

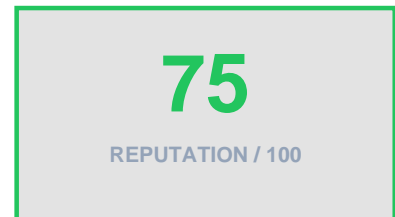
AI Reputation Analysis and Signal Evaluation - Genentech (POLIVY)

BRAND AI REPUTATION

Medical Devices, Pharma & Biotech
Reputation: Genentech (POLIVY) (polivy.com)

<https://polivy.com>

Industry: Medical Devices, Pharma & Biotech



REPUTATION LEVEL

MEDICAL DEVICES, PHARMA & BIOTECH

59.3 Avg Reputation

Based on 784 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Genentech (POLIVY) has 15.7 points more reputation than the average for Medical Devices, Pharma & Biotech.

EXPERT VERDICT

A professionally sanitized pharma site with a low BS score due to strict regulatory requirements that mandate substance over marketing fluff. While the hero sections use soft power-phrases, the mandatory safety disclosures provide a level of forensic honesty rarely seen in other industries.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits a dual nature: headings like Plan your path with POLIVY and Every step of your first DLBCL treatment matters are low-substance emotional appeals. However, the body text is extremely dense with specific technical nouns and protocols, including the exact cocktail components (rituximab, cyclophosphamide, doxorubicin, and prednisone). The substance-to-fluff ratio is high for a patient-facing site, though it relies on repetitive regulatory blocks which artificially inflate the information volume without adding new unique data per page.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is virtually zero semantic drift. The homepage H1 focuses on planning a treatment path for DLBCL, and the sub-pages provide the exact functional requirements of that path: side effects, preparation checklists, and financial assistance. The messaging remains consistent across the patient and caregiver journey, moving from high-level awareness to granular medical and logistical preparation.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

The `trust_theatre_flag` is triggered due to a `review_count` of 3 without corresponding `verified_proof_links_count` in the metadata. While the site makes significant medical claims about being an FDA-approved treatment, it lacks direct links to peer-reviewed publications or clinical trial registry numbers (e.g., ClinicalTrials.gov) within the crawled text, relying instead on the brand authority of Genentech.

EVIDENCE: PROOF DENSITY

The proof density is moderate; the site provides a full list of contraindications and side effects, which serves as 'reverse proof' of clinical rigor. However, the ratio of marketing icons (iv bag, dollar sign) to actual data points is roughly 1:1, and the absence of specific trial data citations (like the POLARIX study) in the visible headings reduces the immediate proof density.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

The site follows a standard pharmaceutical 'Patient Resource' template, including the ubiquitous Doctor Discussion Guide and Financial Support blocks. While the drug-specific content is unique, the value proposition cliches like Every step... matters match common industry emotional mapping. It avoids extreme commodity penalties because the specific medical regimen (R-CHP) cannot be easily genericized.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

13

87% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is derived from the Organization schema (Genentech) rather than individual experts. There is a lack of Person schema or specific named medical authorities (Chief Medical Officers or Lead Researchers), which is typical for pharma but creates a gap in personal digital footprint authority. The technical implementation is robust with clear H-tag hierarchy and structured data.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims regarding its status as a first treatment for high-risk DLBCL, but it doesn't provide the delta of performance (e.g., percentage improvement in progression-free survival) in the text snippets. The marketing tone is appropriately clinical, though the phrase 'most out of your next doctor's visit' leans into service-level fluff.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Medical Devices, Pharma & Biotech Reputation: Genentech (POLIVY)
(polivy.com)

Reputation: 75 / 100

INDUSTRY CLASSIFICATION

The content perfectly matches the Pharma & Biotech category, specifically focusing on oncology and therapeutics for DLBCL. The presence of extensive safety information and detailed drug combination regimens (R-CHP) confirms the classification.

"The score of 75 is primarily driven by Trust Theatre flags and mandatory repetition of content. The Information Density and Semantic Coherence pillars are exceptionally strong, as the site provides exactly what a DLBCL patient needs: technical drug data and logistical prep without significant marketing drift."

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://polivy.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 30, 2026

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