

AI Reputation Analysis and Signal Evaluation - AdRoast

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: AdRoast (adroast.ai)

https://adroast.ai

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

AdRoast has 13.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

AdRoast is a high-substance product with a low-authority brand presence. It successfully avoids the fluff of traditional agencies but fails to provide the corporate or technical credentials necessary to back its massive data-training claims. It is a 'trust-the-tool' play that works for low-ticket SaaS but lacks the forensic evidence required for enterprise credibility.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The site exhibits high information density, utilizing specific numbers such as '\$25,000,000,000 spent on ads' and '1,000+ ready-made presets' to anchor its value proposition. While it employs some power words like 'scroll-stopping' and 'Killer Roast,' these are tied to specific technical features (the AI score) rather than floating as generic adjectives. The body substance ratio is favorable, with a clear breakdown of credit costs (10 credits = 1 ad image) and tier-based feature access.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The H1 promise of 'Generate scroll-stopping ads' for '\$29' is backed by a granular pricing page that confirms the entry price and a 'Presets' library page that proves the variety of creative styles. The transition from the 'agency killer' hero statement to the 'usage' table on the pricing page is logically consistent.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site currently avoids trust theatre flags like fake partner badges, but it suffers from a significant lack of verifiable proof. The 'review_count' is 0, and 'proof_links_count' is 0 across all pages, meaning the sole testimonial from 'Elena Voss' and the '\$25B spend' claim are entirely unverified. This 'trust me bro' architecture relies on the user's belief in the AI's logic rather than external validation.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is low. There are 0 external proof paths to platforms like G2, Clutch, or Meta's Partner Directory. While the site provides over 8 instances of specific evidence (exact prices, credit counts, preset counts), these are all internal product specifications rather than external performance proofs. The lack of a 'before-and-after' gallery with real-world ROAS data is a notable gap.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

AdRoast escapes the standard 'Marketing Agency' template by positioning itself against the industry. It avoids common fingerprints like 'About Us' or 'Our Team' in favor of a product-led structure. However, it still falls into the 'AI-edit' and '1,000+ presets' cliches common in the 2026 SaaS landscape. The value proposition is sufficiently unique that it could not be easily copy-pasted onto a traditional agency site.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

DIAGNOSIS: AUTHORITY GAPS

This is the site's weakest area, with a total absence of structured data (schema_json is null) and zero digital footprints for its founders or 'experts.' While 'Elena Voss' is cited as a Head of Growth, there is no Person schema or sameAs link to verify her existence or the skincare brand mentioned. The technical implementation is also sloppy, with missing H1 headings on the Signup and Pricing pages, undermining the 'AI tech expert' persona.

EVIDENCE: PERFORMANCE VS. CLAIMS

The central claim that the AI is 'scored on \$25B of real ad spend' is a massive performance assertion that is never substantiated with a methodology, whitepaper, or data source. The 'Roast score' itself (e.g., 92/100) is a proprietary metric that lacks a baseline or timeframe for its effectiveness. The marketing tone promises a 'full day of designer time' replacement without providing a single named client case study to prove it.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: AdRoast (adroast.ai)

Reputation: 68 / 100

INDUSTRY CLASSIFICATION

The site fits the specialized niche of AI-driven creative automation within the marketing agency sector. It explicitly positions itself as a 'disruptive technology' alternative to traditional agency retainers, aligning with current AI-substitution trends.

"The BS score of 68 is low for the marketing industry, primarily because the site provides highly specific pricing and feature data rather than vague agency promises. The score was pulled upward by the Identity and Authority pillar (12/15) due to missing schema and team verification, and the Trust and Proof pillar (8/20) for the unverified \$25B claim."

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://adroast.ai> 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 21, 2026

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