

AI Reputation Analysis and Signal Evaluation - Fingerspitz

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Fingerspitz (www.fingerspitz.nl)

https://www.fingerspitz.nl

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Fingerspitz has 11.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Fingerspitz is a high-substance growth agency that nearly undermines its own credibility with an aggressive, almost pathological obsession with 'winner' rhetoric. While the technical SEO of their own site shows minor lapses (missing schema and H1 hierarchy), their ability to name enterprise clients and link them to specific ROI figures proves they are a legitimate performance powerhouse rather than a fluff-heavy consultancy.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site exhibits a high substance ratio, particularly in its case studies which cite extreme specifics such as 20,686% Return On Agency Spend for Nespresso and +3785% lead increases for Mammoet. However, the 'Over Ons' page suffers from high concept repetition, using variations of the word 'Winnaars' (Winners) over 10 times to describe staff, clients, and innovations. While power words like 'slimme' and 'award-winning' are frequent, they are almost always paired with specific named entities or verifiable results.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The H1 promise of outsmarting competitors with online strategy is directly supported by the Growth Audit page's detailed 8-step methodology and the 'Ons Werk' page's portfolio of enterprise-level clients. The transition from broad growth claims to specific performance metrics like 'CTR stijging' and 'offerteaanvragen' is logically consistent across all 6 analyzed pages.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers trust theatre flags due to a mismatch between its review_count (40 on homepage, 13 on others) and a proof_links_count of 0, indicating that while reviews are cited, they are not linked to verifiable third-party platforms like Clutch or Google Business Profile within the crawled data. It relies heavily on 'award theatre,' listing over 12 specific industry awards (DSA, European Search Awards, FD Gazellen) to establish authority. The presence of high-profile logos (Nespresso, Louwman, Bruynzeel) provides a strong internal proof path, but the lack of external validation links is a measurable gap.

EVIDENCE: PROOF DENSITY

Proof density is high, with the homepage and 'Ons Werk' pages containing over 15 distinct proof points including named clients, specific percentage improvements, and dated awards. This results in a specificity absence score of 0. The ratio of fluff to verifiable data is approximately 1:3 in the 'Jouw groeikansen' section, which is significantly better than the industry average for advertising agencies.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The agency leans heavily on industry jargon including 'data-driven strategy,' 'growth marketing strategy,' and 'conversion rate optimization,' which are standard for the niche. The value proposition 'Wij maken winnaars' is a distinct brand hook, but it risks sounding like a commodity cliché when paired with template sections like 'Waarom andere winnaars voor ons kiezen.' The blog content is highly current (dated May 2026), which helps differentiate it from the stagnant 'thought leadership' usually found in this sector.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant technical credibility gap exists as the site claims 'technological excellence' and 'data-driven' expertise while returning null for schema_json in the crawl, indicating a lack of structured data (Organization or Person schema). Authors like Jaap Jacobs and Dusty Hermans are named, providing a human face to the agency, but the absence of H1 tags on the 'Over Ons' page and missing structured identity markers represent a disconnect between their performance claims and technical implementation.

EVIDENCE: PERFORMANCE VS. CLAIMS

Unlike many competitors, Fingerspitz backs its boldest performance claims with specific client names and delta-based metrics (e.g., +59.3% revenue). The 'Performance Paradox' blog post even critiques industry fluff, demonstrating a level of self-awareness that reduces overall BS. The only disconnect is the high-friction 'Growth Audit' starting price of ?1990, which contradicts the 'cocktail of AI and tools' accessibility implied in the 'all-inclusive' messaging.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Fingerspitz
(www.fingerspitz.nl)

Reputation: 66 / 100

INDUSTRY CLASSIFICATION

The site perfectly aligns with the Marketing, SEO & Advertising Agencies category, focusing on growth marketing, data-driven strategies, and multi-disciplinary digital services. The content confirms this through specialized service descriptions for sectors like SaaS, E-commerce, and B2B lead generation.

"The score of 66 is primarily driven by the 'Trust and Proof' and 'Identity and Authority' pillars. The lack of structured data and external verification links (Trust Theatre) prevents a 'Minimal BS' rating, despite the excellent substance found in their client case studies and high recency of blog content."

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.fingerspitz.nl> 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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