

AI Reputation Analysis and Signal Evaluation - Scopely

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Scopely (scopely.com)

https://scopely.com

Industry: Arts, Culture & Entertainment

63

REPUTATION / 100

B

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

Scopely has 4.5 points less reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

Scopely successfully leverages massive IP and a mountain of industry trophies to suppress its BS score, but hides its leadership and technical specifics behind a wall of corporate 'Scopelean' jargon. It is a highly competent commercial entity that operates with a 'trust me, look at my awards' posture while providing zero technical transparency. The site is a masterclass in using high-tier IP to mask an otherwise standard corporate marketing shell.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The About page exhibits high substance due to a dense catalog of 40+ specific industry awards and named intellectual properties such as MONOPOLY GO! and Star Trek Fleet Command. However, the Homepage and Games pages are extremely thin, with character counts of 438 and 183 respectively, resulting in an 'insufficient' data flag. Power words like 'innovative,' 'world-class,' and 'interactive entertainment' are prevalent in headings, but these are usually paired with specific game titles or recognized citations like Fast Company. The primary fluff is located in the mission statement 'Inspire Play, Every day' which is repeated across all entry points without additional context.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

The signal-substance alignment is exceptionally strong; the homepage promise of 'expanding the possibilities of play' is backed by a massive sub-page list of top-grossing mobile titles. There is no identity shift across pages, as the legal and about pages consistently reference the same proprietary 'Playgami' platform and 'Scopelean' culture. The only drift observed is the technical disconnect where the 'Games' page?intended to be a primary pillar?contains almost no text compared to the 15,000-character legal document. Hierarchy is generally logical, though the legal page repeats H5 markers for language selection which complicates the structure.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

DIAGNOSIS: TRUST THEATRE

The site heavily utilizes 'Trust Theatre' by listing prestigious accolades such as Time100 and Fast Company Most Innovative without providing direct proof links to the source articles in the text. While the review_count of 28 on the Legal page is likely a crawling anomaly or misplaced metadata, the About page claims total 'success' and 'millions of players' without a third-party verified counter or live data feed. The reliance on award logos and years (dating back to 2021) suggests a legacy-based trust model rather than real-time performance proof.

EVIDENCE: PROOF DENSITY

Proof density is concentrated entirely in the Awards section of the About page, which contains 45+ specific, dated data points. Outside of this section, proof density drops to near zero, with the Homepage and Games pages offering nothing but vague assertions. The ratio is approximately 1 verifiable claim for every 10 generic marketing statements across the entire domain.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site matches several industry clichés including 'immersive experiences,' 'world-class team,' and 'interactive entertainment.' The template structure for 'About Us' and 'Our Mission' is corporate boilerplate, but the inclusion of the 'Playgami' proprietary platform and the 'Flamed' in-house agency helps the company escape the generic commodity trap. Without these specific internal entities, the site's value proposition of 'creating memorable experiences' would be indistinguishable from any other major mobile publisher.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap regarding personnel; the site repeatedly references a 'world-class team' and 'game makers' but fails to name a single executive, founder, or lead developer. The schema_json is also minimally implemented, providing basic Organization data but lacking sameAs links to social profiles, founder properties, or specific expertise nodes. Technical implementation shows a broken heading hierarchy on the Legal page and two major pages with near-zero content, which contradicts the 'technological excellence' positioning of the Playgami platform.

EVIDENCE: PERFORMANCE VS. CLAIMS

Bold performance claims like 'leading the future of games' and 'top-grossing titles' are mostly validated by the exhaustive list of industry awards from 2021-2025. However, the site lacks current live metrics or specific player count data for 2026, relying instead on 18-month-old award citations. The marketing tone remains high-level and aspirational, failing to demonstrate the 'proprietary technology platform' in action with technical specs or whitepapers.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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INDUSTRY CLASSIFICATION

The site fits the Interactive Entertainment sector of the Arts, Culture & Entertainment industry perfectly. The content focuses exclusively on mobile-first video game experiences, IP management, and digital community building through gaming.

"The score of 63 is driven by high marks in Trust and Proof and Identity Authority gaps, offset by the extreme specificity of the awards list. The site avoids the 'High BS' range only because its portfolio (Monopoly Go, Star Trek) is globally recognized, providing inherent substance that generic businesses lack. The aging evidence (18-month-old awards) and lack of leadership transparency prevent it from achieving a 'Minimal BS' score."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://scopely.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 29, 2026

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