

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

ethicalads.io

Verdict

100

OUT OF 100

HIGH TRUST

ethicalads.io 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 75%.

What this site appears to be

EthicalAds presents an established advertising network focused on reaching developers through AI-powered contextual and geographic targeting. It offers advertising campaigns, publisher monetization, transparent reporting, case studies, calculators, documentation, and company policy resources.

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	8.8 years old Registered history	CLEAR
Web archive	Archived since 2019 205 snapshots	CLEAR
Certificate	Encrypted connection Issued by YE2	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: 3 to 10 years (registration continuity).
- Public web-archive history exists since 2019.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

EthicalAds is an established developer-focused advertising network that connects advertisers with developer audiences through AI-powered contextual and geographic targeting, while enabling publishers to monetize their sites through advertising revenue.

Scam/Impersonation Risk

No contradictions were observed across the site's identity, content, behavioral, and reputation signals. The homepage presents a coherent corporate advertising model, with advertiser campaigns, publisher monetization, transparent reporting, customer case studies, and no phishing, credential-harvesting, or brand-impersonation indicators. The site's external reputation checks were clean, and no suspicious contact-channel anomaly was identified.

- The homepage describes developer advertising, contextual targeting, publisher monetization, and transparent campaign reporting.
- The site has 205 archive snapshots spanning 2019–2026, with eight years tracked.
- The domain was registered in 2017 and is approximately 8.77 years old.

Regulatory Verification Notes

The site presents policy, documentation, advertiser, and publisher resources consistent with its stated B2B advertising model. No financial-services license is claimed or required by the described business model, although formal licensing or corporate-registration details are not clearly established in the supplied page evidence and may warrant administrative confirmation for regulated procurement. No broker-profile match was identified in the available third-party context.

- The homepage links to company policy and documentation resources.
- The site's TLS certificate is issued by YE2, uses domain validation (DV), and is valid through 2026-09-14.
- The domain is registered through Cloudflare, Inc.

What to Verify Next

For institutional onboarding, confirm the applicable contracting entity, review the advertiser and publisher terms, and validate the relevant privacy and data-processing documentation. Where required by internal policy, confirm corporate-registration and any jurisdiction-specific advertising obligations through independent records.

- The homepage provides separate advertiser and publisher pathways.

- The site presents documentation, policy resources, calculators, and case studies.
- The business model is described as advertising purchased by advertisers and distributed through publisher sites.

Summary Verdict

The website presents as a legitimate, established, and trustworthy corporate service with a coherent identity, sustained operating history, clean reputation, and no observed contradiction or abuse pattern. Normal interaction, including account login and standard use, is appropriate.

Infrastructure Integrity

The site is protected by Cloudflare CDN/WAF infrastructure, with observed traffic terminating on Cloudflare edge servers rather than a directly exposed origin. The confirmed hosting network is AS13335, operated by Cloudflare, Inc.; this is a mitigating infrastructure signal, not independent proof of legitimacy.

Closing Assessment

Standard business engagement is appropriate, subject to the organization's normal vendor, contractual, privacy, and procurement controls.

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	76/100
Identity verification confidence	76%

- Trusted social count=2

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 ethicalads.io.

- The request stayed on ethicalads.io. It was not redirected to another domain. CLEAR
- Registration is published under Cloudflare, Inc. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-10-26. CLEAR
- The earliest public archive of this site is from 2019-07-23. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	Cloudflare, Inc
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:20::681a:53e
Name servers	ivan.ns.cloudflare.com, tegan.ns.cloudflare.com
SSL issuer	YE2
SSL expiry	2026-09-14
Domain age	8.8 years
Domain expiry	2027-10-26
Archive first seen	2019-07-23
Archive snapshots	205
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 ethicalads.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/ethicalads.io> · assessed 2026-08-02