

AI Reputation Analysis and Signal Evaluation - AdRelevance Sverige AB

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: AdRelevance Sverige AB
(www.adrelevance.se)

<https://www.adrelevance.se>

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

AdRelevance Sverige AB has 30.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

AdRelevance is a benchmark for high-substance agency websites. They successfully bypass industry BS by replacing generic promises with a proprietary software stack and quantified client success stories. It is a rare technical agency that proves its 'data-driven' label through its own site's documentation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits an exceptionally high substance-to-fluff ratio. While it uses some power words like 'leading' and 'maximal performance,' these are immediately anchored to specific nouns and numbers, such as '18 egenutvecklade verktyg' and '600 miljoner+ kr/år' in managed ad spend. Technical substance is dense on the 'Verktyg' page, describing specific functions for tools like 'AI Overviews Edge' and 'Sad Keywords Finder' rather than relying on generic service descriptions.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The H1 promises 'lönsam tillväxt för e-handlare' (profitable growth for e-tailers), and the 'Kundcase' page delivers exactly that with specific profit/revenue growth metrics (e.g., 'Ökad vinst med 216%'). The positioning as a technical, e-commerce-first agency is maintained consistently from the hero section to the detailed technical blog posts dated May 2026.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

While the site lists a high review count of 193 on the homepage with few direct proof links in the structured data, it effectively neutralizes 'trust theatre' through high-quality named testimonials. The feedback includes specific names (Janne Waxin, Daniel Stremel) and identifiable companies (Partykungen, Ridestore, Gymkompaniet). Additionally, the schema confirms a Google Premium CSS Partner status, providing verified external authority.

EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of approximately 1 specific proof point for every 2 claims. Key evidence includes the specific number of tools (18), the volume of managed ad spend (600M+ SEK), and the specific market penetration statistic (33% of Breakit's profitability list). This level of granular data is rare in the agency sector.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

AdRelevance avoids the typical agency commodity trap by showcasing proprietary technology. The value proposition is clearly differentiated by their 'profitability-first' strategy and the claim that 33% of the top 15 most profitable Swedish e-tailers are clients. The use of template-style sections like 'Vad våra kunder säger' is exempted from penalties because the content within them is highly specific and non-generic.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are minimal. The website identifies experts like Anton Birkestad with associated Person schema and current blog content. The Organization schema is robust, linking to official Swedish business registries (allabolag) and a verified Google Partners ID. The technical implementation, including clean heading hierarchies and structured data, supports their claim of being a technically-minded agency.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect between marketing tone and demonstrated results is non-existent. Most performance claims are backed by a named client or a specific percentage increase. For instance, the 'AdRelevance-effekten' section explicitly lists 'Ökad vinst med 44% och omsättning med 75%' for identified case studies, moving well beyond vague 'market dominance' assertions.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: AdRelevance Sverige

Reputation: 85 / 100

AB (www.adrelevance.se)

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing, SEO, and Advertising Agency category, specifically targeting the e-commerce vertical. Every page provides evidence of specialization in Paid Search, Paid Social, and SEO through the lens of profitability and technical toolsets.

"The score of 85 is driven by minor penalties in Information Density (concept repetition of 'profitable growth') and Trust and Proof (limited outgoing proof links compared to the high review count). Overall, the site is exceptionally transparent and substance-heavy, particularly regarding its proprietary technology and client roster."

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://www.adrelevance.se> 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 19, 2026

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