

# AI Reputation Analysis and Signal Evaluation - Funnel

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Funnel (funnel.io)

https://funnel.io

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Funnel has 23.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

Funnel is a substance-heavy platform that uses contemporary buzzwords as a wrapper for genuine technical infrastructure. It successfully bridges the gap between high-level marketing promises and low-level data engineering reality with minimal BS.

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#### INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The H1 Marketing data, measurement and reporting for the agentic era utilizes the buzzword agentic as a primary hook, which borders on fluff. However, the substance ratio is saved by high specificity in nouns and numbers, such as 600+ connectors and \$80 billion in ad spend. Headings like Turn data into intelligence appear twice on the homepage as placeholders, indicating some template-based repetition, but body text remains dense with technical concepts like semantic layers and MCP compatibility.

#### SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

Minimal drift exists between the primary signal and sub-pages. The homepage promises a Marketing Intelligence Platform, and the Data Hub and Product Overview pages deliver specific technical details on how that data is stored, modeled, and exported. The positioning remains consistent across target segments (Marketers, Data Teams, Agencies), and the transition from high-level benefits to technical features (Setup as code) is logical.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

15

75% Reputation

### DIAGNOSIS: TRUST THEATRE

The site triggers a `trust_theatre_flag` because it displays high-authority logos (Uber, Home Depot, Sephora) and G2 badges without direct outbound verification links in the immediate vicinity of the claim. While it mentions specific metrics like Sephora reducing costs by 75 percent, the absence of linked source data for the aggregate claim of a 26 percent increase in ROAS prevents a perfect proof score.

### EVIDENCE: PROOF DENSITY

The proof density is high, with a strong ratio of hard evidence (600+ connectors, 500,000 active data sources) to vague assertions. Unlike typical agencies that claim to grow businesses, Funnel provides the specific mathematical and technical mechanisms (MMM, MTA, and incrementality testing) they use to achieve those results.

## COMMODITY FINGERPRINT

Detection of industry clichés/templates.

9

60% Reputation

The site uses several industry clichés found in the dictionary, such as single source of truth, actionable insights, and optimize with confidence. The template fingerprint is visible in the Why teams love Funnel section, which mirrors standard SaaS persona-based marketing. However, the specific claim of building any missing connector differentiates the value proposition from commoditized ETL tools.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

### DIAGNOSIS: AUTHORITY GAPS

There are virtually no authority gaps; the `schema_json` is exceptionally robust, naming founders Fredrik Skantze and Per Made with LinkedIn verification. The inclusion of an ISO/IEC 27001 certification in the structured data and physical office addresses in Stockholm and Boston provides a high level of institutional credibility that is rare in the category.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is aggressive but generally supported by the product's demonstrated capabilities. Bold claims regarding ROI (12x) and cost reduction (75 percent) are tied to named clients like Digital Reach and Sephora rather than anonymous testimonials. The only minor disconnect is the use of agentic workflows which is currently a high-hype term used to rebrand existing automation features.

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## INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Funnel (funnel.io)

Reputation: 78 / 100

### INDUSTRY CLASSIFICATION

The site fits the specialized category of Marketing Intelligence and ETL (Extract, Transform, Load) software. While the industry pattern dictionary targets agencies, Funnel positions itself as the infrastructure layer that

agencies and brands use to combat typical agency fluff.

*"The score of 78 is driven primarily by Information Density (10) due to the use of 'agentic' buzzwords and Commodity Fingerprint (6) for persona-based template language. It remains in the 'Low BS' range because of high specificity in body text and a perfect Identity score supported by valid schema and certifications."*

#### **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://funnel.io> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 26, 2026

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