

Is cool.co legit? TrustSniffer's high-trust assessment: 93/100

cool.co

Verdict

93

OUT OF 100

HIGH TRUST

cool.co appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-02 by automated analysis. Classification confidence 55%.

What this site appears to be

A B2B advertising technology page presenting COOL AI measurement, attribution, creative optimization, media activation, incrementality, and attention analytics capabilities, with links to company information, resources, legal policies, and a newsletter signup.

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	12 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	16 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by WE1	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 a B2B advertising-technology platform presenting COOL AI capabilities for measurement, attribution, creative automation, media activation, publisher solutions, and campaign optimization across CTV, digital, social, and search channels. Its apparent business model is enterprise software, managed marketing services, or platform usage fees for brands, agencies, and publishers.

Scam/Impersonation Risk

No contradictions, phishing indicators, impersonation signals, or confirmed malicious reputation findings were observed. The principal page presents a coherent B2B SaaS offering, contains no login or sensitive-data form, and limits interaction to a newsletter subscription; its claims concern campaign measurement and optimization rather than high-risk financial activity. The site therefore presents no evidence of scam or impersonation behavior.

- The measurement-and-attribution page identifies COOL AI, omnichannel attribution, creative optimization, and campaign-performance analytics.
- The page contains one newsletter-subscription form, with no login form, hidden form, or password-external submission detected.
- The domain was registered in 2010 and is approximately 16.44 years old.

Regulatory Verification Notes

The site presents company-information, contact, resource, and legal-policy navigation consistent with a corporate B2B service. No regulated-finance offering or licensing claim is evidenced in the supplied content; where procurement or sector-specific compliance requires formal registration, that status should be confirmed independently. Third-party reputation context provides no matched broker concern, while the site's transport security and established registration support its operational legitimacy.

- Hosted on AS13335 (Cloudflare, Inc., US).
- TLS certificate issued by WE1 at DV validation level, valid to 2026-10-26.
- The page describes enterprise advertising technology and marketing services rather than a regulated financial product.

What to Verify Next

For enterprise onboarding, confirm the contracting legal entity, applicable data-processing terms, and any sector-specific compliance requirements through the site's official company and legal pages. For material commercial engagements, validate the authorized counterparty and payment instructions through an independently sourced corporate channel.

- The site provides About, Who We Are, Contact Us, and legal-policy navigation.
- The page identifies brands, agencies, and publishers as intended solution audiences.
- The supplied content does not establish a license number or regulated-service authorization.

Summary Verdict

The website has a high-trust posture supported by coherent corporate content, stable operation, established registration, clean reputation indicators, and no observed contradiction or abuse pattern. It is appropriately classified as a legitimate, established B2B advertising-technology service.

Infrastructure Integrity

The site is protected by Cloudflare CDN/WAF infrastructure and resolves through AS13335, with observed edge hosting in the United States. This architecture mitigates direct exposure of the service origin and is a positive protective factor, although infrastructure protection alone does not establish legitimacy.

Closing Assessment

Normal interaction, including account access where offered and standard business use, is appropriate; routine contractual and compliance checks remain suitable for enterprise onboarding.

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	UNVERIFIED
Identity score	30/100
Identity verification confidence	25%

- 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 cool.co.

- The request stayed on cool.co. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR
- DNS for this domain is served by domaincontrol.com, across 2 name servers. NOTED
- The registration is paid up to 2028-02-23. CLEAR

- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	162.159.134.42
Name servers	PDNS12.DOMAINCONTROL.COM, PDNS11.DOMAINCONTROL.COM
SSL issuer	WE1
SSL expiry	2026-10-26
Domain age	16.4 years
Domain expiry	2028-02-23
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 12 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about cool.co 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/cool.co> · assessed 2026-08-02