

Is retail.ru legit? TrustSniffer's high-trust assessment: 100/100

retail.ru

Verdict

100

OUT OF 100

HIGH TRUST

retail.ru 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 75%.

What this site appears to be

Retail.ru is a Russian-language professional portal for retailers and suppliers, offering industry news, articles, interviews, cases, events, directories, advertising services, educational content, statistics, and books.

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	28 years old Registered history	CLEAR
Web archive	Archived since 2000 1054 snapshots	CLEAR
Certificate	Encrypted connection Issued by GlobalSign RSA OV SSL CA 2018	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).
- Public web-archive history exists since 2000.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Retail.ru is a Russian-language professional portal for retailers and suppliers, presenting industry news, analysis, interviews, cases, events, directories, advertising services, educational materials, statistics, subscriptions, and book sales for the retail sector.

Scam/Impersonation Risk

No contradictions, phishing indicators, brand-impersonation signals, or confirmed blacklist findings were observed. The homepage presents a coherent retail-media business model, with dedicated sections for news, events, companies, advertising, education, and paid content. Its long-running historical continuity and clean external reputation support the conclusion that this is an established publication rather than an impersonation site.

- The homepage identifies Retail.ru as a portal for retailers and suppliers and provides extensive retail-focused editorial navigation.
- The site's historical record contains 1,054 snapshots spanning 2000–2026, with 27 years tracked.
- The domain was registered in 1999 and is 27.55 years old.
- The homepage rendered successfully over HTTPS with no password form, hidden sensitive form, or wallet interaction detected.

Regulatory Verification Notes

The site operates as an informational and commercial media portal rather than presenting itself as a regulated financial service. Its stated revenue model—advertising, sponsored company news, event promotion, paid content, subscriptions, and book sales—is consistent with the visible site structure. No regulated financial license is claimed in the supplied content; this is a transparency point for commercial counterparties, not evidence of deception. No broker-related reputational match was identified.

- The homepage and advertising pages describe sponsored content, special projects, banner placements, and event promotion.
- The site exposes dedicated sections for companies, suppliers, events, education, paid content, and books.
- Hosted on AS61293 through RU1C-as – JSC _1C GROUP_, RU.
- TLS certificate issued by GlobalSign RSA OV SSL CA 2018, using OV validation, valid to 2026-12-02 15:31:34 UTC.

What to Verify Next

For a paid placement, subscription, event, or other commercial engagement, the relevant service terms, payment conditions, and counterparty details should be reviewed before commitment. Any regulatory

representation made by an individual advertiser or listed company should be checked independently with the applicable registry.

- The homepage links to advertising, paid-content, subscription, event, and business-center services.
- The site provides a contacts section and published placement requirements for commercial submissions.
- The portal includes company and supplier directories whose individual listings should be assessed separately from the website itself.

Summary Verdict

Retail.ru is a legitimate, established, high-trust website with a coherent business purpose and no observed scam, phishing, or impersonation contradiction. Normal interaction, including account login and standard use, is appropriate.

Infrastructure Integrity

The site resolves directly to three likely origin addresses and has no detected CDN or edge-IP layer. Its hosting is identified as RU1C-as – JSC _1C GROUP_ under AS61293 in Russia; this is an infrastructure characteristic and does not undermine the site’s established identity.

Closing Assessment

Standard browsing, login, subscriptions, and ordinary commercial use are appropriate, with transaction-specific terms reviewed before material commitments.

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	50%

- 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 retail.ru.

- The request stayed on retail.ru. It was not redirected to another domain. CLEAR
- Registration is published under RU-CENTER-RU. CLEAR
- DNS for this domain is served by ru., across 5 name servers. NOTED
- The registration is paid up to 2027-01-31. NOTED
- The earliest public archive of this site is from 2000-05-20. CLEAR

- It is hosted on RU1C-as, from a server in RU. NOTED

Domain intelligence

Registrar	RU-CENTER-RU
Hosting	RU1C-as - JSC _1C GROUP_, RU
Country	RU
Server IP	185.12.155.181
Name servers	ns3-l2.nic.ru., ns4-cloud.nic.ru., ns4-l2.nic.ru., ns8-cloud.nic.ru., ns8-l2.nic.ru.
SSL issuer	GlobalSign RSA OV SSL CA 2018
SSL expiry	2026-12-02
Domain age	27.6 years
Domain expiry	2027-01-31
Archive first seen	2000-05-20
Archive snapshots	1054
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 retail.ru 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/retail.ru> · assessed 2026-08-03