

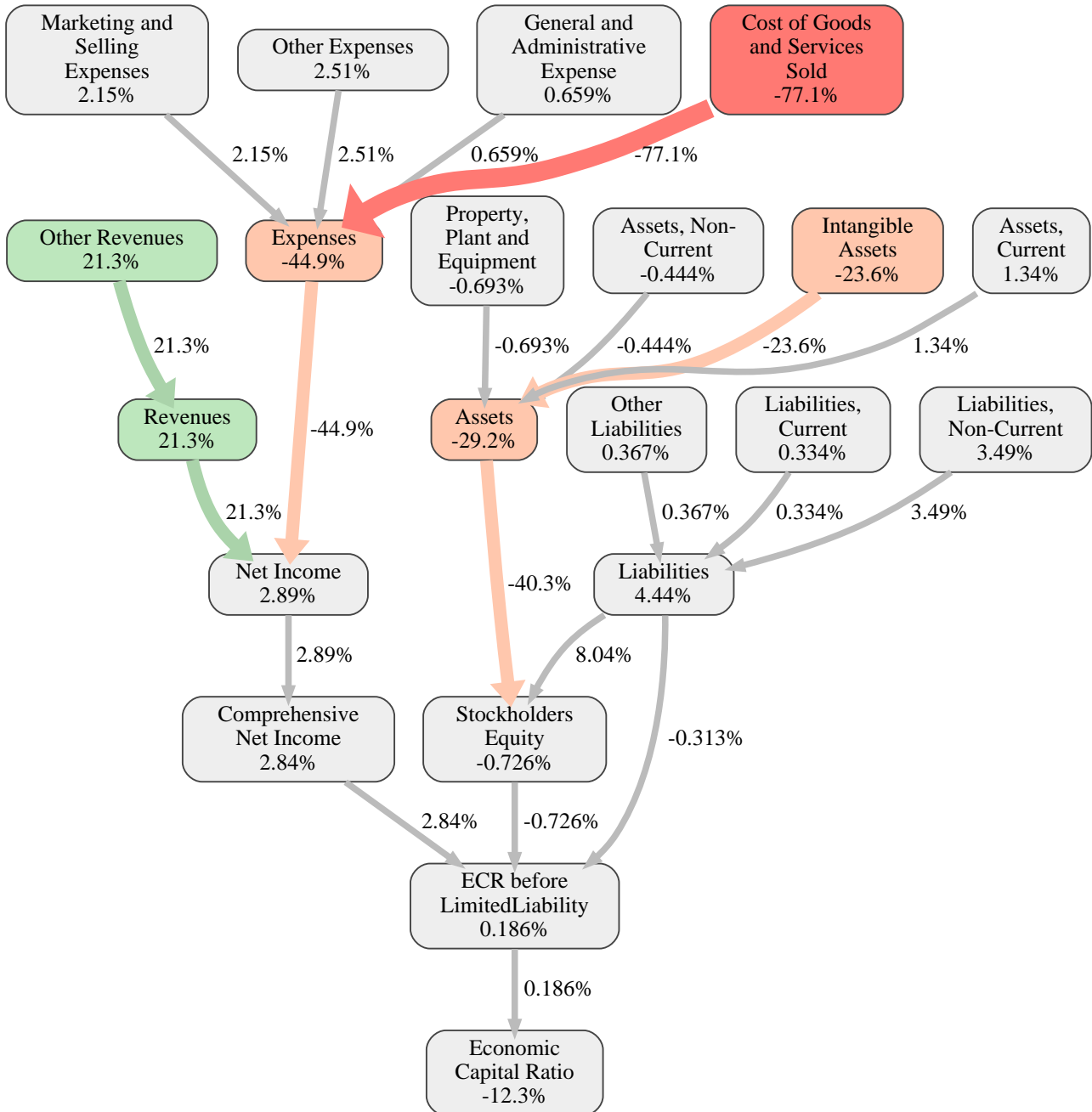


RealRate

ADVERTISING 2026

Fluent Inc
Rank 10 of 16

FLUENT





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The relative strengths and weaknesses of Fluent 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 Fluent Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 21% points. The greatest weakness of Fluent Inc is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 77% points.

The company's Economic Capital Ratio, given in the ranking table, is 68%, being 12% points below the market average of 80%.

Input Variable	Value in 1000 USD
Assets, Current	67,469
Assets, Non-Current	715
Cost of Goods and Services Sold	157,523
General and Administrative Expense	34,702
Intangible Assets	2,859
Liabilities, Current	65,034
Liabilities, Non-Current	5,887
Marketing and Selling Expenses	14,492
Other Assets	17,986
Other Compr. Net Income	0
Other Expenses	25,455
Other Liabilities	0
Other Net Income	-3,759
Other Revenues	208,764
Property, Plant and Equipment	104

Output Variable	Value in 1000 USD
Assets	89,133
Liabilities	70,921
Expenses	232,172
Revenues	208,764
Stockholders Equity	18,212
Net Income	-27,167
Comprehensive Net Income	-27,167
BaseVar	302,374
ECR before LimitedLiability	-18%
Economic Capital Ratio	68%