

Is modernretail.co legit? TrustSniffer's high-trust assessment: 90/100

modernretail.co

Verdict

90

OUT OF 100

HIGH TRUST

modernretail.co 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 2026-08-13 by automated analysis. Classification confidence 75%.

What this site appears to be

Modern Retail article/index page — an established industry news site with sections on technology, marketing, operations and sponsored content; subscription and account links present.

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	10.0 years old Registered history	CLEAR
Web archive	Archived since 2018 792 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 2018.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Modern Retail is an established online trade publication focused on the retail industry, presenting news and analysis across technology, marketing, operations, supply chains, and related business topics through an advertising- and subscription-supported media model that also includes reports, events, podcasts, and sponsored content.

Scam/Impersonation Risk

No contradictions were observed: there are no blacklist or phishing indicators, no suspected brand impersonation, and no conflicting legal identities in the supplied evidence. The site's content, navigation, and business model are coherent with a professional industry publication, while observed dynamic behavior—including suspicious inline scripting and external network activity—did not produce evidence of credential theft, wallet-draining behavior, cloaking, hidden forms, or malicious redirection. The available evidence therefore supports an apparently legitimate, low-risk website, although the real-world operator identity is not independently verified.

EVIDENCE

- Registration records: domain created 2016-08-30T21:16:47Z; age 9.96 years.
- Web archive: 792 snapshots from 2018-01-07T11:24:39Z through 2026-08-12T13:11:59Z, spanning 9 years.
- Homepage analysis: no red flags, phishing indicators, or suspected brand impersonation; page type classified as News / Magazine.
- Browser behavior: 2 suspicious inline scripts, 6 non-whitelisted external XHR requests, 2 non-whitelisted external posts, 0 wallet-connect runs, 0 hidden forms, and 0 cloaking detections.

Regulatory Verification Notes

The available content presents a media and publishing business rather than a regulated financial service. No license or registration number is disclosed in the supplied site content; this is a transparency item for institutional onboarding and does not, by itself, indicate deception. Registration through GoDaddy.com, LLC, a long-established publication history, valid transport encryption, and clean external reputation signals provide affirmative support for an established site. A separate broker-reputation check produced no match, which is contextual rather than a legal or regulatory determination.

EVIDENCE

- Registration provider: GoDaddy.com, LLC; recorded organization: Domains By Proxy, LLC.
- Hosting: served from AS2635, AUTOMATTIC - Automattic, Inc., US.
- TLS: issuer YE2; validation level DV; valid to 2026-10-29T16:06:59+00:00.
- Homepage content: describes an ad- and subscription-supported retail trade publisher producing articles, reports, events, and sponsored content; no license claim or license number is presented.

What to Verify Next

Before credential or payment interactions, an organization should independently confirm the publisher's operating entity through a trusted corporate or offline channel, review subscription cancellation, refund, and renewal terms, and ensure that any payment method provides appropriate dispute and payment-protection mechanisms. Official social and affiliated-media channels can be cross-checked for consistency with the site's published identity and contact routes.

EVIDENCE

- Homepage: links are provided to Facebook, Twitter, LinkedIn, and Spotify, alongside related media properties.
- Homepage: subscription, login, member, FAQ, and account pathways are present.
- Page structure: content is organized into Technology, Marketing, Operations, Podcasts, Events, Awards, Newsletters, and topic sections.

Summary Verdict

The overall posture is **high trust and low risk**, with the available evidence consistent with an established, apparently legitimate website. The operator's real-world identity remains likely rather than independently verified, so the positive assessment should not be treated as proof of legal ownership.

Infrastructure Integrity

The site resolves through a single endpoint hosted by Automattic, Inc., with no CDN layer identified and a likely origin endpoint visible. This is a straightforward hosting posture; the identified hosting environment and valid TLS provide mitigating technical context, but infrastructure alone does not establish legitimacy.

Closing Assessment

Routine editorial browsing is proportionate to the assessed risk; credentials or payments should follow the ordinary independent identity, terms, and payment-protection checks appropriate for any subscription service.

Written analysis generated 2026-08-13 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	79/100
Identity verification confidence	39%

- Trusted social count=3

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 modernretail.co.

- The request stayed on modernretail.co. It was not redirected to another domain. [CLEAR](#)
- Registration is published under GoDaddy.com, LLC. [CLEAR](#)
- DNS for this domain is served by co.uk, across 4 name servers. [NOTED](#)
- The registration is paid up to 2026-08-29. [NOTED](#)
- The earliest public archive of this site is from 2018-01-07. [CLEAR](#)
- It is hosted on AUTOMATTIC, from a server in US. [NOTED](#)

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	AUTOMATTIC - Automattic, Inc, US
Country	US
Server IP	192.0.66.72
Name servers	NS-1900.AWSDNS-45.CO.UK, NS-363.AWSDNS-45.COM, NS-1166.AWSDNS-17.ORG, NS-924.AWSDNS-51.NET
SSL issuer	YE2
SSL expiry	2026-10-29
Domain age	9.96 years (continuous registration)
Domain expiry	2026-08-29
Archive first seen	2018-01-07
Archive snapshots	792
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 modernretail.co 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/modernretail.co> · assessed 2026-08-13