

AI Reputation Analysis and Signal Evaluation - Samba TV

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies Reputation: Samba TV (samba.com)

https://samba.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

Samba TV has 5.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

Samba TV possesses a legitimate technical foundation, but its digital presence is currently coasting on stale 2021 accolades and a complete lack of modern structured data. It successfully avoids the 'boutique agency' fluff by citing hardware-level integrations, yet fails to provide current, measurable outcomes for its 'global brand' clients.

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INFO DENSITY

Power-words vs. Substance ratio.

16

53% Reputation

The homepage is significantly lighter on substance than the sub-pages, relying on high-concept fluff like H1 'We are the Heartbeat of Television' and H2 'Innovative Technology and Data.' However, the Business page (url slot 2) provides high density with specific numbers including '48M TELEVISIONS,' '26M COMMERCIALS,' and a '90%+ accuracy' claim for identity resolution. The ratio of power words like 'revolutionary' and 'cutting-edge' is moderated by these hard technical specifications, though concept repetition regarding 'privacy' and 'opt-in' occurs across three of the four pages.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

There is a minor disconnect between the B2C 'Users' page and the B2B 'Business' page. The H1 'Making your smart TV smarter' for users focuses on content discovery, while the business signal 'The global leader in AI-driven media intelligence' pivots to aggressive data harvesting and ad tracking. While not a direct contradiction, the homepage fails to bridge these two identities, acting as a vague landing zone that requires clicking into sub-pages to understand the actual product offering.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

14

70% Reputation

DIAGNOSIS: TRUST THEATRE

The site features a trust theatre flag due to the prominent use of an award for 'Best in Measurement Solutions' from 2021. As of the current date (May 2026), this evidence is 60 months old and considered stale. While it includes a named testimonial from a Twitter VP, the 'The world's largest brands trust Samba TV' H2 claim is not supported by a list of current client logos or verified case studies within the provided content.

EVIDENCE: PROOF DENSITY

The proof density is higher than average due to the inclusion of specific hardware-level metrics (24 brands, 48M devices). There are approximately 6 specific proof points (device counts, commercial tracking volume, accuracy percentages) against 12+ vague assertions (e.g., 'Heartbeat of Television', 'Picture Perfect'). The presence of a 5-year-old award significantly weakens the perceived density of current evidence.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site uses several industry jargon terms such as 'omniscreen solution,' 'first-party data,' and 'AI-driven.' These are classified as commodity language, but the specific technical mention of 'ACR integrated at the chipset level' provides a unique value proposition that differentiates it from a standard marketing agency. The template fingerprints are minimal, though the 'Talk to Sales' call-to-action is ubiquitous.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a significant technical credibility gap in the structured data. Despite claiming to be a 'global leader' and a tech-first 'AI-driven' company, all crawled pages show null schema_json, indicating a lack of basic Organization or Service schema. There is no Person schema for leadership, and the only named authority is an external partner (Twitter VP), leaving the company's internal expertise unverified in the metadata.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, such as '90%+ accuracy' in identity resolution and the ability to track TV ads 'within minutes.' However, these are presented as capabilities rather than outcomes; there are no specific case studies showing how this 90% accuracy translated into a measurable ROI or conversion lift for a named client, leaving a gap between potential and proven performance.

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INDUSTRY MATCH & SCORE SUMMARY

**Marketing, SEO & Advertising Agencies Reputation: Samba TV
(samba.com)**

Reputation: 60 / 100

INDUSTRY CLASSIFICATION

The site fits the media intelligence and advertising technology sub-sector of the marketing industry. The content focuses heavily on ACR (Automatic Content Recognition) data and omniscreeen measurement, confirming its role as a data-driven advertising service provider.

"The score of 60 is driven primarily by the lack of technical authority signals (Schema) and the reliance on a stale 2021 award for trust. While the technical specifics on the business page prevent a higher BS score, the information density on the homepage is dangerously low, and the lack of verifiable expert footprints adds a layer of 'hot air' to their 'global leader' claims."

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://samba.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 24, 2026

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