

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

thetradedesk.com

Verdict

100

OUT OF 100

HIGH TRUST

thetradedesk.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 2026-07-31 by automated analysis. Classification confidence 65%.

What this site appears to be

Corporate homepage for The Trade Desk, an established business-to-business programmatic advertising platform. It describes omnichannel ad-buying, targeting, measurement, data, and AI capabilities, presents company and investor resources, and includes a detailed business-contact form and privacy controls.

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	23 years old Registered history	CLEAR
Web archive	Archived since 2010 5000 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: more than 10 years (registration continuity).
- Public web-archive history exists since 2010.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is the corporate presence of The Trade Desk, presenting an established business-to-business demand-side advertising platform through which advertisers and agencies plan, buy, target, measure, and optimize omnichannel campaigns, supported commercially by platform and advertising-service fees.

Scam/Impersonation Risk

No identity contradictions, brand impersonation, phishing behavior, or other scam indicators were observed. The corporate identity is consistently supported by substantial historical continuity, established web usage, and clean external threat reputation. Interactive testing also found no cloaking, hidden forms, credential forwarding, clipboard manipulation, or wallet-related behavior.

- Domain records show registration through MarkMonitor Inc. on 5 February 2004, making the domain approximately 22.5 years old.
- The domain has 5,000 archive snapshots spanning 12 March 2010 to 18 July 2025, with 16 years tracked and no detected suspicious repurposing.
- External reputation checks reported zero malicious or suspicious detections, no phishing finding, no signature matches, and no reported infrastructure abuse.
- Homepage behavior testing completed successfully without hidden forms, suspicious inline scripts, cloaking, external password forms, or untrusted form destinations.

Regulatory Verification Notes

The homepage identifies a conventional advertising-technology and SaaS business rather than a financial, brokerage, or investment service. It provides corporate information, leadership, investor, office-location, privacy, and trust-related resources; no conflicting legal-entity names were identified. The supplied pages make no financial-license claim, and the available third-party broker context does not identify the company as a broker, so there is no evidence-based basis for treating financial-services licensing as applicable.

- The homepage describes The Trade Desk as an independent demand-side platform covering omnichannel advertising, audience targeting, measurement, artificial intelligence, retail data, and programmatic buying.
- The homepage exposes company, leadership, investor, careers, press, office-location, privacy-control, and business-contact resources.
- The homepage contains one contact and lead-generation form with marketing-consent functionality; its destination was not identified as untrusted.

- The site uses a DV TLS certificate issued by Amazon RSA 2048 M04, valid until 17 January 2027.

What to Verify Next

Enterprise onboarding should follow ordinary vendor due diligence: confirm the contracting entity and authorized signatory against the proposed agreement, reconcile payment instructions through an independently established corporate channel, review the applicable data-processing and privacy terms, and validate required security assurances for the intended advertising-data integration.

- The homepage provides corporate and investor resources that can support entity and contracting checks.
- The site's privacy controls include cookie-consent management, advertising-cookie controls, and privacy opt-out mechanisms relevant to data-governance review.
- The platform materials indicate use of audience targeting, identity solutions, retail data, and measurement capabilities, making privacy, data provenance, and processing terms pertinent to onboarding.
- The homepage provides developer documentation and a partner directory that can support technical-integration and counterparty validation.

Summary Verdict

The website is a legitimate, established, and trustworthy corporate platform. Its durable provenance, coherent business identity, clean threat reputation, mature content, and benign observed behavior converge strongly, with no contradictory risk signals.

Infrastructure Integrity

The site is served from AS16509 operated by AMAZON-02 (Amazon.com, Inc., US), with the observed address classified as content-delivery infrastructure. This mainstream hosting and valid encrypted transport reduce direct infrastructure exposure, although such protections are mitigating controls rather than independent proof of legitimacy.

Closing Assessment

Normal interaction, including account login and standard platform use, is appropriate, subject to the institution's routine vendor-onboarding, contractual, privacy, and payment-control procedures.

Written analysis generated 2026-07-31 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 thetradedesk.com.

- The request stayed on thetradedesk.com. It was not redirected to another domain. CLEAR
- Registration is published under MarkMonitor Inc.. CLEAR
- DNS for this domain is served by nsone.net, across 4 name servers. NOTED
- The registration is paid up to 2027-02-01. NOTED
- The earliest public archive of this site is from 2010-03-12. CLEAR
- It is hosted on AMAZON-02, from a server in US. NOTED

Domain intelligence

Registrar	MarkMonitor Inc.
Hosting	AMAZON-02 - Amazon.com, Inc., US
Country	US
Server IP	2600:9000:20a8:b800:1a:9ca:c700:93a1
Name servers	DNS1.P03.NSONE.NET, DNS2.P03.NSONE.NET, DNS3.P03.NSONE.NET, DNS4.P03.NSONE.NET
SSL issuer	Amazon RSA 2048 M04
SSL expiry	2027-01-17
Domain age	22.5 years
Domain expiry	2027-02-01
Archive first seen	2010-03-12
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 thetradedesk.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.