

Is marketingdive.com legit? TrustSniffer's high-trust assessment: 96/100

marketingdive.com

Verdict



96
OUT OF 100
HIGH TRUST

marketingdive.com appears legitimate.

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

Not Scam

Low Risk

Assessed 2026-08-01 by automated analysis. Classification confidence 55%.

What this site appears to be

Marketing Dive is an established Informa TechTarget publication covering digital marketing news, campaigns, advertising, agencies, social media, data, and related industry events. The page includes newsletter signup forms, advertising and sponsored-content offerings, and links to related publications.

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	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).
- No flags from the reputation services TrustSniffer consulted at assessment time.
- The operator behind the site could not be independently connected to a real-world brand or person.

Full analysis

Overview

Marketing Dive is an established digital-marketing news and information publication operated as an Informa TechTarget publication. It presents reporting, analysis, advertising and sponsored-content opportunities, events, press-release services, licensing, and newsletter subscriptions rather than financial products.

Scam/Impersonation Risk

No contradictions were observed. The homepage presents a coherent editorial identity, names Informa TechTarget, and provides expected news, topic, event, subscription, and related-publication functions. External reputation checks found no malicious or suspicious detections, blacklist indication, abuse reports, or brand-impersonation signal.

- The homepage identifies the publication as “An Informa TechTarget Publication” and presents digital-marketing news.
- Page analysis found no phishing, hidden-form, wallet, or brand-impersonation indicators.
- External reputation evidence recorded 0 malicious and 0 suspicious detections, with no blacklist indication.

Regulatory Verification Notes

The site operates as an editorial and advertising publication, not as a financial service provider. Its disclosed commercial model—advertising, sponsored content, events, press-release services, licensing, and newsletter monetization—is consistent with that role; no financial license claim is presented. Registration privacy is an administrative detail, while the site's established identity and clean reputation support its legitimacy.

- The homepage describes digital-marketing coverage across advertising, agencies, social media, data, and industry events.
- Domain registration: 2010-11-09; age 15.73 years; registrar: NAMECHEAP INC.
- Hosted on AS13335 (CLOUDFLARENET - Cloudflare, Inc., US).
- TLS certificate issued by WE1 (DV), valid to 2026-09-18.

What to Verify Next

For institutional engagement, confirm the relevant Informa TechTarget corporate and advertising contacts through independently sourced organizational records, and apply normal procurement checks to any sponsored-content, event, licensing, or commercial agreement.

- The homepage links to related publications and identifies the Informa TechTarget relationship.

- The site exposes newsletter and commercial-content functions through three forms, including email subscription.
- The stated business model includes advertising, sponsored content, events, press-release services, licensing, and newsletters.

Summary Verdict

The website is assessed as a legitimate, established, high-trust publication with a coherent identity and no observed scam, phishing, blacklist, or impersonation contradictions. Normal interaction, including account login where applicable, is appropriate.

Infrastructure Integrity

Cloudflare CDN/WAF protection provides a meaningful mitigation against direct exposure and abuse, although protective infrastructure alone is not proof of legitimacy. Observed infrastructure includes Cloudflare edge services and potential origin candidates.

Closing Assessment

Standard browsing, subscription, login, and ordinary commercial engagement may proceed through the site's normal workflows, subject to routine organizational controls for paid commitments.

Written analysis generated 2026-08-01 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 marketingdive.com.

- The request stayed on marketingdive.com. It was not redirected to another domain. CLEAR
- Registration is published under NAMECHEAP INC. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2026-11-09. NOTED
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	NAMECHEAP INC
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Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:4406::6812:28d8
Name servers	IVY.NS.CLOUDFLARE.COM, SID.NS.CLOUDFLARE.COM
SSL issuer	WE1
SSL expiry	2026-09-18
Domain age	15.7 years
Domain expiry	2026-11-09
Archive first seen	Not available
Archive snapshots	0
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 marketingdive.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/marketingdive.com> · assessed 2026-08-01