

AI Reputation Analysis and Signal Evaluation - Digital Advertising Alliance (DAA) / YourAdChoices

BRAND AI REPUTATION

Marketing, SEO & Advertising Agencies
Reputation: Digital Advertising Alliance (DAA)
/ YourAdChoices (youradchoices.com)

<https://youradchoices.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

Digital Advertising Alliance (DAA) / YourAdChoices has 18.2 points more reputation than the average for Marketing, SEO & Advertising Agencies.

EXPERT VERDICT

A high-substance, low-BS utility site that prioritizes functional control over marketing theater. Its only significant failures are the absence of technical schema and the use of unsubstantiated traffic statistics.

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INFO DENSITY

Power-words vs. Substance ratio.

22

73% Reputation

The information density is exceptionally high, particularly in the body substance ratio. While headings like YourAdChoices Gives You Control and Take Control with YourAdChoices use the power word 'control' repeatedly, it is used as a functional noun rather than marketing fluff. The body text contains granular technical explanations of WebChoices, AppChoices, and Token identifiers, avoiding the generic fluff typical of marketing agencies.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The H1 YourAdChoices Gives You Control is backed by the /control/ page which provides literal opt-out tools and the /principles/ page which hosts 7+ detailed PDF policy frameworks. The site promises a tool for interest-based ad management and delivers exactly that functionality.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimally present. The primary flag is the review_count of 13 on the Consumer Assistance page with a proof_links_count of 0, indicating feedback is displayed without direct verification paths. However, this is offset by the inclusion of institutional logos (4As, IAB, ANA, BBB) that represent the industry consortium.

EVIDENCE: PROOF DENSITY

The proof density is high due to the 'Principles' page which provides downloadable PDF documentation for 'OBA Principles,' 'Multi-Site Data (MSD) Data,' and 'Cross-Device Guidance.' These technical specifications act as a primary proof path, shifting the site from vague assertions to concrete policy standards.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site avoids most agency clichés as it is not selling services but providing a public utility. It does use standard template patterns like 'Frequently Asked Questions' and 'About Us,' but the content within them is specific to their unique regulatory mission. The value proposition of being the official 'AdChoices' provider is entirely unique and cannot be copy-pasted.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

7

47% Reputation

DIAGNOSIS: AUTHORITY GAPS

The primary authority gap is technical rather than reputational. All pages lack structured data (schema_json is null), which is a disconnect for an organization establishing industry standards for the 'digital economy.' While it lacks Person schema for individual experts, it provides massive institutional authority by listing the specific founding years and missions of its partner trade associations (e.g., 4As established 1917, ANA founded 1910).

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes a bold claim that the Icon is served 'globally more than one trillion times each month.' While plausible for this industry body, the site lacks a direct link to a transparency report or third-party audit to substantiate this specific figure. Other performance claims regarding the 'hundreds of companies' participating are supported by naming the trade associations that represent them.

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INDUSTRY MATCH & SCORE SUMMARY

Marketing, SEO & Advertising Agencies Reputation: Digital Advertising Alliance (DAA) / YourAdChoices (youradchoices.com)

Reputation: 73 / 100

INDUSTRY CLASSIFICATION

The site is an exact match for the advertising industry category, specifically serving as the self-regulatory body for online behavioral advertising. The content across all 6 pages confirms its role as a central hub for privacy standards and consumer opt-out tools.

"The score of 73 reflects a 'Low BS' environment. The points were primarily driven by the lack of technical schema (Identity and Authority) and the minor trust theatre flag regarding unlinked reviews on the FAQ page. The site's near-perfect semantic coherence and high information density prevented a higher score."

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://youradchoices.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 21, 2026

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