

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

emarketer.com

Verdict

90

OUT OF 100

HIGH TRUST

emarketer.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 2026-08-11 by automated analysis. Classification confidence 75%.

What this site appears to be

Corporate research and news site offering subscription-based research products, advisory services, events, and advertising. Page contains navigation, descriptions of products and solutions, recent articles and contact/pricing information.

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 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	30 years old Registered history	CLEAR
Web archive	Archived since 1998 5000 snapshots	CLEAR
Certificate	Encrypted connection Issued by Sectigo Public Server Authentication CA DV R36	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).
- Public web-archive history exists since 1998.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

EMARKETER is a corporate research and news website serving business users through subscription-based research, forecasts, advisory services, events, advertising, and sponsorship offerings. Its homepage presents professional editorial content, marketing and technology insights, product information, pricing and contact pathways, and client-oriented services intended to support commercial strategy and decision-making.

Scam/Impersonation Risk

No contradictions were observed. The site presents a coherent corporate research model, with no detected phishing, brand-impersonation, malicious-content, or blacklist indicators. Browser observations included external requests outside expected allowlists and console errors, but these implementation-level signals were not accompanied by hidden forms, credential-exfiltration forms, cloaking, wallet activity, clipboard manipulation, or other abuse patterns. The available evidence therefore supports an apparently legitimate site rather than a scam or impersonation operation.

EVIDENCE

- The homepage is classified as an informational, corporate research page and contains no reported red flags or suspected brand impersonation.
- External reputation checks returned no malicious or suspicious detections and no blacklist hit for the site.
- The domain was registered in 1997 and is approximately 29.54 years old.
- Historical records show 5,000 archive snapshots spanning 1998–2024, covering 27 tracked years with strong continuity.

Regulatory Verification Notes

The site's apparent business model is commercial research and advisory rather than a financial product or other service for which a regulatory license is necessarily expected. The homepage describes EMARKETER PRO+, forecasts, advisory engagements, events, advertising and sponsorship, and related marketing, retail, technology, and financial-services research. No license claim or registration number is presented in the supplied page content; this is a transparency item for ordinary commercial due diligence, not evidence of deception. The real-world operator remains independently unverified, so the site's apparent legitimacy should not be treated as proof of a particular legal entity.

EVIDENCE

- The homepage identifies subscription research, advisory services, events, advertising and sponsorship as the commercial offering.
- The site's transport encryption uses a DV certificate issued by Sectigo Public Server Authentication CA DV R36, valid through 2027-01-07.
- The site is served from AS14618, Amazon Technologies Inc. / AMAZON-AES, in the United States.
- The registered domain registrar is NAMECHEAP INC, with an expiration date of 2027-02-01.

What to Verify Next

Before entering credentials or committing to a paid subscription, the prospective counterparty should confirm the contracting legal entity, billing entity, cancellation and refund terms, and applicable privacy terms from the site's legal and commercial documentation. Payment should be made through a method offering appropriate dispute and chargeback protections, and official sales or support channels should be confirmed through an independently sourced business contact. Where a specific advisory engagement involves a regulated activity, any applicable license should be checked with the relevant jurisdictional registry.

EVIDENCE

- The homepage provides "Pricing," "Contact Sales," "Become a Client," and "Get a Demo" pathways suitable for confirming the commercial counterparty.
- The homepage presents privacy and cookie-management information for review before account or subscription interaction.
- The site provides login and client-access pathways, making confirmation of the contracting and account-management terms relevant before credential submission.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate website and supports a high-trust, low-risk posture. The conclusion is grounded in convergent provenance, coherent corporate content, clean external reputation, and sound technical operation, while the operator's real-world identity remains independently unverified.

Infrastructure Integrity

The website is protected by AWS CDN/WAF infrastructure, with observed edge addresses associated with AS16509 and AS14618; the origin server was not observable in the analysis. This architecture is a positive exposure-control measure that mitigates direct origin exposure, but it is treated as infrastructure protection rather than proof of legitimacy.

Closing Assessment

Ordinary browsing and business evaluation are proportionate, with independent confirmation of the contracting entity, commercial terms, and payment protections completed before credential or payment interaction.

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.

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 emarketer.com.

- The request stayed on emarketer.com. It was not redirected to another domain. CLEAR
- Registration is published under NAMECHEAP INC. CLEAR
- DNS for this domain is served by nsone.net, across 7 name servers. NOTED
- The registration is paid up to 2027-02-01. NOTED
- The earliest public archive of this site is from 1998-12-03. CLEAR
- It is hosted on AMAZON-AES, from a server in US. NOTED

Domain intelligence

Registrar	NAMECHEAP INC
Hosting	AMAZON-AES - Amazon.com, Inc., US
Country	US
Server IP	18.211.152.42
Name servers	DNS1.P06.NSONE.NET, DNS2.P06.NSONE.NET, DNS3.P06.NSONE.NET, DNS4.P06.NSONE.NET, NS5.DNSMADEEASY.COM, NS6.DNSMADEEASY.COM, NS7.DNSMADEEASY.COM
SSL issuer	Sectigo Public Server Authentication CA DV R36
SSL expiry	2027-01-07
Domain age	29.54 years (continuous registration)
Domain expiry	2027-02-01
Archive first seen	1998-12-03
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 emarketer.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/emarketer.com> · assessed 2026-08-11