

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

bazaarvoice.com

Verdict

90

OUT OF 100

HIGH TRUST

bazaarvoice.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 2026-08-13 by automated analysis. Classification confidence 75%.

What this site appears to be

Official Bazaarvoice marketing page describing its UGC platform, features (ratings & reviews, sampling, creator marketing, syndication), case studies, and a lead-capture form for enterprise sales inquiries.

Evidence status and limitations

- Evidence completeness: UNKNOWN
- The real-world operator identity was not independently verified.
  - 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<br>VirusTotal                              | CLEAR |
| Google Safe Browsing      | Not listed<br>Google                                       | CLEAR |
| Abuse reports on the host | 0 reports<br>AbuseIPDB; shared hosting inflates this count | NOTED |
| Domain age                | 21 years old<br>Registered history                         | CLEAR |
| Web archive               | Archived since 2005<br>5000 snapshots                      | CLEAR |
| Certificate               | Encrypted connection<br>Issued by YR2                      | NOTED |

## The page as captured

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No screenshot is retained for this report.

## Key findings

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- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2005.
- No flags from the reputation services TrustSniffer consulted at assessment time.

## Full analysis

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### Overview

Bazaarvoice.com is a corporate B2B SaaS marketing website presenting Bazaarvoice's user-generated-content platform for brands and retailers, including ratings and reviews, product sampling, creator marketing, social and contextual commerce, content syndication, insights, and enterprise sales inquiries through a lead-capture form.

### Scam/Impersonation Risk

No contradictions were observed: the available evidence shows no phishing, impersonation, malicious-reputation, or confirmed blacklist indicators. The site's content is coherent with an established enterprise software business, uses a professional marketing structure, and presents a non-sensitive sales inquiry form rather than a login, payment, or wallet-connection workflow. Some browser activity involved external requests that were not allowlisted, but this was not accompanied by cloaking, hidden forms, password collection, wallet activity, clipboard manipulation, or other abuse patterns, so it is a limited behavioral observation rather than evidence of impersonation. The apparent legitimacy is strong, although the real-world operator identity remains independently unverified.

#### EVIDENCE

- The homepage presents a coherent corporate SaaS proposition and a lead-generation form without a login or sensitive-data form.
- Domain registration records show creation on 2005-04-20T14:22:51Z and an age of 21.33 years.
- Web archives record 5,000 snapshots across 19 tracked years, from 2005-08-12T23:51:59Z through 2023-04-05T12:18:00Z.
- External reputation results recorded 0 malicious and 0 suspicious detections, with no blacklist or phishing result identified.

### Regulatory Verification Notes

The site presents itself as a commercial software provider rather than a regulated financial service. The supplied content does not present a regulatory license or registration number, so licensing is not a relevant basis for treating the site as fraudulent but remains a disclosure item for enterprise procurement. The page identifies the Bazaarvoice business, while independent evidence linking the website to a specific real-world operator is not conclusive; therefore, legitimacy is best described as apparent and evidence-consistent rather than proven. Positive establishment indicators include long-term registration through MarkMonitor, Inc., a strong global traffic

footprint, sustained archival continuity, clean external reputation, and valid transport encryption. A mid-level page-authority signal is supportive context only and does not independently establish legal identity.

#### EVIDENCE

- Registration records identify MarkMonitor, Inc. as registrar and Bazaarvoice, Inc. as the recorded organization; expiration is 2027-04-20T14:22:51Z.
- Hosting telemetry records AS54113, FASTLY - Fastly, Inc., US.
- The site's TLS certificate is issued by YR2, uses DV validation, and is valid to 2026-09-13T04:22:49+00:00.
- The site is recorded at traffic rank 2118 and is within the top 1,000,000 sites.

#### What to Verify Next

Before credential or payment interactions, an enterprise counterparty should independently confirm the contracting entity, authorized sales representatives, applicable terms, privacy documentation, refund or cancellation provisions, and payment-protection arrangements through established corporate channels. Any claimed corporate relationship should be checked against independently sourced company information rather than relying solely on statements presented on the website. For procurement involving regulated customers, the relevant compliance team should also determine whether the proposed service requires any sector-specific registration or contractual controls.

#### EVIDENCE

- The homepage is structured for product marketing and enterprise sales lead capture rather than direct consumer checkout.
- The available content describes software licensing, sampling, creator-marketing, and professional-services activity, making contracting-entity and service-term review the relevant diligence focus.
- No sensitive form, password field, wallet connection, or payment workflow was detected in the reviewed page behavior.

#### Summary Verdict

The overall posture is high trust and low risk, with evidence strongly consistent with an established, apparently legitimate enterprise website. No scam or impersonation contradiction was identified. The principal qualification is that independent operator identity verification is incomplete, so the positive assessment should not be treated as proof of legal ownership.

#### Infrastructure Integrity

The site is protected by Fastly's CDN/WAF infrastructure, with delivery through edge servers and potential origin candidates observed in the resolution data. This architecture reduces direct exposure of the application infrastructure and is a mitigating security signal, but protective hosting alone does not establish legitimacy.

#### EVIDENCE

- Fastly CDN/WAF protection was observed, with three edge IPs identified: 23.185.0.4, 2620:12a:8000::4, and 2620:12a:8001::4.
- The observed edge addresses resolve through AS54113; two additional potential origin candidates were identified in the infrastructure assessment.

### Closing Assessment

Ordinary browsing and business engagement are proportionate to the assessed posture, while independent confirmation of the contracting entity and commercial terms should precede credential submission, payment, or material contractual commitment.

Written analysis generated 2026-08-13 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 | 30/100 |
|----------------|--------|

|                                  |     |
|----------------------------------|-----|
| Identity verification confidence | 50% |
|----------------------------------|-----|

- 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 bazaarvoice.com.

- The request stayed on bazaarvoice.com. It was not redirected to another domain. CLEAR
- Registration is published under MarkMonitor, Inc.. CLEAR
- DNS for this domain is served by akam.net, across 6 name servers. NOTED
- The registration is paid up to 2027-04-20. NOTED
- The earliest public archive of this site is from 2005-08-12. CLEAR
- It is hosted on FASTLY, from a server in US. NOTED

### Domain intelligence

|           |                   |
|-----------|-------------------|
| Registrar | MarkMonitor, Inc. |
|-----------|-------------------|

|         |                           |
|---------|---------------------------|
| Hosting | FASTLY - Fastly, Inc., US |
|---------|---------------------------|

|         |    |
|---------|----|
| Country | US |
|---------|----|

|           |                  |
|-----------|------------------|
| Server IP | 2620:12a:8001::4 |
|-----------|------------------|

|                    |                                                                                                    |
|--------------------|----------------------------------------------------------------------------------------------------|
| Name servers       | A1-191.AKAM.NET, A10-64.AKAM.NET, A11-65.AKAM.NET, A13-66.AKAM.NET, A2-67.AKAM.NET, A6-64.AKAM.NET |
| SSL issuer         | YR2                                                                                                |
| SSL expiry         | 2026-09-13                                                                                         |
| Domain age         | 21.33 years (continuous registration)                                                              |
| Domain expiry      | 2027-04-20                                                                                         |
| Archive first seen | 2005-08-12                                                                                         |
| Archive snapshots  | 5000                                                                                               |
| Reputation         | VirusTotal: 0 flagged   AbuseIPDB: 0 reports   Google Safe Browsing: 0 matches                     |

## About this assessment

A trust score summarises the evidence TrustSniffer could collect about bazaarvoice.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.

**This report online:** <https://trustsniffer.com/report/bazaarvoice.com> · assessed 2026-08-13