

Trust Stack Rating Report

Brand: testbrand

| | |
|-------------------------|--------------------------------------|
| Report ID: | 85b1289d-d3a8-4efa-a5db-6d2951c57af8 |
| Generated: | 2025-11-12T22:47:35.510845 |
| Analysis Period: | Current Run |
| Data Sources: | brave |
| Rubric Version: | v2.0-trust-stack |

Summary

Average Rating: 50.0/100

Total Content Analyzed: 1

Rating Distribution: 0 Excellent | 0 Good | 1 Fair | 0 Poor

Executive Summary: Average content rating of 50.0/100 indicates fair brand content quality across 1 analyzed items.

Executive Summary

Overall Assessment: Fair

Out of 1 content items analyzed, your brand achieved an average Trust Stack Rating of **50.0/100**, indicating fair content quality that requires attention. Only 0 items (0.0%) achieved excellent ratings, while 0 items (0.0%) demonstrate poor quality. Significant improvements are needed to enhance trust signals and content credibility.

Key Recommendation: To mitigate weak origin tracking and metadata, you should implement structured metadata (schema.org markup), add clear author attribution, and include publication timestamps on all content. This will help move your rating from Fair to Good or Excellent.

Trust Stack Rating Scale

| Rating Band | Score Range | Description |
|-------------|-------------|--|
| ■ Excellent | 80-100 | High-quality, verified content with strong trust signals |
| ■ Good | 60-79 | Solid content with minor improvements needed |
| ■ Fair | 40-59 | Moderate quality requiring attention and improvements |
| ■ Poor | 0-39 | Low-quality content needing immediate review and action |

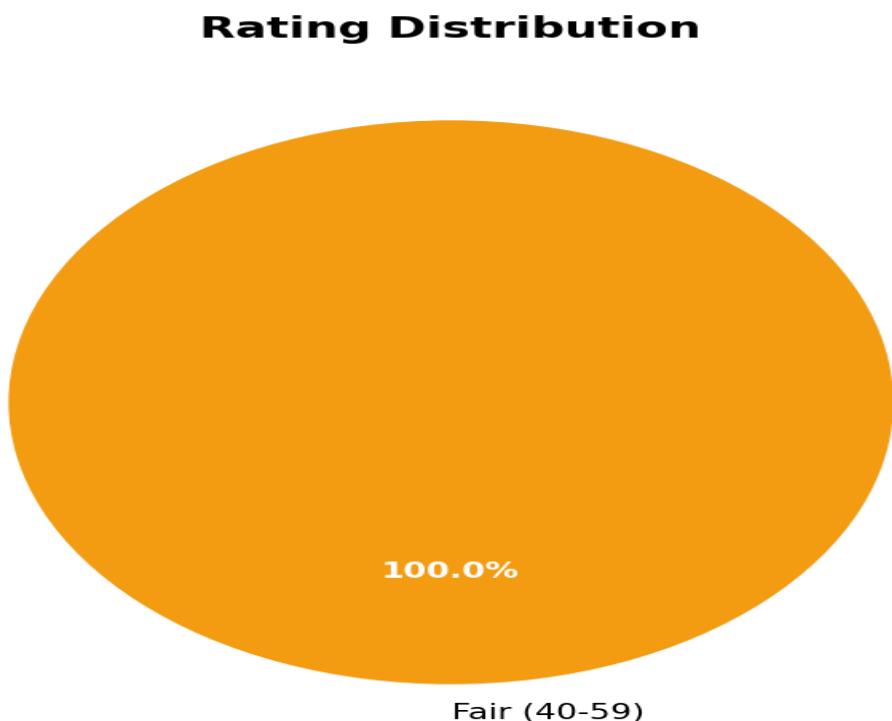
6D Trust Framework Overview

Each content item is evaluated across six trust dimensions using a comprehensive 0-100 scoring rubric. The dimensions measure: **Provenance** (origin and traceability), **Verification** (factual accuracy), **Transparency** (disclosure and clarity), **Coherence** (cross-channel consistency), **Resonance** (audience engagement), and (machine discoverability). The comprehensive rating is calculated as a weighted average across all five dimensions.

