

AI Reputation Analysis and Signal Evaluation - LiveRamp

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: LiveRamp (liveramp.uk)

https://liveramp.uk

Industry: Marketing, SEO & Advertising Agencies



MARKETING, SEO & ADVERTISING AGENCIES

54.8 Avg Reputation

Based on 1835 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

LiveRamp has 31.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

LiveRamp is a rare example of an enterprise technology site that prioritizes forensic proof over marketing fluff. The site is a 'Substance Monster' that backs up grand claims with an extensive partner ecosystem and named Fortune 500 case studies. BS is almost non-existent here.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density with a low fluff-to-substance ratio. While headings like 'Unlock a new world of opportunities' contain power words, they are immediately anchored by specific metrics such as '900+ global customers' and '650+ partners' including named entities like Disney and Sky TV. The body text avoids generic filler, providing specific technical use cases like 'suppression strategy' for LOOKFANTASTIC and 'rebuilding consumer analytics' for Kimberly-Clark.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and the sub-page substance. The H1 promise of 'data collaboration' is methodically decomposed into specific pillars?Enterprise Identity, Clean Rooms, and Marketing Impact?on respective sub-pages. Each sub-page maintains the enterprise-level positioning without devolving into the 'cheap package' trap or contradictory target audiences.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal because the site provides specific, named client proof rather than anonymous testimonials. While the review_count of 7 in the metadata lacks a direct link to a third-party validator like G2 or Trustpilot in the provided text, the presence of verifiable Fortune 500 case studies (McDonald's, Danone, NBCUniversal) serves as far more robust evidence than generic star ratings.

EVIDENCE: PROOF DENSITY

The proof density is exceptionally high for this industry category. Across the 6 pages analyzed, there are over 15 distinct named brand references and at least 3 specific numerical performance metrics. The ratio of substantiated technical capabilities to vague marketing slogans is approximately 4:1.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The commodity fingerprint is low due to the highly specific nature of the 'Identity Framework' and 'SafeHaven' platform mentions. Clichés like 'innovative companies' and 'drive growth' are present but are secondary to the unique value proposition of a 650+ partner network. The structure is professional and avoids the 'not your average agency' boilerplate common in the industry.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through high-profile industry quotes from named leaders such as Sam Taylor (British Gas) and Christine Maguire (Tripadvisor). The schema identity is properly configured as an Organization with detailed address and social sameAs links, matching the site's global enterprise claims. There is no expert gap; the individuals cited are verifiable high-level executives at major corporations.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a strong connection between performance claims and demonstrated outcomes. The site cites specific results such as a '7-figure incremental revenue lift' for LOOKFANTASTIC and a '10% media budget reinvestment' for British Gas. These are not vague assertions but specific financial outcomes tied to named clients, which is the highest form of substance in marketing.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: LiveRamp (liveramp.uk)

Reputation: 86 / 100

INDUSTRY CLASSIFICATION

The site fits the Marketing and Advertising technology category perfectly, positioning itself as a foundational data collaboration platform rather than a traditional service agency. The content confirms this by focusing on technical integrations, identity frameworks, and ecosystem scale rather than creative services.

"The score of 86 is driven primarily by minor penalties in Information Density for the occasional use of power-word headings and a small Trust and Proof penalty for unlinked aggregate review counts. The site successfully avoided all major BS traps, including semantic drift and commodity template language."

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://liveramp.uk> 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 21, 2026

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