

# AI Reputation Analysis and Signal Evaluation - Growth Room

## BRAND AI REPUTATION

### Marketing, SEO & Advertising Agencies Reputation: Growth Room (growthroom.co)

https://growthroom.co

Industry: Marketing, SEO & Advertising Agencies



## MARKETING, SEO & ADVERTISING AGENCIES

### 54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Growth Room has 15.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

#### EXPERT VERDICT

Growth Room is a rare example of a high-performance agency that actually keeps its receipts. While it leans heavily into growth-hacking jargon and boilerplate templates, the sheer volume of named client data makes the BS hard to find. It is a substantive operation wrapped in a standard marketing-bro aesthetic.

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#### INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The body substance ratio is exceptionally high for the agency category. While headings like 'Agence de Growth Marketing efficace et vraiment performante' contain generic power words, the body text delivers significant substance, citing over 50 named clients (e.g., Yacon & Co, Editions Dupuis) with specific ROAS metrics (5.7, 3.0) and lead counts (230/month). The site avoids the specificity absence penalty by providing exact numbers and named frameworks like 'Signal-based outbound' and 'SEO IA'.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is minimal semantic drift between the homepage signal and sub-page substance. The homepage hero section promises performance and results, which is backed up by an extensive portfolio page containing 80+ specific case studies. Contradictions are few, although the '3-question' quiz on the homepage is slightly more 'marketing-gimmicky' compared to the technical depth found on the Agence HubSpot and Growth Outbound pages.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre patterns by claiming '50 avis 5 étoiles sur Google' and showing various review counts (up to 9 on the homepage) while the forensic proof\_links\_count remains at 0 across all audited pages. This indicates reviews are displayed as text without direct verification links. However, the presence of named, high-profile clients in the case studies section (Michelin, Devialet, Dreem) acts as a strong counterbalance to unverified reviews.

### EVIDENCE: PROOF DENSITY

Proof density is significantly higher than the industry average. For every vague assertion like 'we grow brands,' there are approximately 5-10 specific client outcomes listed. The 'Cas Client' page is a massive repository of verifiable evidence, though the site would benefit from linking directly to the third-party platforms where its '50 avis' reside.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site suffers from high industry cliché density, using terms like 'ROI-driven', 'data-driven', and 'full-funnel' frequently. The value proposition of being 'better than others' because of a 'hybrid model' is a common agency trope. Template language is evident in the repeated use of 'Pourquoi choisir Growth Room' and 'Nos piliers' across multiple service pages, though the content within these blocks is usually tailored with specific expertise.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority gaps are nearly non-existent. The schema\_json provides detailed Person data for founders Sacha Azoulay and others, including specific career history (ex-Head of Growth @Dreem) and LinkedIn sameAs links. The technical implementation of schema (Organization, FAQ, Service) is professional and supports the agency's claim of technical excellence, especially in the HubSpot vertical.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is aggressive ('pulvériser vos objectifs'), but unlike most agencies, the disconnect is bridged by recent and dated evidence. The blog post from March 2026 (two months prior to the audit date) provides a table of 11 specific e-commerce results, preventing the performance claims from feeling like empty air.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

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**Marketing, SEO & Advertising Agencies Reputation: Growth Room  
(growthroom.co)**

**Reputation: 70 / 100**

### INDUSTRY CLASSIFICATION

The site perfectly matches the Marketing, SEO & Advertising industry classification. It provides specific service verticals for Growth Outbound, HubSpot integration, and SEO, aligning with the pattern dictionary's expectations for a full-funnel agency.

*"The score of 70 is primarily driven by Trust Theatre (lack of verified review links) and Commodity Fingerprinting (high cliché density). It achieved nearly perfect scores in Identity and Authority due to its transparent team profiles and clean technical schema. It is considered Low BS."*

### 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://growthroom.co> 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 16, 2026

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