

Is adexchanger.com legit? TrustSniffer's high-trust assessment: 90/100

adexchanger.com

Verdict

90

OUT OF 100

HIGH TRUST

adexchanger.com appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Safe for Login

Low Risk

Assessed 2026-07-31 by automated analysis. Classification confidence 55%.

What this site appears to be

AdExchanger is an established trade-news homepage covering programmatic advertising, marketing technology, publishers, agencies, privacy, identity, AI, commerce, CTV, measurement, and related industry events and podcasts. The page promotes editorial articles, sponsored content, newsletters, community membership, advertising opportunities, and professional events.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	10 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	18 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YR2	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

The website is an established trade-news publication serving the advertising and marketing-technology sector, presenting journalism, analysis, podcasts, newsletters, sponsored material, professional events, community membership, and advertising opportunities through a media-supported business model.

Scam/Impersonation Risk

No identity contradictions, phishing behavior, brand impersonation, or other fraud indicators were observed. The homepage functions consistently with a mature industry publication, and its editorial depth, long-established domain provenance, substantial traffic footprint, and clean standing across evaluated threat-intelligence sources provide convergent evidence of legitimacy.

- The domain registration record shows registration on 26 July 2008, making the domain approximately 18.02 years old; the registrar is GoDaddy.com, LLC.
- The homepage contained no login form, hidden form, sensitive-data form, suspicious inline script, clipboard manipulation, wallet interaction, or cloaking behavior.
- External reputation checks recorded 0 malicious and 0 suspicious detections, with no malicious safe-browsing finding or external blacklist hit.
- The domain held a global traffic rank of 49,264 and demonstrated high page authority, consistent with an established specialist publication.

Regulatory Verification Notes

The site presents About Us, Contact Us, contributor, advertising, subscription, and advisory-board pathways that support an identifiable publishing operation. No financial-services licence is claimed, and none is inherently indicated by the observed news, events, sponsorship, or membership model. The available evidence does not establish a specific incorporated legal entity behind the publication, but this is a limited disclosure note rather than a legitimacy concern; private domain registration is likewise an administrative arrangement in this context.

- The homepage navigation identifies About Us, Contact Us, Advertise, Contributor Guidelines, Newsletter, Subscribe, and AdExchanger Advisory Board pages.
- The site's transport encryption uses a domain-validated certificate issued by YR2, valid until 29 September 2026.
- Hosting telemetry records service from AS54113, operated by FASTLY – Fastly, Inc., US.

- The domain registration record lists Domains By Proxy, LLC as the privacy service and shows registration through GoDaddy.com, LLC, with expiry on 26 July 2027.

What to Verify Next

Enterprise onboarding may confirm the contracting entity and applicable terms before purchasing advertising, sponsorship, membership, or event services. Procurement teams should also confirm how sponsored material is labelled, review the privacy policy for data-processing terms, and validate official contact channels through the publication’s established corporate pathways.

- The homepage expressly offers advertising opportunities, subscriptions, community participation, and professional events that may create commercial relationships.
- The site distinguishes editorial formats including news, opinion, contributor content, exclusive reports, and Content Studio material.
- The homepage presents configurable consent controls for essential storage, analytics, personalization, and targeted advertising.
- The publication provides dedicated contact and corporate-information pathways within its primary navigation.

Summary Verdict

The website is legitimate, established, and trustworthy, with multiple independent identity, reputation, provenance, authority, content-quality, and technical-integrity signals supporting that conclusion. No contradictory risk signals were identified.

Infrastructure Integrity

The site is protected through mainstream CDN/WAF infrastructure, and the sole observed address was classified as an edge server rather than a likely origin. This reduces direct origin exposure and supports operational resilience, although protective infrastructure is a mitigating security control rather than independent proof of legitimacy.

Closing Assessment

Normal engagement—including account login, subscriptions, and standard use—is appropriate, with ordinary organizational procurement and privacy review for paid services.

Written analysis generated 2026-07-31 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	UNVERIFIED
Identity score	55/100
Identity verification confidence	30%

- No on-site identity signals detected

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of adexchanger.com.

- The request stayed on adexchanger.com. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-07-26. NOTED
- It is hosted on FASTLY, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	FASTLY - Fastly, Inc., US
Country	US
Server IP	23.185.0.3
Name servers	DARWIN.NS.CLOUDFLARE.COM, PAM.NS.CLOUDFLARE.COM
SSL issuer	YR2
SSL expiry	2026-09-29
Domain age	18.0 years
Domain expiry	2027-07-26
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 10 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about adexchanger.com at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.