

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

smartretail.co

Verdict

100

OUT OF 100

HIGH TRUST

smartretail.co 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 65%.

What this site appears to be

SmartRetail presents AI-driven retail and marketing solutions using computer vision, audience measurement, triggered advertising, and retail media technologies. It includes solution navigation, success stories, and a business contact form.

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	9.2 years old Registered history	CLEAR
Web archive	Archived since 2018 103 snapshots	CLEAR
Certificate	Encrypted connection Issued by Amazon RSA 2048 M04	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

SmartRetail is a corporate B2B technology website presenting AI-driven retail and marketing solutions, including computer vision, audience measurement, triggered advertising, retail media, and digital out-of-home campaigns, with the apparent business purpose of generating enterprise partnerships, demonstrations, and commercial inquiries.

Scam/Impersonation Risk

No contradictions, phishing indicators, brand-impersonation signals, or confirmed malicious-reputation findings were observed. The homepage presents a coherent enterprise technology offering, including anonymous audience identification, engagement-time measurement, shopper analytics, and targeted advertising, without financial manipulation, cryptocurrency, or deceptive login mechanics. Its historical record shows continuity consistent with the current corporate/B2B positioning.

- The homepage identifies SmartRetail as an AI retail and marketing provider and presents solution areas for computer vision, audience measurement, audience-triggered advertising, and retail media.
- The site has no login form, hidden form, wallet interaction, cloaking, clipboard manipulation, or suspicious script activity in observed behavior.
- The domain was registered in 2017 and is approximately 9.19 years old.
- The archive contains 103 snapshots spanning 2018–2026, covering 9 tracked years.

Regulatory Verification Notes

The website appears oriented toward enterprise sales rather than direct consumer payments, offering demonstrations, partnerships, and business contact through a single inquiry form. Its stated capabilities—real-time audience analysis, precision profiling, and personalized advertising—may involve ordinary privacy, data-governance, and advertising-compliance responsibilities, but the supplied pages do not establish a specific license or regulatory registration. This is a transparency item for commercial due diligence, not evidence of impersonation or fraud. Any external reputational context available here is non-adverse and does not constitute a licensing determination.

- The homepage includes About, News, Solutions, Success Stories, and Contact Us navigation, with a business inquiry form and no stated license number in the supplied content.
- The site is served from AS16509, Amazon.com, Inc. (Amazon Data Services).
- TLS is issued by Amazon RSA 2048 M04, uses domain validation (DV), and is valid through 2026-10-31.

- No matching broker-reputation record was identified.

What to Verify Next

Before a formal enterprise engagement, the prospective counterparty should confirm the contracting legal entity, review the privacy and data-processing terms applicable to audience analytics, and validate the commercial contact route through an independently sourced corporate channel. Where the deployment involves identifiable or sensitive audience data, procurement and privacy review should confirm the applicable data-processing responsibilities.

- The homepage describes camera-based audience analytics, anonymous unique IDs, engagement-time measurement, and behavioral insights.
- The site promotes retail-media and digital-out-of-home advertising use cases involving retailers and advertisers.
- The supplied content provides a contact form but does not provide a specific licensing or registration reference.

Summary Verdict

SmartRetail presents as a legitimate, established, and trustworthy corporate technology website. Its coherent business model, sustained domain history, clean observed behavior, and absence of contradictory identity or threat signals support normal interaction, including account login and standard use where applicable.

Infrastructure Integrity

The website uses AWS CDN/WAF protection, with observed traffic resolving to edge infrastructure and no origin server exposed in the analysis. This provides a meaningful layer of operational risk mitigation, although protective hosting infrastructure alone is not proof of legitimacy.

Closing Assessment

Normal business interaction is appropriate, with standard enterprise procurement, privacy, and counterparty checks applied before a formal commercial commitment.

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 smartretail.co.

- The request stayed on smartretail.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 2028-05-25. CLEAR
- The earliest public archive of this site is from 2018-08-11. CLEAR
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	GoDaddy.com, LLC
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	18.139.190.198
Name servers	NS-1925.AWSDNS-48.CO.UK, NS-238.AWSDNS-29.COM, NS-732.AWSDNS-27.NET, NS-1508.AWSDNS-60.ORG
SSL issuer	Amazon RSA 2048 M04
SSL expiry	2026-10-31
Domain age	9.2 years
Domain expiry	2028-05-25
Archive first seen	2018-08-11
Archive snapshots	103
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 smartretail.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.