

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

comparethemarket.com

Verdict

100

OUT OF 100

HIGH TRUST

comparethemarket.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 2026-08-02 by automated analysis. Classification confidence 45%.

What this site appears to be

Compare the Market is a UK comparison platform for insurance, money, utilities, broadband, and related consumer services. It promotes comparison shopping, app-based rewards, personalized renewal deals, and transparent provider-funded monetization.

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	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	22 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by Amazon RSA 2048 M01	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).
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Compare the Market is an established UK comparison platform for insurance, financial products, utilities, broadband, and related consumer services. It presents comparison-shopping tools, app-based rewards, renewal offers, and provider-funded switching services intended to help consumers select and purchase household and financial products.

Scam/Impersonation Risk

No contradictions were observed across the site's identity, content, behavioral, and reputation signals. The homepage presents a coherent commercial comparison model, with no detected phishing behavior, brand impersonation, malicious content, or suspicious forms. The site's long-established registration further supports continuity of identity.

- Homepage: no brand-impersonation, phishing, hidden-form, or wallet-drainer indicators were detected.
- External reputation checks: no malicious or suspicious detections, blacklist matches, or abuse reports were recorded.
- Domain registration: registered 2004-09-21; approximately 21.87 years old.

Regulatory Verification Notes

The site presents legal, regulatory, contact, and support information, and the page analysis describes FCA authorization. The available record does not provide a license number or independently verified registration reference, so this is a limited disclosure point for formal due diligence rather than evidence of deceptive conduct. Provider-funded monetization is explained as compensation received when users switch or purchase, with displayed prices stated not to change as a result.

- Legal and regulatory pages: legal identity, FCA authorization, contact details, and extensive support content are presented.
- Hosting infrastructure: served from AS16509 (AMAZON-02 - Amazon.com, Inc., US).
- Transport encryption: TLS certificate issued by Amazon RSA 2048 M01, domain validation (DV), valid to 2027-02-01.

What to Verify Next

For regulated procurement or high-value partnership decisions, confirm the stated FCA status against the relevant official register and match the registered entity to the legal information published on the site. Independently confirm official support and contact channels before exchanging sensitive business documentation.

- Legal and regulatory pages: use the published entity and authorization details as the basis for registry matching.
- Contact and support pages: independently validate the official communication channels.
- Business-model disclosures: reconcile provider-funded compensation terms with procurement or compliance requirements.

Summary Verdict

The site presents as legitimate, established, and suitable for normal interaction, including account login and standard use. Its consistent identity, mature consumer-service content, clean reputation, and coherent operating model support a high-confidence trust posture.

Infrastructure Integrity

The site is hosted through Amazon infrastructure and uses a valid Amazon-issued DV TLS certificate with substantial remaining validity. This provides a sound transport and hosting baseline and mitigates common exposure risks, while remaining a supporting control rather than proof of legitimacy.

Closing Assessment

Normal browsing, account access, comparisons, and standard transactions are appropriate; formal counterparties should complete their usual registry and entity checks before institutional engagement.

Written analysis generated 2026-08-02 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	LIKELY
Identity score	80/100
Identity verification confidence	80%

- Trusted social count=4

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 comparethemarket.com.

- The request stayed on comparethemarket.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 awsdns-35.org, across 4 name servers. NOTED
- The registration is paid up to 2027-06-25. NOTED
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	CSC Corporate Domains, Inc.
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	3.174.113.45
Name servers	NS-1306.AWSDNS-35.ORG, NS-2010.AWSDNS-59.CO.UK, NS-303.AWSDNS-37.COM, NS-986.AWSDNS-59.NET
SSL issuer	Amazon RSA 2048 M01
SSL expiry	2027-02-01
Domain age	21.9 years
Domain expiry	2027-06-25
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 comparethemarket.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/comparethemarket.com> · assessed 2026-08-02