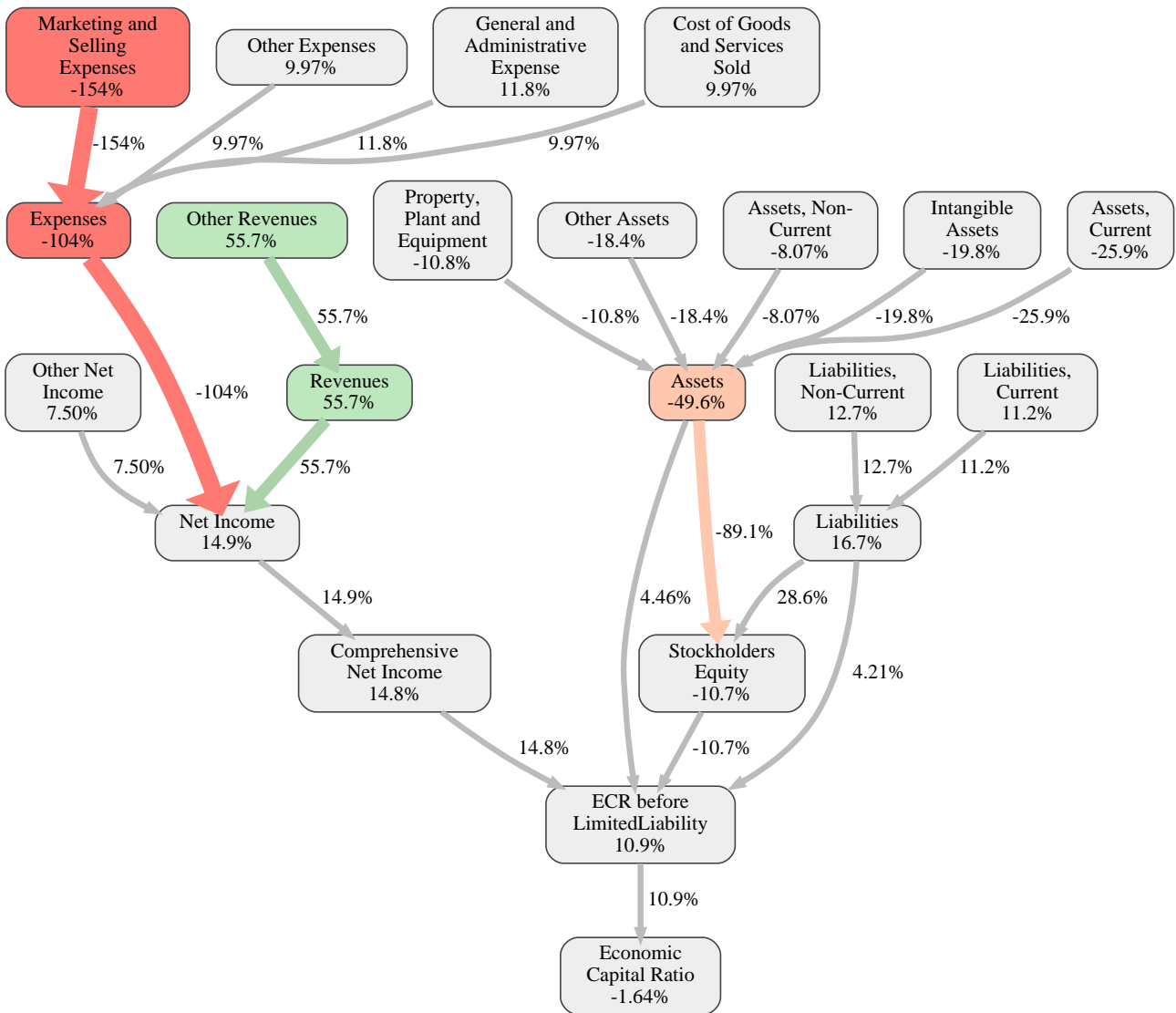




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Inuvo Inc
Rank 8 of 16





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The relative strengths and weaknesses of Inuvo 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 Inuvo Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 56% points. The greatest weakness of Inuvo Inc is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 154% points.

The company's Economic Capital Ratio, given in the ranking table, is 78%, being 1.6% points below the market average of 80%.

Input Variable	Value in 1000 USD
Assets, Current	9,218
Assets, Non-Current	0
Cost of Goods and Services Sold	21,995
General and Administrative Expense	6,934
Intangible Assets	13,942
Liabilities, Current	14,401
Liabilities, Non-Current	552
Marketing and Selling Expenses	51,890
Other Assets	78
Other Compr. Net Income	0
Other Expenses	12,357
Other Liabilities	-108
Other Net Income	0
Other Revenues	88,080
Property, Plant and Equipment	1,630

Output Variable	Value in 1000 USD
Assets	24,868
Liabilities	14,845
Expenses	93,176
Revenues	88,080
Stockholders Equity	10,023
Net Income	-5,096
Comprehensive Net Income	-5,096
BaseVar	110,485
ECR before LimitedLiability	10%
Economic Capital Ratio	78%