

AI Reputation Analysis and Signal Evaluation - Salesforce AgentExchange

BRAND AI REPUTATION

Marketplaces & Classifieds Platforms Reputation: Salesforce AgentExchange (appexchange.salesforce.com)

https://appexchange.salesforce.com

Industry: Marketplaces & Classifieds Platforms



REPUTATION LEVEL

MARKETPLACES & CLASSIFIEDS PLATFORMS

52.8 Avg Reputation

Based on 225 businesses audited.

LOWER REPUTATION THAN AVERAGE

Salesforce AgentExchange has 29.8 points less reputation than the average for Marketplaces & Classifieds Platforms.

EXPERT VERDICT

Salesforce AgentExchange presents as a hollow buzzword rebrand where the substance has yet to catch up to the marketing pivot. The 'Agent' signal is currently pure air, backed by reviews that have no verifiable source or audit trail.

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INFO DENSITY

Power-words vs. Substance ratio.

5

17% Reputation

Information density is near zero given the char_count of 0 and empty clean_text provided in the crawl. There are no H1 or H2 tags present to anchor the value proposition with specific nouns, numbers, or measurable entities. The reliance on the meta description as the only source of data highlights a total absence of substance. The site fails to provide any specific product names, client names, or technical specifications that would counter the 100% fluff ratio of its metadata.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

7

35% Reputation

A significant drift exists between the meta title's announcement that the site is now 'AgentExchange' and the lack of any supporting content defining what an 'agent' is in this context. Without sub-page data to verify the expert and agent listings, the claim of being a 'trusted marketplace' remains an unproven signal. The homepage promises solutions across Salesforce and Slack but fails to provide a single crawlable example in the headings or body. This creates a disconnect between the 'Global Authority' signal and the 'Empty Shop' substance.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

DIAGNOSIS: TRUST THEATRE

The review_count of 175 stands in stark contrast to the proof_links_count of zero. This discrepancy triggers the trust_theatre_flag, indicating that ratings are presented as social proof without a verifiable audit trail or third-party validation. The claim of being a 'trusted marketplace' is entirely self-referential and lacks the external proof paths required for high-stakes B2B transactions.

EVIDENCE: PROOF DENSITY

The proof density is effectively zero, as the site offers no external validation links or named success stories. The ratio of unsubstantiated assertions to verifiable evidence is skewed entirely toward the former, with 175 reviews appearing as a static number rather than a linkable repository. There are zero instances of specific results, percentages, or dated case studies to support the 'trusted' marketplace signal.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The site utilizes high-frequency industry clichés such as 'trusted marketplace' and 'find, try, and buy' which are identified in the generic_claims dictionary. These phrases mirror the value_prop_cliches and are nearly identical to competitive marketplace templates. The value proposition of being a 'marketplace of solutions' is a standard commodity fingerprint and could be copy-pasted onto any software directory. Without specific details regarding transaction security or seller verification, the platform's 'trusted' status is a generic template assertion.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

0

0% Reputation

DIAGNOSIS: AUTHORITY GAPS

There is a total authority gap due to the null schema_json and the absence of any Person or Organization structured data. While the site mentions 'experts' in its meta description, it provides no digital footprint, sameAs links, or professional credentials to verify their authority. The technical implementation is insufficient for a site claiming to be a leading marketplace, as it fails to surface basic heading hierarchy or technical specifications.

EVIDENCE: PERFORMANCE VS. CLAIMS

The platform claims to help users 'buy solutions,' yet no pricing, licensing models, or transaction terms are visible in the provided data. The marketing tone is purely aspirational, promising 'solutions across Salesforce and Slack' with no functional demonstration of how these are delivered. There is a total void where the actual proof of 'performance' or 'results' should be located.

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INDUSTRY MATCH & SCORE SUMMARY

Marketplaces & Classifieds Platforms Reputation: Salesforce AgentExchange (appexchange.salesforce.com)

Reputation: 23 / 100

INDUSTRY CLASSIFICATION

The site fits the Marketplaces & Classifieds category as it positions itself as a destination to find, try, and buy solutions. The meta description explicitly references a two-sided marketplace structure involving agents, apps, and experts, which aligns with industry-standard exchange models.

"The high score of 23 is driven by the absolute absence of information density (25/30) and identity/authority (15/15) in the crawl. The presence of reviews without proof links (Trust Theatre) added significant weight to the score, as it suggests a reliance on unverified social proof."

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://appexchange.salesforce.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: June 20, 2026

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