

AI Reputation Analysis and Signal Evaluation - Text, Inc.

BRAND AI REPUTATION

Software, SaaS & Tech Products Reputation: Text, Inc. (text.com)

https://text.com

Industry: Software, SaaS & Tech Products



REPUTATION LEVEL

SOFTWARE, SAAS & TECH PRODUCTS

66.9 Avg Reputation

Based on 1129 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Text, Inc. has 11.1 points more reputation than the average for Software, SaaS & Tech Products.

EXPERT VERDICT

Text, Inc. delivers a high-substance, low-BS experience by trading vague productivity promises for hard revenue metrics. While the language is polished marketing-speak, it is consistently anchored by named clients and specific AI workflows. This is a rare example of a company that actually defines what its AI does (Skills) rather than just claiming it is magic.

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INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site maintains a relatively high substance-to-fluff ratio by anchoring vague H1 headings like Great service sells with immediate, hard-metric sub-headers. Specific figures such as \$1.5M Revenue in last 6 months and 73% AI resolution rate provide concrete anchors for the marketing claims. However, information density is slightly diluted by constant concept repetition; the value proposition of turning support into revenue is rephrased across all four analyzed pages with minimal additive technical detail. Body passages like AI recommends, qualifies, and closes ? on its own lack granular explanation of the underlying logic, relying instead on marketing outcomes.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

The semantic alignment between the homepage and sub-pages is exceptionally tight. The homepage promises a shift from cost-cutting to profit-making, and the feature pages for AI Agent and AI Help Desk deliver on this by detailing specific skills like Subscription Rescue and Product Insurance Upsell. There is no observed drift from the Enterprise-grade security claim to the actual product implementation, as the site lists specific technical certifications (SOC2, PCI DSS) and the schema reflects a company with 250-350 employees and a 20-year parent company history.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal as the `trust_theatre_flag` is false across all pages. The `review_count` (ranging from 6 to 11) is modest and matched with `proof_links_count`, indicating these aren't just fabricated numbers. The site uses massive brand logos (PayPal, IKEA, McDonald's) which usually triggers a red flag, but these are backed by specific (though limited) outcome stats like the Wembley Stadium \$1.5M revenue claim, which moves the content from theatre to actual proof.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every two marketing claims, there is typically one specific skill example (e.g., Checkout Coupon Issuer) or one named client logo. The inclusion of technical compliance badges (CCPA, GDPR, SOC2) and external review links to G2 and Gartner (found in schema) provides the external validation required to balance the high-octane marketing tone.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site heavily utilizes industry clichés including AI-powered, omnichannel, and enterprise-grade. The value proposition?converting customer service into a revenue engine?is currently a common pivot among high-end conversational AI platforms (e.g., Intercom, Ada), making it a competitive but not entirely unique positioning. Boilerplate template sections like Frequently asked questions are present, though they are customized with specific product workflows rather than generic text.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority gaps are virtually non-existent. The schema_json provides detailed Person records for founders Mariusz Ciepły and Szymon Klimczak, including LinkedIn sameAs links. Named employees like Jan Biały (Workflows Manager) and Damian Tawrel (AI Agent Manager) are presented as experts, lending human authority to the AI claims. The technical implementation of the site, including complex nested JSON-LD and clean heading hierarchies, matches its positioning as a high-tier tech provider.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a minor disconnect in the repetition of the same three proof points (Wembley, Sephora, Stratco) across all features. While these metrics are impressive, using the exact same +25% Average order value stat on the Homepage, AI Agent page, and Inbox page suggests a limited pool of verified success stories for a company claiming 30,000+ teams. The claim of being trained in minutes for revenue generation 24/7 is a bold performance assertion that lacks a detailed methodology or 'time-to-value' study.

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INDUSTRY MATCH & SCORE SUMMARY

Software, SaaS & Tech Products Reputation: Text, Inc. (text.com)

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Software, SaaS & Tech Products industry, specifically focusing on AI-driven customer service and sales automation. The presence of detailed JSON-LD schema for a Corporation and WebApplication further confirms this classification.

"The score of 78 is driven primarily by high cliché density (Commodity Fingerprint) and repetitive messaging (Information Density). The site avoids a higher BS score due to its exceptional technical authority, transparent schema, and the use of named experts and verified revenue metrics which provide the 'substance' required to back its 'signal'."

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://text.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 19, 2026

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