

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

retailmenot.com

Verdict

100

OUT OF 100

HIGH TRUST

retailmenot.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 2026-08-10 by automated analysis. Classification confidence 55%.

What this site appears to be

RetailMeNot landing page listing coupons, promo codes, and cash-back offers. Encourages app/extension installs and account sign-up to redeem cash back. Standard affiliate disclosure 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	20 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
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: 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

RetailMeNot is a commercial coupon and deals marketplace that presents promo codes, retailer offers, cash-back opportunities, a mobile app, and a browser extension, with an apparent business model based on affiliate referrals, advertising, and account-based cash-back redemptions.

Scam/Impersonation Risk

No contradictions were observed. The available evidence does not indicate phishing, brand impersonation, malicious activity, or blacklist listing, and the site's commercial coupon model is consistent with the content presented to visitors. The homepage includes ordinary sign-in, search, and cash-back workflows, while testing found no hidden forms, externally submitted password forms, cloaking, wallet activity, clipboard manipulation, or other abuse-oriented behavior. Some external requests and posts outside the observed allowlist, together with console errors, were recorded as technical behavior signals; these do not, in this case, establish deceptive intent and are outweighed by the absence of phishing or malicious indicators.

EVIDENCE

- Domain registration: retailmenot.com was created on 2006-10-27 and is 19.8 years old, with registration expiry on 2029-10-27.
- The homepage presents coupon codes, retailer discounts, cash-back offers, app promotion, and browser-extension functionality without detected impersonation indicators.
- External reputation checks recorded 0 malicious detections, 0 suspicious detections, and a global traffic rank of 5855.

Regulatory Verification Notes

The available pages describe a legitimate-appearing affiliate and cash-back marketplace rather than a financial or otherwise regulated service. A standard affiliate disclosure is present, which aligns with the stated commercial model. No licensing claim or license number is presented; this is a limited disclosure point for ordinary merchant-identity and consumer-protection verification, not evidence of a scam. The site's real-world operator identity remains independently unverified, so the apparent legitimacy of the website should not be treated as proof of the legal entity behind it.

EVIDENCE

- The homepage identifies the service as “RetailMeNot: Save with Coupons, Promo Codes & Cash Back” and displays retailer offers, savings content, and account-related functions.
- The site's published affiliate disclosure supports the stated referral and advertising revenue model.
- The domain registrar is CSC Corporate Domains, Inc.
- The site is served on AS13335, operated by CLOUDFLARENET - Cloudflare, Inc., US; its TLS certificate is issued by YE2 at DV validation level and is valid to 2026-10-15.

What to Verify Next

Before credential or payment interaction, an independent check should confirm the legal operator shown in the site's terms, privacy, and consumer-facing policies, together with applicable return, refund, and cash-back conditions. Account users should also confirm that payment-protection arrangements and support channels are consistent with the retailer or payout provider involved, using contact details obtained through an independent route where practical.

EVIDENCE

- The homepage provides account sign-in and cash-back redemption workflows, making operator and payout-term confirmation relevant before account use.
- The site's business presentation relies on retailer offers and affiliate disclosures, so merchant terms and consumer-protection conditions should be checked independently.
- The transport layer provides a valid DV certificate, but DV validation does not independently establish the site's legal operator.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate website and supports a high-trust, low-risk posture with no observed scam or impersonation contradiction. The principal qualification is that the real-world operator identity is not independently verified, so the trust conclusion should be understood as evidence-consistent rather than proof of legal ownership.

Infrastructure Integrity

The site is protected by Cloudflare's CDN and WAF, with observed traffic terminating on CDN edge infrastructure rather than an exposed origin server. This reduces direct origin exposure and is a meaningful mitigating control, although protective hosting infrastructure alone does not establish legitimacy.

Closing Assessment

Routine browsing is proportionate to the observed posture; before submitting credentials or making payments, prospective users should complete the ordinary independent identity, terms, and payment-protection checks applicable to the transaction.

Written analysis generated 2026-08-10 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 retailmenot.com.

- The request stayed on retailmenot.com. It was not redirected to another domain. CLEAR
- Registration is published under CSC Corporate Domains, Inc.. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2029-10-27. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	CSC Corporate Domains, Inc.
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:4402::ac40:9764
Name servers	MELINDA.NS.CLOUDFLARE.COM, STAN.NS.CLOUDFLARE.COM
SSL issuer	YE2
SSL expiry	2026-10-15
Domain age	19.80 years (continuous registration)
Domain expiry	2029-10-27
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 retailmenot.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/retailmenot.com> · assessed 2026-08-10