

# AI Reputation Analysis and Signal Evaluation - Functn GmbH

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Functn GmbH (functn.com)

https://functn.com

Industry: Marketing, SEO & Advertising Agencies



REPUTATION LEVEL

## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Functn GmbH has 7.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

## EXPERT VERDICT

Functn is a technically competent agency that hides behind excessive marketing jargon and unverified social proof. While their client list and tech stack are impressive and legitimate, the reliance on 'Trust Theatre' (unlinked review counts) and generic growth-speak creates a 38-point gap between their professional utility and their brand presentation. They are a safe choice for execution, but their self-promotion is standard-issue agency fluff.

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## INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The Information Density is moderate; while headings like 'Design and technology are our passions' and 'Opening up new perspectives' (repeated 4+ times) are pure fluff, the body text provides high-value specifics. The site lists a granular tech stack including TypeScript, NodeJS, NestJS, and Vercel, and names specific enterprise-level clients like DHL and Austrian Airlines. However, the ratio of power words (outstanding, innovative, aspiring, demanding) to hard metrics remains high, particularly in the case study summaries where numbers are replaced by adjectives.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is very little semantic drift between the primary signal and sub-page content. The homepage claim of being a creative digital agency combining strategy and technology is substantiated by the 'How we work' section and the specialized 'Tools and tech' listed on the recruitment page. The focus remains consistent on being a Vienna-based, medium-sized (+20 people) team specializing in high-end web applications and e-commerce.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

9

45% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust Theatre is a primary driver of the BS score. The homepage displays a review\_count of 282, yet the proof\_links\_count is 0 across all pages, and the trust\_theatre\_flag is true on the homepage and case study pages. This indicates that while the agency claims high client satisfaction, they fail to provide direct verification paths to third-party platforms like Google, Clutch, or G2 to validate these figures.

### EVIDENCE: PROOF DENSITY

Proof density is split: client names and logos are specific and high-authority (DHL, Strabag, Austrian Airlines), but verifiable external proof is absent. There are 0 proof links recorded, meaning every success claim is self-contained. For a company founded in 2010 (16 years ago by the temporal anchor of May 2026), the absence of industry award links or third-party verified success stories suggests a closed-loop reporting style typical of mid-BS agencies.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site exhibits a moderate commodity fingerprint, relying on standard agency boilerplate such as 'Not only work but also inspire' and 'On an equal footing.' Sections like 'Benefits' (flexible hours, high-end equipment, healthy snacks) and 'How it started' follow the classic 'ambitious two-man project' narrative found in thousands of agency templates. The 'Opening up new perspectives' tagline is used as a catch-all slogan that adds little unique positioning value.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are visible despite a solid foundation. While the founders (Christoph Peter, Philip Ehrenfellner) and People & Culture Manager (Conny Altenhuber) are named, they lack integrated Person schema or sameAs links to professional footprints like LinkedIn within the structured data. Furthermore, the technical credibility is slightly undermined by the homepage having an empty H1 tag and being flagged as 'insufficient' in the crawl data, which is a notable oversight for a technical digital agency.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims about creating 'digital success stories' and 'stable growth' but fails to provide baseline metrics or timeframes. Case studies for BirdLife Austria and Wienerblut describe the 'what' (headless store, engaging design) but omit the 'so what'?missing KPIs such as load time improvements, transaction volume increases, or user engagement deltas. The marketing tone promises growth, but the substance focuses almost entirely on the delivery of the asset.

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## INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Functn GmbH  
(functn.com)**

**Reputation: 62 / 100**

### INDUSTRY CLASSIFICATION

The content strongly confirms the Marketing, SEO & Advertising Agencies classification, specifically as a creative digital agency. The presence of case studies for headless Shopify stores and NGO websites, along with a specialized technical stack, aligns perfectly with modern digital agency deliverables.

*"The BS score of 62 is driven primarily by Trust and Proof (11/20) and Information Density (11/30). The 'Trust Theatre' flag triggered by claiming 282 reviews without a single verification link is the largest contributor. The Commodity Fingerprint (9/15) also adds weight due to the use of boilerplate agency sections and cliché-heavy value propositions."*

### 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://functn.com> 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

**(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result**