

Is mediatradecraft.com legit? TrustSniffer's high-trust assessment: 93/100

mediatradecraft.com

Verdict



93
OUT OF 100

HIGH TRUST

mediatradecraft.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 2026-07-31 by automated analysis. Classification confidence 55%.

What this site appears to be

Media Tradecraft markets advertising-technology, analytics, engineering, and monetization consulting services to online publishers. The page names company leadership, outlines specific services and client categories, displays success-story brands, and invites visitors to submit ordinary business contact details.

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	6.9 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: 3 to 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

The website is a corporate service platform for Media Tradecraft, presenting advertising-technology, data-science, engineering, analytics, and monetization services designed to improve advertising revenue and site performance for digital publishers.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing behavior, or malicious reputation signals were observed. The long-established domain, substantial global traffic footprint, coherent corporate presentation, and benign interactive behavior converge strongly in support of an authentic, established business website. Its contact form requests ordinary business information, with no password, wallet, payment, or other sensitive-input mechanism detected.

- Domain-registration records show that the homepage domain was registered through GoDaddy.com, LLC in 2019 and is approximately 6.94 years old.
- External reputation checks for the domain recorded 0 malicious and 0 suspicious detections, with no phishing or external threat-list hit.
- The domain holds a Tranco global traffic rank of 30,747, placing it within the top one million websites.
- Behavioral examination of the homepage found no hidden forms, credential collection, wallet interaction, clipboard manipulation, cloaking, or destination mismatch.

Regulatory Verification Notes

The website identifies Erik Requidan as CEO and founder and Justin Hansen as COO and co-founder, providing meaningful leadership attribution. Its stated model is conventional B2B consulting and technology delivery rather than deposits, investments, brokerage, or promised financial returns; consequently, the absence of a financial-services licence claim is consistent with the services presented. The available page evidence does not establish the precise legal contracting entity or corporate registration particulars, which is a minor procurement-level disclosure consideration rather than a scam indicator.

- The homepage's "Our Team" section names the two senior executives and states their respective corporate roles.
- The homepage characterizes the offering as tailored publisher monetization, data science, DevOps, analytics, and proprietary advertising technology.

- The homepage presents a single ordinary contact form; it is neither a sensitive form nor directed to an untrusted destination.
- No broker profile was matched in the supplied third-party broker-intelligence context, which is consistent with the site not presenting itself as a brokerage business.

What to Verify Next

Enterprise onboarding should confirm the legal name and registered address of the contracting party, validate signing authority, and reconcile those details with invoices and contractual documentation. Procurement review should also substantiate the displayed client success stories and assess data-processing, confidentiality, security, service-level, and intellectual-property terms before integrating bespoke advertising technology into production publishing systems.

- The homepage displays success-story brands as commercial credibility references suitable for independent reference checking.
- The homepage describes the service as an in-house data-science capability, indicating potential access to publisher operational or audience data that warrants contractual scoping.
- The homepage states that proprietary advertising technology is custom-tailored to each client, making ownership, support, change-control, and security obligations relevant to onboarding.

Summary Verdict

Media Tradecraft's website is legitimate, established, and trustworthy, with a coherent business identity and strong convergence between its corporate content, domain maturity, traffic presence, clean reputation, and benign observed behavior. Normal interaction, including use of standard site functions and any legitimate account login made available through the service, is appropriate.

Infrastructure Integrity

The site uses Cloudflare CDN/WAF edge protection, limiting direct exposure of its origin server and providing a mainstream defensive layer against common web threats. This is a meaningful infrastructure safeguard, although protective hosting alone is not evidence of business legitimacy.

- The site is served from AS209242 (CLOUDFLARESPECTRUM – Cloudflare London, LLC, US), with the observed address identified as a CDN edge endpoint.
- Transport encryption uses a WE1-issued domain-validated TLS certificate, valid to 2026-09-10.
- All observed addresses belonged to the protective edge network; no candidate origin address was exposed during the technical examination.

Closing Assessment

Prospective users may engage with the website normally, while enterprise customers should complete standard counterparty, contractual, and information-security due diligence before commencing a material commercial integration.

Written analysis generated 2026-07-31 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 mediatradecraft.com.

- The request stayed on mediatradecraft.com. It was not redirected to another domain. CLEAR
- Registration is published under GoDaddy.com, LLC. CLEAR
- DNS for this domain is served by domaincontrol.com, across 2 name servers. NOTED
- The registration is paid up to 2027-08-23. NOTED
- It is hosted on CLOUDFLARESPECTRUM, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	CLOUDFLARESPECTRUM - Cloudflare London, LLC, US
Country	US
Server IP	160.153.0.177
Name servers	NS51.DOMAINCONTROL.COM, NS52.DOMAINCONTROL.COM
SSL issuer	WE1
SSL expiry	2026-09-10
Domain age	6.9 years
Domain expiry	2027-08-23
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 mediatradecraft.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/mediatradecraft.com> · assessed 2026-07-31