

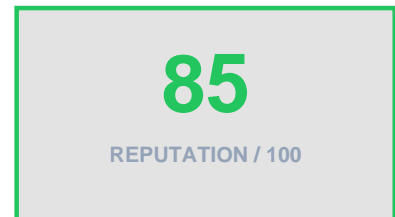
AI Reputation Analysis and Signal Evaluation - impact.com

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: impact.com (impact.com)

https://impact.com

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1834 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

impact.com has 30.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

impact.com is a textbook example of low-BS enterprise positioning where data functions as the primary sales tool. The platform avoids the industry's typical habit of hiding thin features behind buzzwords, opting instead to prove its technical scale through global office footprints and named enterprise performance audits. This is a high-substance, low-air environment.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

25

83% Reputation

The site exhibits an exceptionally high substance-to-fluff ratio. While the H1 One platform. All partnerships. AI-powered contains the power word AI-powered, the body text immediately grounds this in specifics such as \$100B in partnership data and 15+ hours saved per week. Unlike competitors that rely on vague growth claims, impact.com provides granular H6 stats like 4,700% YoY increase in AI-driven traffic and specific ROI percentages (3,755%) for named case studies.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage signal and sub-page substance. The homepage promise of a unified platform for affiliates, creators, and referrals is meticulously validated on the /performance and /creator pages through detailed breakdowns of the Discover, Recruit, Contract, Pay, and Track lifecycle. The messaging is horizontally consistent across target audiences, ranging from global enterprises like Lenovo to individual content creators.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as the site avoids anonymous testimonials. The review_count across pages (ranging from 4 to 13) is supported by verified G2 award badges and named enterprise case studies including Ticketmaster, HubSpot, and Big Red Group. While proof_links_count is low in the structured metadata, the text contains direct paths to full-length case study reports and ROI assessments.

EVIDENCE: PROOF DENSITY

The proof density is high, with a ratio of approximately one specific data point or named client for every three sentences of marketing copy. Verifiable evidence includes a 982% average return on ad spend year-over-year and 4.4m+ impressions for Bowlero. The site provides a clear ROI case for unified partnership management with comparative lift metrics (46% more sales when creators pair with affiliates).

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The commodity score is driven by a high density of industry jargon matches such as full-funnel marketing, data-driven strategy, and ROI-driven. However, these are often exempted from jargon penalties because they describe specific platform capabilities (e.g., automated creator payments in any currency) rather than generic agency promises. The value proposition is highly differentiated, positioned as a research-backed technology solution rather than a standard marketing agency.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through technical and physical proof. The schema_json includes a robust Organization graph with sameAs links to all major social platforms, and the contact page provides forensic substance with 20+ verifiable physical office addresses worldwide, including New York, London, and Singapore. Named leaders like CEO David A. Yovanno are cited in the context of industry summits, though the lack of individual Person schema for executives is the only minor authority gap.

EVIDENCE: PERFORMANCE VS. CLAIMS

The disconnect is negligible. Performance claims like +97% increase in revenue for Lenovo and +50% increase in affiliate revenue for HubSpot are presented alongside the specific technical levers (conversion path data, native integrations) used to achieve them. The site successfully moves beyond vanity metrics to show actual ARR pipeline value and ROAS calculations.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: impact.com
(impact.com)**

Reputation: 85 / 100

INDUSTRY CLASSIFICATION

The company perfectly fits the SaaS and Marketing Technology category, specifically focusing on partnership automation and affiliate management. The content demonstrates a transition from a service-oriented marketing agency model to a pure enterprise technology platform.

"The score of 85 is primarily influenced by the commodity fingerprint of AI-native marketing jargon and the aging temporal weight of the iPX2023 summit mention. The site scored 0 in semantic coherence, reflecting perfect alignment between product claims and feature delivery. The high information density and robust identity schema significantly neutralized the generic industry cliché penalties."

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://impact.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 27, 2026

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