivity Holdings CORP**  
**Rank 105 of 127**

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 20% points. The greatest weakness of Mobivity Holdings CORP is the variable Assets, reducing the Economic Capital Ratio by 126% points.

The company's Economic Capital Ratio, given in the ranking table, is 180%, being 152% points below the market average of 332%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	2,017	Liabilities	7,579
Assets, Noncurrent	68	Assets	5,864
General and Administrative Exp.	5,588	Expenses	18,444
Intangible Assets	2,519	Revenues	10,057
Liabilities, Current	5,226	Stockholders Equity	-1,714
Long-term Debt	0	Net Income	-8,822
Other Assets	1,260	Comprehensive Net Income	-8,818
Other Compr. Net Income	4.0	Economic Capital Ratio before Limited Liability	-215%
Other Expenses	6,538	Economic Capital Ratio	180%
Other Liabilities	2,353		
Other Net Income	-435		
Other Revenues	10,057		
Property, Plant and Equipment, Net	0		
Research and Development Exp.	3,610		
Selling and Marketing Exp.	2,707		