

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

blackfriday.com

Verdict

100

OUT OF 100

HIGH TRUST

blackfriday.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 45%.

What this site appears to be

Editorial Black Friday deals and shopping guide (BlackFriday.com) with retailer ad scans, deal listings, and newsletter signup; monetized via affiliate links and advertising.

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                | 25 years old<br>Registered history                         | CLEAR |
| Web archive               | Never archived<br>No public history of this site           | WATCH |
| Certificate               | Encrypted connection<br>Issued by WE1                      | 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).
- No flags from the reputation services TrustSniffer consulted at assessment time.
- The operator behind the site could not be independently connected to a real-world brand or person.

## Full analysis

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### Overview

BlackFriday.com is an editorial shopping and deal-discovery website presenting Black Friday and Cyber Monday retailer advertisements, sale listings, product categories, shopping news, and newsletter alerts. Its apparent business model is affiliate referral activity and advertising rather than direct retail sales or regulated financial services.

### Scam/Impersonation Risk

No scam, phishing, blacklist, brand-impersonation, or conflicting-identity indicators were observed. The homepage's retailer-focused editorial structure, visible affiliate disclosure, and newsletter-only form are consistent with the stated shopping-guide model; no login, password, wallet, or other sensitive submission mechanism was identified. External reputation checks were clean, and the site has a long-established registration and a top-tier global traffic footprint. Observed external requests and advertising activity are proportionate to an advertising-supported content site and did not coincide with cloaking, hidden forms, credential capture, or other abuse patterns.

#### EVIDENCE

- Domain registration: blackfriday.com was created on 2001-06-28 and is approximately 25.14 years old.
- External reputation: 0 malicious and 0 suspicious detections were recorded across the evaluated checks; the domain is ranked 2242 and is in the top 1 million globally.
- Homepage: the available form is a newsletter signup, with no login form, hidden form, password submission, or wallet activity detected.
- Homepage behavior: cloaking, clipboard hijacking, credential-exfiltration forms, and wallet-drainer behavior were not detected.

### Regulatory Verification Notes

Available evidence is consistent with an established, apparently legitimate editorial affiliate publisher, but the real-world operator identity is not independently verified. The site presents retailer ad scans, deal guidance, shopping news, and affiliate-linked promotions; it does not present itself as a regulated financial or investment service. The supplied page findings show affiliate disclosures, while no license claim or registration number is evidenced. That is a transparency item for ordinary commercial due diligence, not an indication of impersonation or fraud. No adverse broker-reputation match was identified.

#### EVIDENCE

- Homepage: the stated business model is editorial shopping guidance monetized through affiliate referrals and advertising.
- Homepage navigation: About and Contact pages are provided alongside retailer, deals, news, and ad-scan sections.
- Hosting infrastructure: served on AS13335, Cloudflare.
- Transport security: TLS certificate issued by WE1 at DV validation level, valid to 2026-10-11.

#### What to Verify Next

Before any credential or payment interaction associated with the site or a linked retailer, independently confirm the publisher or merchant identity, review the applicable return and cancellation terms, and use payment methods with appropriate consumer protection. For higher-value purchases, confirm that the final transaction occurs with the intended retailer rather than relying solely on an affiliate referral path. Contact details and commercial disclosures should be cross-checked through an independent channel where the transaction is material.

#### EVIDENCE

- Homepage: retailer deal listings and affiliate-linked promotions create a separation between the editorial publisher and the final merchant.
- Homepage: the newsletter signup is the only identified form, so any later credential or payment request should be assessed as a separate interaction.
- About and Contact pages: these are the relevant locations for confirming publisher information before material commercial engagement.

#### Summary Verdict

The overall posture is high trust and low risk, with the available evidence strongly consistent with an established, apparently legitimate website. The principal qualification is that the evidence does not independently verify the real-world operator behind the site.

#### Infrastructure Integrity

Cloudflare provides the site's CDN and WAF protection, and the observed addresses are CDN edge infrastructure rather than an exposed origin server. This reduces direct origin exposure and is a mitigating infrastructure signal, although protective hosting alone does not establish operator legitimacy.

#### EVIDENCE

- CDN/WAF: Cloudflare protection was identified, with observed edge IPs 104.17.130.199, 104.17.133.199, 104.17.134.199, and 104.17.131.199.
- Origin posture: the origin server address was not observed; all identified addresses belonged to CDN edge infrastructure.

## Closing Assessment

Normal browsing and ordinary deal research are proportionate; before credentials or payment details are submitted, independent checks of the relevant merchant identity, return terms, and payment protections should be completed.

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 blackfriday.com.

- The request stayed on blackfriday.com. It was not redirected to another domain. CLEAR
- Registration is published under CSC Corporate Domains, Inc.. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2029-06-28. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

## Domain intelligence

|                    |                                                |
|--------------------|------------------------------------------------|
| Registrar          | CSC Corporate Domains, Inc.                    |
| Hosting            | CLOUDFLARENET - Cloudflare, Inc., US           |
| Country            | US                                             |
| Server IP          | 2606:4700::6811:82c7                           |
| Name servers       | ARIA.NS.CLOUDFLARE.COM, OWEN.NS.CLOUDFLARE.COM |
| SSL issuer         | WE1                                            |
| SSL expiry         | 2026-10-11                                     |
| Domain age         | 25.14 years (continuous registration)          |
| Domain expiry      | 2029-06-28                                     |
| Archive first seen | Not available                                  |

|                   |                                                                                |
|-------------------|--------------------------------------------------------------------------------|
| Archive snapshots | 0                                                                              |
| 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 blackfriday.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/blackfriday.com> · assessed 2026-08-13