Visual Overview

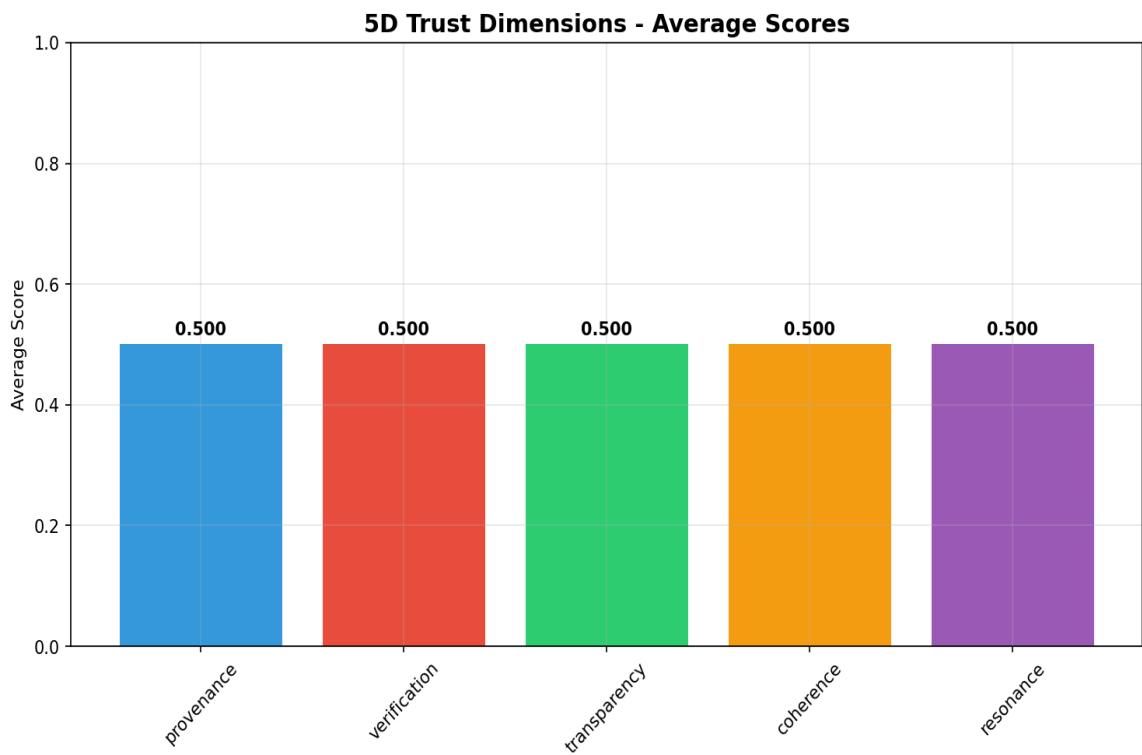
Rating Distribution

The chart below shows how your 1 content items are distributed across rating bands.



5D Trust Dimensions Scores

The radar chart below visualizes your brand's performance across all six trust dimensions. Scores closer to the outer edge indicate stronger performance in that dimension.



Summary Statistics

| Metric | Value |
|-----------------------|------------|
| Total Content Items | 1 |
| Average Rating | 50.0/100 |
| Excellent Items (80+) | 0 (0.0%) |
| Good Items (60-79) | 0 (0.0%) |
| Fair Items (40-59) | 1 (100.0%) |
| Poor Items (0-39) | 0 (0.0%) |

Dimension Deep Dive

This section analyzes your brand's performance in each trust dimension with specific examples from your content and actionable recommendations for improvement.

■ **Provenance**

Measures the origin, traceability, and metadata integrity of content.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:

→ Add author attribution and publication timestamps to content that lacks them.

✓ **Verification**

Evaluates factual accuracy and verifiability against trusted databases.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:

→ Add more citations and references to verifiable external sources.

■ **Transparency**

Assesses disclosure practices, clarity, and attribution.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:

→ Improve disclosure statements and add clearer attribution for sourced information.

■ **Coherence**

Measures consistency across channels and over time.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:

→ Review messaging consistency across channels and align visual branding.

■ **Resonance**

Evaluates cultural fit and organic engagement.

Performance: Moderate | **Average Score:** 50.0/100 | **Range:** 50.0 - 50.0

Recommended Action:

→ Reduce overly promotional language and increase authentic engagement.

Appendix: Item-by-Item Diagnostic

This appendix provides a comprehensive listing of all analyzed content items with their scores across all dimensions. Use this detailed breakdown to identify specific content pieces that need improvement or that serve as good examples.

| Title | Source | Overall | | | | | | | AI |
|----------|--------|---------|-------|--------|--------|--------|--------|---|----|
| | | Rating | Prov. | Verif. | Trans. | Coher. | Reson. | | |
| Untitled | BRAVE | 50.0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |