

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

retaildive.com

Verdict

100

OUT OF 100

HIGH TRUST

retaildive.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 2026-08-02 by automated analysis. Classification confidence 75%.

What this site appears to be

Retail Dive is an Informa TechTarget publication providing retail industry news, trends, analysis, podcasts, events, newsletters, sponsored content, and research resources.

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	CLEAR
	VirusTotal	
Google Safe Browsing	Not listed	CLEAR
	Google	
Abuse reports on the host	0 reports	NOTED
	AbuseIPDB; shared hosting inflates this count	
Domain age	16 years old	CLEAR
	Registered history	
Web archive	Archived since 2011	CLEAR
	5000 snapshots	
Certificate	Encrypted connection	NOTED
	Issued by WE1	

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 2011.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Retail Dive is an established retail-industry news and analysis publication operated by Informa TechTarget, presenting journalism, trends, podcasts, newsletters, events, sponsored content, and research resources for a professional audience.

Scam/Impersonation Risk

No contradictions were observed across the site's identity, content, behavior, and external reputation signals. The homepage presents a coherent editorial publication model focused on retail news, e-commerce, marketing, operations, consumer trends, and financial developments, with no phishing, deceptive financial behavior, brand impersonation, or malicious interaction indicators.

- Homepage: identifies Retail Dive as an Informa TechTarget publication and presents substantial retail-news content.
- Homepage behavior: no login form, hidden form, wallet interaction, clipboard manipulation, cloaking, or suspicious script activity was observed.
- Domain history: registered 2010-11-09 and approximately 15.74 years old; 5,000 archive snapshots spanning 2011–2024 across 14 tracked years.
- External reputation checks: no malicious or suspicious detections, blacklist match, or abuse reports were recorded.

Regulatory Verification Notes

Retail Dive operates as an industry publication rather than a financial-services provider. Its stated commercial model comprises advertising, sponsored content, events, press-release and licensing services, and newsletter monetization; no financial license claim is presented, which is consistent with the publication model. The corporate attribution to Informa TechTarget provides a clear business-context signal, while domain registration privacy remains an administrative detail rather than an identity contradiction.

- Homepage: describes Retail Dive as an Informa TechTarget publication with editorial, newsletter, event, and research offerings.
- Business-model presentation: identifies advertising, sponsored content, events, press-release and licensing services, and newsletter monetization.
- Domain registration: registrar is NAMECHEAP INC; creation date is 2010-11-09T21:40:27Z and expiration date is 2026-11-09T21:40:27Z.
- Hosting and transport: served from AS13335 (CLOUDFLARENET - Cloudflare, Inc., US); TLS certificate issued by WE1 at DV validation level, valid to 2026-09-20.

What to Verify Next

For formal institutional due diligence, confirm the current corporate attribution and applicable advertising, sponsorship, privacy, and editorial disclosures through the site’s published legal and corporate information. Standard organizational checks may also confirm that any commercial engagement is with the intended Informa TechTarget entity.

- Homepage: provides the publication and corporate-ownership context supporting the identity check.
- Published site disclosures: can be reviewed for current privacy, sponsorship, advertising, and editorial terms.
- Commercial engagement records: should be matched against the named corporate entity before executing a contract or procurement process.

Summary Verdict

Retail Dive presents as a legitimate, established, and trustworthy professional publication with a coherent identity, mature operating history, clean reputation, and no observed impersonation or abuse indicators. Normal interaction, including account login where offered and standard site use, is appropriate.

Infrastructure Integrity

The site is protected by Cloudflare CDN/WAF infrastructure, with observed traffic terminating on Cloudflare edge addresses and no origin address exposed in the assessment. This reduces direct origin exposure and is a mitigating infrastructure characteristic, but it is not independently proof of legitimacy.

Closing Assessment

Routine browsing, newsletter interaction, and standard account use are appropriate; normal organizational approval procedures remain suitable for any formal commercial engagement.

Written analysis generated 2026-08-02 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 retaildive.com.

- The request stayed on retaildive.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
- The earliest public archive of this site is from 2011-07-17. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	NAMECHEAP INC
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:4400::6812:2818
Name servers	IVY.NS.CLOUDFLARE.COM, SID.NS.CLOUDFLARE.COM
SSL issuer	WE1
SSL expiry	2026-09-20
Domain age	15.7 years
Domain expiry	2026-11-09
Archive first seen	2011-07-17
Archive snapshots	5000
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 retaildive.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/retaildive.com> · assessed 2026-08-02