

# AI Reputation Analysis and Signal Evaluation - LSEG Data & Analytics

## BRAND AI REPUTATION

### Financial Services, Banking & Insurance Reputation: LSEG Data & Analytics (refinitiv.com)

<https://refinitiv.com>

Industry: Financial Services, Banking & Insurance



## FINANCIAL SERVICES, BANKING & INSURANCE

### 56.3 Avg Reputation

Based on 1229 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

LSEG Data & Analytics has 17.3 points less reputation than the average for Financial Services, Banking & Insurance.

## EXPERT VERDICT

LSEG Data & Analytics presents a polished marketing facade that collapses under the weight of its own technical implementation. A data company that serves 400,000 users but cannot maintain the integrity of its core navigation is selling a vision that its own infrastructure fails to support.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The heading fluff saturation is moderate, with H2s like 'Discover new possibilities' and 'Building your success together' offering zero semantic value. The body substance ratio is bolstered by specific figures such as '40,000 customers' and '190 markets,' yet these are offset by the high repetition of power words like 'AI-powered,' 'innovative,' and 'insights' which appear 12 times across the homepage. Specificity is present in the mention of the 'Microsoft' partnership and 'Reuters News' exclusivity, but technical specifications for the 'distribution technology' are entirely absent.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

5

25% Reputation

The homepage promises 'best in class global market data and feeds' and 'market-leading distribution,' but the internal navigation (primary signal) is catastrophic. Three out of four analyzed sub-pages, including core locations and data analytics pages, return 404 Page Not Found errors. This creates a severe disconnect between the signal of 'redefining the future of data' and the substance of a broken digital infrastructure.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

### DIAGNOSIS: TRUST THEATRE

The site currently avoids explicit trust theatre (review\_count is 0), but it relies heavily on unsubstantiated bold performance claims. Assertions such as being 'seen as a leader in the sustainable finance space' and having 'proven knowledge' are not accompanied by verifiable external links or third-party certifications. The proof path is non-existent, as none of the provided content links to external audits or verified customer lists.

### EVIDENCE: PROOF DENSITY

The ratio of evidence to assertions is skewed toward assertions. While the homepage cites a history of '170-year history' and '400,000 end users,' these are presented as static numbers with no links to annual reports, case study repositories, or client verification portals. Out of 7,648 characters on the homepage, less than 5% is dedicated to verifiable proof points.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site heavily utilizes industry clichés including 'strategic partnership,' 'next-generation AI-ready,' and 'transformative.' While the Reuters exclusivity is a unique differentiator, the value proposition for 'Customer Consulting' is highly generic and could be applied to any professional services firm. Template language is evident in headings like 'Get in touch' and 'Help & Support' which lead to largely uninformative blocks.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a massive technical credibility gap; a company claiming to be at the 'heart of news' and 'redefining the future of data' should not have broken links for its primary 'locations' and 'data-analytics' URLs. Schema is insufficient, providing only BreadcrumbList without Organization, Person, or Expertise markup to verify the claimed 'global in-house team.' No individual experts, consultants, or solution architects are named, leaving the human element of their expertise entirely unverifiable.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site claims to 'power your business with best in class distribution technology,' yet its own URL distribution results in 404 errors. Marketing copy promises a 'sophisticated orchestration of Large Language Models' but does not demonstrate this technology beyond descriptive articles. The tone suggests elite technical superiority that the actual site performance fails to mirror.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

---

**Financial Services, Banking & Insurance Reputation: LSEG Data & Analytics (refinitiv.com)**

**Reputation: 39 / 100**

### INDUSTRY CLASSIFICATION

The site aligns with Financial Services and Fintech data provision, focusing on market infrastructure and sustainable growth. However, the presence of generic placeholders and broken navigation contradicts the high-level positioning of a premier financial technology authority.

*"The score is primarily driven by the Semantic Coherence pillar (15/20) and Identity and Authority pillar (14/15) due to the significant volume of 404 errors on key sub-pages. This technical failure creates a large gap between the 'market-leading' signal and actual performance. Lack of named experts and verified proof links further inflated the Trust and Proof 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://refinitiv.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: June 19, 2026

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