

Is customer.io legit? TrustSniffer's high-trust assessment: 100/100

customer.io

Verdict

100

OUT OF 100

HIGH TRUST

customer.io 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 2026-08-11 by automated analysis. Classification confidence 55%.

What this site appears to be

Marketing landing page for Customer.io (Peaberry Software, Inc.), describing platform capabilities (journeys, audiences, analytics, AI agent), compliance certifications, case studies, and CTAs for demo/trial.

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 VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0% confidence AbuseIPDB, 48 reports; shared hosting inflates reports	CLEAR
Domain age	15 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YR1	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

Customer.io is a marketing landing page for Peaberry Software, Inc.'s customer-engagement and marketing-automation platform, presenting journeys, audiences, analytics, AI-assisted capabilities, case studies, and commercial calls to action for trials and demonstrations.

Scam/Impersonation Risk

No contradictions were observed: the available evidence shows no phishing, impersonation, malicious-content, or blacklist indicators. The only adverse reputation signal concerns reports associated with shared delivery infrastructure rather than the website itself; that attribution is explicitly discounted because the address is shared and carries no meaningful abuse confidence. The homepage's coherent SaaS presentation, absence of sensitive login forms, and lack of detected brand-impersonation behavior are consistent with an established, apparently legitimate site.

EVIDENCE

- The homepage was classified as a marketing/product page with no detected phishing indicators, hidden forms, sensitive forms, or brand-impersonation pattern.
- The domain was registered on 2011-10-26 and is approximately 14.8 years old.
- The shared delivery address has 48 abuse reports, but is whitelisted, has an abuse-confidence score of 0, and is attributed to shared infrastructure rather than specifically to the website.

Regulatory Verification Notes

The site presents a conventional subscription SaaS business model rather than a financial or other visibly regulated service. Its homepage describes journeys, audiences, analytics, an AI agent, integrations and API capabilities, and security and compliance topics; it offers a 14-day trial without a credit card, cancellation at any time, demos, and paid plans. The statement that the platform is trusted by "9,000+ brands" is a marketing claim rather than independent proof of customer scale. The site identifies Peaberry Software, Inc., and the registration record names Peaberry Software Inc.; this is evidence-consistent but does not independently verify the real-world operator. No licensing or registration number is presented for separate regulatory validation, which is a transparency item for procurement and compliance review rather than an indication of scam activity. The long-established registration, strong traffic footprint, clean external reputation, established page authority, and valid transport encryption collectively support the high-trust assessment.

EVIDENCE

- Hosted on AS16509 (AMAZON-02 - Amazon.com, Inc., US).
- TLS certificate issued by YR1 at DV validation level, valid to 2026-09-22.
- Established traffic ranking recorded at 2,425, within the global top one million.
- The homepage identifies Peaberry Software, Inc. and presents subscription, trial, and demo-based SaaS offerings.

What to Verify Next

Before credential or payment interactions, procurement teams should independently confirm the contracting entity and its authority to provide the service, review the applicable privacy, subscription, cancellation, and service terms, and confirm payment-protection arrangements for any paid plan. Official support and contact channels should be confirmed through an independent route, and any internal compliance requirement for regulated-service status should be checked against the relevant registry.

EVIDENCE

- The site's stated business model is subscription software delivered through trials, demonstrations, paid plans, enterprise contracts, and professional services.
- The homepage provides commercial calls to action but no sensitive form was detected in the captured page.
- The available identity signals connect the website presentation with Peaberry Software, Inc. but do not independently verify the operator.

Summary Verdict

The overall posture is **high trust and low risk**, and the evidence is consistent with an established, apparently legitimate website. No scam or impersonation contradiction was identified, although the real-world operator identity remains independently unverified.

Infrastructure Integrity

The website is protected by CDN/WAF infrastructure, and the observed address belongs to a CDN edge rather than an identified origin server. This provides a meaningful mitigation against direct origin exposure, but remains an infrastructure-control signal rather than proof of business legitimacy.

Closing Assessment

Ordinary use is proportionate to the assessment, subject to independent merchant-identity, subscription-term, and payment-protection checks before credentials or payment details are submitted.

Written analysis generated 2026-08-11 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Signals weighed against the site

- AbuseIPDB: 48 reports on hosting IP 76.76.21.21 (Vercel, Inc, Content Delivery Network), 0% confidence. The reports are attributed to shared infrastructure, not specifically to this website.

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 customer.io.

- The request stayed on customer.io. It was not redirected to another domain. CLEAR
- Registration is published under 1API GmbH. CLEAR
- DNS for this domain is served by awsdns-19.org, across 4 name servers. NOTED
- The registration is paid up to 2026-10-26. NOTED
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	1API GmbH
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	76.76.21.21
Name servers	ns-1181.awsdns-19.org, ns-1893.awsdns-44.co.uk, ns-499.awsdns-62.com, ns-618.awsdns-13.net
SSL issuer	YR1
SSL expiry	2026-09-22
Domain age	14.80 years (continuous registration)
Domain expiry	2026-10-26
Archive first seen	Not available
Archive snapshots	0
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0% confidence, 48 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about customer.io 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/customer.io> · assessed 2026-08-11