

# MaxWorldwide, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/M2762420076BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: M2762420076BEN

## Abstracts

MaxWorldwide, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between MaxWorldwide, Inc. and its competitors. This provides our Clients with a clear understanding of MaxWorldwide, Inc. position in the Industry.

The report contains detailed information about MaxWorldwide, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for MaxWorldwide, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The MaxWorldwide, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes MaxWorldwide, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of MaxWorldwide, Inc. business.

### **About MaxWorldwide, Inc.**

MaxWorldwide, Inc (MaxWorldwide or the Company) is an independent company in online advertising sales and representation. The Company is an Internet-based provider of marketing solutions for marketers and Web publishers. These solutions principally rely on the company's sale of Internet advertisements for websites that it represents, from which the company generates revenue by receiving commissions. The Company provides fully outsourced ad sales, e-mail marketing and sweepstakes promotions and provide the company clients with strategic full service solutions that focus on maximizing results and returns. The Company's online advertising sales and representation services are provided under the name MaxOnline.

The Company has been a provider of innovative marketing solutions that go beyond simple banners to produce better customer conversion rates, resulting in higher prices for Web site publishers and more value for marketers.

The Company focuses on the relationships between the customer and marketers and between the customer and Web publishers.

The company's marketing partnerships begin with brand building and initial customer acquisitions and continue to evolve as it utilizes its expertise to work with its clients to

determine the best possible inventory and methods to increase traffic, stimulate transactions and develop one-to-one relationships.

Value to Advertisers -- Build Brands, Acquire New Customers, Increase Traffic, Stimulate Transactions and Grow Relationships.

From strategic development and design, to execution, tracking and analysis, the company is the complete source for value-generating marketing programs on the Internet. The company's marketing solutions were developed to help businesses build brands, acquire customers, drive traffic, increase sales and promote customer retention. The company creates advertising programs that include sponsorships, opt-in e-mail, newsletters, content integration, microsites and sweepstakes. In addition, the company provides marketers an experienced e-mail list management and brokerage group, a strategic marketing and creative services group and a network of high profile web site publishers.

Value to Web Publishers -- A Fully Outsourced Marketing Sales Solution That Allows Web Publishers To Focus On Their Core Competency

#### The MaxOnline Difference

**Brands:** MaxOnline has exclusive and non-exclusive advertising representation relationships with Web sites, including top-tier, premium Web sites across key vertical markets that offer marketers the opportunity to target consumers. The brand or flagship sites offer marketers the ability to communicate their marketing messages on recognized top brand Websites. All of the sites typically offer sponsorships, content integration and customized marketing opportunities that align with a specific advertiser's online objectives.

**Reach and Media:** Through the company's non-exclusive relationships and flagship sites, it is able to reach over 56% of the Web users in the United States (according to a December 31, 2002 Comscore Media Metrix report). This reach enables marketers to target and connect with a number of diverse audiences. In addition, the company offers Web publishers superior site representation, which includes the sale of their advertising inventory and the provision of ad delivery and related services.

**Opt-In E-mail Lists:** The company provides opt-in e-mail list management services for over 12 million permission based e-mail addresses. In addition, through the company's e-mail list brokerage group it has partnered with other permission based list managers

and owners to potentially gain an unlimited reach in the e-mail market.

Marketing: MaxOnline professionals offer clients counsel and expertise in developing integrated, Internet strategies designed to meet branding, customer acquisition and revenue-generating goals. The company's marketing services include the in-house capabilities of its creative services group called MaxCreative to assist marketers in designing contextually relevant marketing campaigns that attract and retain the Internet user.

From concept creation and innovative design to the c

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. MAXWORLDWIDE, INC. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. MAXWORLDWIDE, INC. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. MAXWORLDWIDE, INC. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. MAXWORLDWIDE, INC. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. MAXWORLDWIDE, INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. MaxWorldwide, Inc. Direct Competitors
- 5.2. Comparison of MaxWorldwide, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of MaxWorldwide, Inc. and Direct Competitors Stock Charts
- 5.4. MaxWorldwide, Inc. Industry Analysis
  - 5.4.1. Industry Snapshot
  - 5.4.2. MaxWorldwide, Inc. Industry Position Analysis

## **6. MAXWORLDWIDE, INC. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. MAXWORLDWIDE, INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. MAXWORLDWIDE, INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. MAXWORLDWIDE, INC. IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. MAXWORLDWIDE, INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. MAXWORLDWIDE, INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

MaxWorldwide, Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
MaxWorldwide, Inc. 1-year Stock Charts  
MaxWorldwide, Inc. 5-year Stock Charts  
MaxWorldwide, Inc. vs. Main Indexes 1-year Stock Chart  
MaxWorldwide, Inc. vs. Direct Competitors 1-year Stock Charts  
MaxWorldwide, Inc. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
The complete financial data is available for publicly traded companies.

## List Of Tables

### LIST OF TABLES

MaxWorldwide, Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
MaxWorldwide, Inc. Key Executives  
MaxWorldwide, Inc. Major Shareholders  
MaxWorldwide, Inc. History  
MaxWorldwide, Inc. Products  
Revenues by Segment  
Revenues by Region  
MaxWorldwide, Inc. Offices and Representations  
MaxWorldwide, Inc. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
MaxWorldwide, Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
MaxWorldwide, Inc. Capital Market Snapshot  
MaxWorldwide, Inc. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Industry Statistics



MaxWorldwide, Inc. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
MaxWorldwide, Inc. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

Product name: MaxWorldwide, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

Product link: <https://marketpublishers.com/r/M2762420076BEN.html>

Price: US\$ 499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M2762420076BEN.html>