

# AI Reputation Analysis and Signal Evaluation - datashake

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: datashake (www.datashake.fr)

https://www.datashake.fr

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

datashake has 1.8 points less reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

datashake is a 'Pedigree Proxy' agency that uses its founders' Google history as a substitute for transparent, current proof of performance. While the raw numbers suggest a legitimate operation of scale, the lack of technical structured data and the reliance on statistical 'averages' for ROI results in a moderate level of marketing fluff. It is a professionally built site that nonetheless hides behind generic agency templates.

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## INFO DENSITY

Power-words vs. Substance ratio.

17

57% Reputation

Information density is diluted by excessive heading fluff, including aphorisms like 'Les données ne mentent jamais !' and vague value propositions like 'Recommandée par les plus grands !' which lack named qualifiers. The body text contains four high-value specific numbers?500+ advertisers, 300M media budget, 80+ team members, and 99 languages?but these are surrounded by heavy repetition of 'sur-mesure' (bespoke) and 'IA' (AI) buzzwords. The ratio of generic marketing adjectives to technical deliverables is approximately 3:1.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

The semantic drift is low; the homepage promise of 'Conseil en marketing digital & data' is reflected in the sub-page hierarchy for missions and training. However, there is a slight disconnect in the GEO (Generative Engine Optimization) service, which is elevated as a major H2 heading on the homepage but lacks any depth or technical substantiation in the supporting pages. The positioning as a data-expert agency is slightly undermined by the lack of technical specifics regarding their 'proprietary CSS' or reporting technology.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

### DIAGNOSIS: TRUST THEATRE

The site displays a review\_count of 7 without providing direct proof\_links to third-party verification platforms like Clutch or Google Business Profiles. Performance claims are particularly bold and unsubstantiated, specifically the assertions of a '60% average CPA drop' and 'ROAS multiplied by 2,' which are presented as global averages without timeframes, industry segments, or specific case study links. The absence of named client logos in the text markers, despite the 'Nos clients parlent de nous' heading, suggests a trust theatre pattern where the structure for social proof exists but the substance is missing.

### EVIDENCE: PROOF DENSITY

Verifiable proof is sparse; while the site mentions 'Critéo' as a partner, it lacks external links to verified partner directories for Google or Meta. The ratio of unsubstantiated assertions (e.g., 'maîtrise parfaite,' 'suivi ultra-personnalisé') to verifiable evidence points is roughly 5:1. The absence of named, measurable case studies is the primary driver of the moderate BS score.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

4

27% Reputation

The agency's value proposition leans heavily on the 'founded by two ex-Google employees' trope, which is a common industry differentiator. Beyond this, the site follows a standard agency template with blocks for 'Pourquoi vous faites le bon choix ?' and 'Nos valeurs,' using industry clichés such as 'accélérez votre croissance' and 'audit 100% personnalisé.' The service descriptions for SEA and SMA are interchangeable with any competitor, lacking unique pricing models or proprietary methodology details.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

6

40% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There is a significant authority gap caused by the total absence of structured data (schema\_json is null), which is ironic for a self-proclaimed 'data' agency. Founders Rémy and Anthony are mentioned only by their first names and lack Person schema or sameAs links to professional footprints like LinkedIn. While claiming an 80+ person team, the site lacks a 'Meet the Team' section or individual expert profiles, making the scale of the operation difficult to verify.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is aggressive regarding performance, claiming to be 'dopée à l'IA' and delivering 'methods of tomorrow', yet the site fails to demonstrate these methods through technical white papers or specific AI-driven case results. Bold claims like '99 languages spoken' and '300M budget managed' are impressive but serve as statistical shields for the lack of granular, named client success stories. The site's own technical metadata is incomplete (missing meta description), which contradicts its positioning as a technical SEO and digital excellence provider.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: datashake**  
([www.datashake.fr](http://www.datashake.fr))

**Reputation: 53 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Marketing, SEO & Advertising agency sector. It utilizes industry-standard service categories including SEA, SMA, SEO, and the emerging GEO (Generative Engine Optimization) category, maintaining consistent terminology throughout the available content.

*"The score of 53 represents a Moderate BS rating. This is driven by high Commodity Fingerprint and Identity gaps (missing schema), balanced by the presence of some hard team and budget metrics. The Trust and Proof pillar is the weakest due to the lack of external verification links for reviews and extraordinary performance claims."*

### 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.datashake.fr> 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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