

Is insurads.com legit? TrustSniffer's high-trust assessment: 80/100

insurads.com

Verdict



insurads.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 2026-08-03 by automated analysis. Classification confidence 70%.

What this site appears to be

InsurAds presents an invitation-based B2B advertising platform that measures user attention time, integrates with publisher ad servers, provides AI-assisted campaign controls, and promotes an assurance product for digital advertising. The page targets publishers, advertisers, and agencies and includes corporate navigation, articles, privacy terms, and application-oriented calls to action.

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	3 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	8.2 years old Registered history	CLEAR
Web archive	Archived since 2019 154 snapshots	CLEAR
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: 3 to 10 years (registration continuity).
- Public web-archive history exists since 2019.
- 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.

Full analysis

Overview

InsurAds is an invitation-based business-to-business advertising-technology platform for publishers, advertisers, and agencies, offering attention-time measurement, publisher ad-server integration, AI-assisted campaign controls, advertising analytics, and a digital-advertising assurance product intended to improve campaign efficiency and publisher revenue.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing behavior, or confirmed malicious activity were observed. The site presents a coherent advertising-technology identity, while its long-established domain, continuous archival presence, substantial global traffic footprint, and clean external reputation collectively provide strong evidence of legitimacy. The homepage contains no login form, sensitive-data form, hidden form, wallet integration, or credential-harvesting mechanism.

- The domain registration record shows registration on 21 May 2018 (~8.21 years old), through Combell NV, with expiry on 21 May 2027.
- The web archive contains 154 snapshots spanning 20 January 2019–15 May 2026 (8 years tracked), with no detected suspicious repurposing or semantic drift.
- External reputation checks recorded 0 malicious and 0 suspicious classifications, no malicious browsing-safety designation, and no external threat listing.
- Independent traffic data places the domain at global rank 10,576; the homepage analysis found no phishing form, hidden sensitive form, brand impersonation, or cryptocurrency-wallet behavior.

Regulatory Verification Notes

The reviewed material identifies a conventional advertising SaaS business rather than a financial, investment, or brokerage service, so the absence of a financial-services licence claim is not intrinsically adverse. The homepage claims that InsurAds is a Google Certified Publishing Partner and describes itself as the “1st and only” platform of its kind, but the supplied pages do not independently substantiate those assertions. Corporate navigation and privacy terms are present, although the available content does not provide sufficiently detailed legal-entity information or published pricing and commercial terms for a full counterparty review. Registration privacy is an ordinary administrative arrangement and does not undermine the otherwise consistent identity evidence.

- The homepage expressly claims Google Certified Publishing Partner status and makes a market-exclusivity claim concerning its attention-management platform.
- The supplied homepage provides corporate navigation, articles, privacy terms, and application calls to action, but does not display pricing or detailed commercial terms.
- The site is served from AS209242 (CLOUDFLARESPECTRUM – Cloudflare London, LLC, US).
- The site’s transport encryption uses a WE1-issued domain-validated TLS certificate, valid to 3 October 2026.

What to Verify Next

A prospective enterprise customer should confirm the legal contracting entity, registered address, governing law, data-processing terms, service levels, and commercial charges during onboarding. The claimed publishing-partner certification should be checked through the relevant independent partner directory, and technical due diligence should establish the destinations and purposes of third-party browser communications before deploying the platform’s script across publisher properties.

- The homepage directs prospective customers through an application-oriented process rather than presenting complete contractual terms.
- The site states that its script is invoked on publisher page views or app views and integrates with publisher ad servers, making deployment-level privacy and security review appropriate.
- Browser testing completed successfully without console errors or cloaking, but observed external requests and posts support documenting third-party data flows during integration review.

Summary Verdict

InsurAds presents as a legitimate, established, and trustworthy advertising-technology website. Its identity, historical continuity, public reach, professional content, and clean threat reputation converge without contradictory signals. Normal interaction, including account login and standard platform use, is appropriate.

Infrastructure Integrity

The website is protected by Cloudflare CDN/WAF infrastructure, with all three observed addresses operating as edge servers and no direct origin-server exposure identified. This reduces origin exposure and provides mainstream delivery and filtering controls, although protective infrastructure is a mitigating security measure rather than independent proof of business legitimacy.

Closing Assessment

Prospective users may engage normally, with standard enterprise onboarding and supplier due diligence applied before contractual integration or production deployment.

Written analysis generated 2026-08-03 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 insurads.com.	
- The request stayed on insurads.com. It was not redirected to another domain. CLEAR - Registration is published under Combell NV. CLEAR - DNS for this domain is served by awsdns-05.org, across 4 name servers. NOTED - The registration is paid up to 2027-05-21. NOTED - The earliest public archive of this site is from 2019-01-20. CLEAR - It is hosted on CLOUDFLARESPECTRUM, from a server in US. NOTED	
Domain intelligence	
Registrar	Combell NV
Hosting	CLOUDFLARESPECTRUM - Cloudflare London, LLC, US
Country	US
Server IP	198.202.211.1
Name servers	NS-1070.AWSDNS-05.ORG, NS-1779.AWSDNS-30.CO.UK, NS-196.AWSDNS-24.COM, NS-560.AWSDNS-06.NET
SSL issuer	WE1
SSL expiry	2026-10-03
Domain age	8.2 years
Domain expiry	2027-05-21
Archive first seen	2019-01-20
Archive snapshots	154
Reputation	VirusTotal: 0 flagged AbuseIPDB: 3 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about insurads.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/insurads.com> · assessed 2026-08-03