

AI Reputation Analysis and Signal Evaluation - Raiffeisen

BRAND AI REPUTATION

Financial Services, Banking & Insurance Reputation: Raiffeisen (raiffeisen.at)

https://raiffeisen.at

Industry: Financial Services, Banking & Insurance



REPUTATION LEVEL

FINANCIAL SERVICES, BANKING & INSURANCE

56.3 Avg Reputation

Based on 1229 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Raiffeisen has 12.7 points more reputation than the average for Financial Services, Banking & Insurance.

EXPERT VERDICT

Raiffeisen operates with a 'Utility-First' content strategy that largely avoids the high-BS traps of the wealth management industry. It is a functional banking portal that prioritizes specific instructional substance over marketing air, though it fails on modern technical authority markers like structured data.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high substance-to-fluff ratio, particularly on sub-pages. While the homepage uses power words like 'innovativ' and the slogan 'WIR macht?s möglich,' the body text provides specific metrics such as '26,800 employees,' '1,500 bank branches,' and a 'EUR 9.90' mobile plan with '50 GB' data. Technical density is high, citing specific protocols like 'pushTAN' and regional hotline numbers for eight distinct Austrian states.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Alignment between the homepage and sub-pages is strong. The homepage H1 'Raiffeisen ? Unser Angebot für Privatkund:innen' promises a range of services that are explicitly detailed on sub-pages, such as the 'Mein ELBA' digital banking support and the 'Börse360' app. There is no disconnect between the marketing promise of digital security and the granular 'Sperrveranlassungen' (emergency blocking) documentation provided.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal but present in the form of unsubstantiated superlatives. The H2 'Das beliebteste Online und Mobile Banking Österreichs' (The most popular online and mobile banking in Austria) lacks a specific citation, date, or link to a study. However, the review_count of 1 or 2 and the absence of a trust_theatre_flag suggest the site is not aggressively fabricating social proof.

EVIDENCE: PROOF DENSITY

Proof density is moderate to high for a utility site. It offers specific 'ELBA-Hotline' numbers for each Austrian region and exact pricing for 'Raiffeisen Mobil' tariffs. While it lacks third-party financial rating links (e.g., Moody's or S&P) on these specific pages, the presence of localized contact data serves as high-substance proof of operation.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

9

60% Reputation

The site uses several industry clichés such as 'Finanzlösungen, die zu Ihren Plänen passen' and 'Ihre Sicherheit hat höchste Priorität.' The template hierarchy follows a standard corporate banking footprint (Our Services, Help & Contact, Social Media). However, the uniqueness of the '1,500 bank branches' claim differentiates it from digital-only competitors, grounding the generic language in physical infrastructure.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

5

33% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary gap is technical and personal authority. Despite claiming 'Know-how unserer Expert:innen,' no individual experts are named or linked to professional profiles. Furthermore, the schema_json is null across all audited pages, representing a significant technical credibility gap for a brand claiming to lead in the 'digital area.'

EVIDENCE: PERFORMANCE VS. CLAIMS

The site mostly avoids bold, unprovable performance claims, focusing instead on functional availability. The claim of 'optimal security standards' is generic, but is partially backed by the 'Phishen Impossible' initiative which links to a verifiable multi-organizational anti-fraud platform. The 'most popular banking' claim remains the only significant unsubstantiated performance assertion.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Financial Services, Banking & Insurance Reputation: Raiffeisen
(raiffeisen.at)**

Reputation: 69 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Financial Services and Banking category, specifically targeting Austrian private customers. It focuses on core banking deliverables such as accounts, loans, investments, and mobile banking security.

"The score of 69 is primarily driven by the Identity and Authority pillar due to the total absence of structured data and named experts. The low scores in Information Density and Semantic Coherence reflect a high-substance, consistent user experience that delivers on its functional promises."

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://raiffeisen.at> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: June 19, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result