

AI Reputation Analysis and Signal Evaluation - CleverAds

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: CleverAds (cleverads.vn)

https://cleverads.vn

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

CleverAds has 0.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

CleverAds is a high-substance legacy agency currently masked by a generic corporate template and an aging portfolio. It provides real results for real brands, but its refusal to name its experts or refresh its top-tier proof suggests a company coasting on past reputation rather than 2026-level innovation.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

The site achieves a respectable substance-to-fluff ratio on sub-pages, citing specific metrics like 12,375 online orders for Domino's Pizza and 400 million impressions for Apollo English. However, the homepage remains saturated with power words like pioneering, th? h? m?i (new generation), and tiên phong (pioneer) without immediate technical context. Concept repetition is high, with the 35,000 campaigns and 20,000 customers claims appearing as structural anchors across multiple pages without additional detail.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is minor drift between the homepage's high-level claim of pioneering next-generation advertising technology and the sub-page evidence, which details standard programmatic and social media management (GDN, Facebook, TikTok). While the Signal (Advertising Agency) and Substance (Case Studies) are generally aligned, the positioning of being a tech-led agency is not supported by proprietary tech descriptions, only standard agency service delivery.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The site exhibits trust theatre by displaying a review_count of 18 on the case study page and 4 on specific client pages, yet the proof_links_count remains at a baseline of 2, suggesting static footer links rather than verifiable third-party review paths. High-authority brand logos like BMW and Peugeot act as strong visual proof, but the absence of outbound links to verified platforms like Clutch or G2 increases the theatre score.

EVIDENCE: PROOF DENSITY

The proof density is high regarding client naming (over 20 major brands cited) but low on third-party verification. Quantitative evidence is present in campaign descriptions, but the age of the data (mostly 2021-2024) creates a disconnect with the current year 2026, reducing the weight of the evidence.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The structure heavily relies on template_fingerprints including 'Our Solutions,' 'Case Studies,' and 'Why Choose Us.' While the specific client names (BMW, Givral, MSB) prevent a total generic score, the value proposition of 'maximizing ROI' and 'comprehensive solutions' is copy-paste compatible with most regional competitors in the Southeast Asian market.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists as the site fails to name a single human expert; all content and schema data attribute authority to Admin or Content Admin. The schema_json even incorrectly identifies the Organization as a Person, and there are zero sameAs links to professional profiles (LinkedIn) or industry certifications for the strategists managing these high-profile accounts.

EVIDENCE: PERFORMANCE VS. CLAIMS

While CleverAds makes bold claims about performance (e.g., 110 percent conversion rate for MSB), a temporal disconnect is evident. The Domino's Pizza case study dates back to early 2021, which, against the system date of May 2026, is considered stale evidence for a 'pioneering' digital agency.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: CleverAds (cleverads.vn)

Reputation: 55 / 100

INDUSTRY CLASSIFICATION

The content strongly confirms the classification as a Marketing and Advertising agency, providing detailed services in Digital Media, Creative, and Performance solutions across varied sectors including F&B and Finance.

"The score of 55 is driven by stale evidence modifiers in the Trust and Proof pillar and a heavy penalty in Identity and Authority due to the 'Admin' author anonymity. Information density is better than industry averages, preventing a higher 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://cleverads.vn> 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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