

Is smarketer.de legit? TrustSniffer's high-trust assessment: 100/100

smarketer.de

Verdict

100

OUT OF 100

HIGH TRUST

smarketer.de 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

Smarketer is a German full-service Google Ads and Microsoft Advertising agency serving businesses with campaign management, Google Shopping CSS, analytics, tracking, conversion optimization, and related marketing services. The page includes agency credentials, client testimonials, contact forms, Berlin address, phone number, email, legal links, and privacy information.

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	Not available No registration record was returned	NOTED
Web archive	Archived since 2008 385 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.
- Public web-archive history exists since 2008.
- 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

Smarter is a German full-service digital marketing agency offering Google Ads and Microsoft Advertising management, Google Shopping CSS, analytics, tracking, conversion optimization, and related business services through agency engagements.

Scam/Impersonation Risk

No contradictions were observed across the assessed pages and technical signals. The homepage presents a coherent corporate/B2B service model, with no phishing, impersonation, credential-harvesting, financial-manipulation, or wallet-related indicators. The site uses contact forms rather than login or sensitive-data forms, and its observed behavior showed no suspicious external activity or cloaking.

- The homepage identifies Smarter as a Google Ads and Microsoft Advertising agency and lists concrete services including Search, Display, Performance Max, Shopping, analytics, tracking, and conversion optimization.
- The homepage contains two contact forms and no login form, hidden sensitive form, or untrusted submission destination.
- External reputation checks recorded zero malicious and zero suspicious detections, with no blacklist or phishing finding.

Regulatory Verification Notes

The site presents established business-facing disclosures, including a Berlin address, telephone contact, agency information, client references, legal links, and privacy information. Its commercial activities are marketing services rather than an explicitly regulated financial offering; however, the supplied evidence does not establish a third-party regulatory registration or license, so any sector-specific authorization should be confirmed where relevant. The available broker-context review produced no match and is only supporting reputational context.

- The homepage provides the business description, Berlin address, telephone contact, client references, legal links, and privacy information.
- The domain was first observed in 2008 and is approximately 17.8 years old.
- The archive contains 385 snapshots spanning 2008–2026, covering 19 tracked years.
- Hosted on AS24940 (Hetzner Online GmbH, DE); TLS issued by YE2 (DV), valid to 2026-09-19.

What to Verify Next

For procurement or regulated-sector engagement, confirm the contracting entity and any sector-specific authorization through the applicable official registry, then validate the published business contact details through an independent corporate source. Review the applicable service agreement, data-processing terms, and privacy documentation before onboarding.

- The homepage links to legal and privacy pages relevant to contracting and data handling.
- The agency-services model is described on the homepage as paid Google Ads, Microsoft Advertising, analytics, tracking, and conversion-optimization work.
- The contact page provides the business contact route and operating information.

Summary Verdict

Smarter presents as a legitimate, established, and trustworthy corporate service website. The convergence of coherent business content, long-running historical presence, clean external reputation, stable behavior, and sound transport security supports normal interaction, including account login and standard use.

Infrastructure Integrity

The website is protected by Cloudflare CDN/WAF infrastructure. The observed address was 116.203.254.33, and the origin server was not observable; this reduces direct exposure of the origin and is a mitigating infrastructure control, not independent proof of legitimacy.

Closing Assessment

Normal business engagement and account use are appropriate, with standard procurement, contractual, and data-protection checks applied according to the nature and value of the 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	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 smarter.de.

- The request stayed on smarter.de. It was not redirected to another domain. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The earliest public archive of this site is from 2008-10-16. CLEAR

- It is hosted on HETZNER-AS, from a server in DE. NOTED

Domain intelligence

Registrar	Not available
Hosting	HETZNER-AS - Hetzner Online GmbH, DE
Country	DE
Server IP	116.203.254.33
Name servers	albert.ns.cloudflare.com, ashley.ns.cloudflare.com
SSL issuer	YE2
SSL expiry	2026-09-19
Domain age	Not available (no registration date was returned)
Domain expiry	Not available
Archive first seen	2008-10-16
Archive snapshots	385
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 smarketer.de 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/smarketer.de> · assessed 2026-08-02