

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

visualcapitalist.com

Verdict

100

OUT OF 100

HIGH TRUST

visualcapitalist.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 2026-08-11 by automated analysis. Classification confidence 75%.

What this site appears to be

Visual Capitalist homepage-like listing: editorial articles and index of topics (AI, markets, economy, energy, maps, mining, green). Subscription CTA for VC+ and newsletter signups present. Standard news site monetization via ads, subscriptions, and licensing.

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	15 years old Registered history	CLEAR
Web archive	Archived since 2011 3563 snapshots	CLEAR
Certificate	Encrypted connection Issued by YE1	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 2011.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

Visual Capitalist is an established editorial data-visualization and news website covering topics including AI, markets, technology, economy, energy, mining, healthcare, maps, and green issues. It presents articles, charts, reports, newsletters, advertising, a premium VC+ subscription, and content-licensing services rather than trading, investment, or other financial products.

Scam/Impersonation Risk

No contradictions were observed: the available evidence identifies no phishing, impersonation, malicious-content, or confirmed blacklist indicators. The homepage presents a coherent news-and-media model, including editorial topic indexes, newsletter registration, VC+ subscriptions, reports, licensing, and creator programs; it does not present a deceptive financial-services proposition or a credential-harvesting workflow. Interaction testing did produce implementation noise, including external requests, page-structure changes, and console errors, but it found no hidden forms, externally posted password forms, wallet activity, clipboard manipulation, or cloaking. A clean external reputation and sustained editorial continuity further support the conclusion that the site is apparently legitimate, while not independently proving the real-world operator identity.

EVIDENCE

- The homepage presents Visual Capitalist editorial content, topic navigation, newsletter subscription, VC+, reports, licensing, and creator services; no phishing or impersonation indicators were identified.
- The homepage contains one newsletter-signup form and no sensitive credential form or untrusted form destination.
- Interaction testing recorded external network activity and DOM changes but zero wallet-connect runs, zero wallet-sensitive runs, zero wallet-drainer runs, zero hidden forms, and zero clipboard-write detections.
- The domain was registered in 2011 and is approximately 15.09 years old; the historical record contains 3,563 snapshots spanning 2011–2026, with 16 years tracked.

Regulatory Verification Notes

The site operates as an editorial publisher with advertising, subscriptions, reports, and content licensing, so the evidence does not indicate that it is presenting itself as a regulated broker, investment platform, or financial product provider. The available pages include About, Contact Us, Licensing, and subscription-related areas, but the supplied evidence does not independently verify a specific legal operator or regulatory authorization. This is

an identity and disclosure matter for commercial due diligence, not evidence of impersonation or fraud. The available external reputation indicators are clean, and no broker-dataset match was identified; these signals provide context only and do not constitute a licensing determination.

EVIDENCE

- The homepage is classified as News/Media and describes data-driven visual journalism supported by advertising, VC+ subscriptions, reports, and content licensing.
- The site's technical hosting is AS13335, Cloudflare, Inc. (CloudflareNET), United States.
- The site's transport encryption uses a DV TLS certificate issued by YE1, valid through 2026-10-04.
- The homepage exposes About, Contact Us, Licensing, VC+, and account areas, but the supplied content does not independently establish the operator's legal identity or regulatory authorization.

What to Verify Next

Before credential or payment interactions, an enterprise or consumer should independently confirm the commercial entity shown in the applicable subscription or licensing terms, review cancellation, renewal, refund, and payment-protection provisions, and confirm that the intended contact channels are reached through an independently sourced route. If a regulated service is ever offered under this brand, its authorization should be checked directly with the relevant jurisdictional registry rather than inferred from the site's editorial presence. Account access should use a unique password and standard institutional authentication controls.

EVIDENCE

- The site offers VC+ subscriptions, ad-free access, reports, and licensing, creating a need to review the applicable commercial terms before payment.
- The homepage's captured form is a newsletter signup rather than a sensitive payment or password form.
- The supplied evidence does not independently verify the site's real-world operator identity, so merchant-identity confirmation remains appropriate for paid interactions.

Summary Verdict

Available evidence is consistent with an established, apparently legitimate website with a high-trust and low-risk posture. No scam, phishing, impersonation, or other contradictory signal was observed, although the real-world operator identity remains independently unverified.

Infrastructure Integrity

The site is protected by Cloudflare CDN/WAF infrastructure, with observed addresses belonging to Cloudflare edge servers rather than an exposed origin. This provides a meaningful reduction in direct infrastructure exposure and supports service resilience, but it is a mitigating technical control rather than proof of business legitimacy.

Closing Assessment

Normal browsing is proportionate to the evidence; before account or payment activity, ordinary independent checks of the merchant identity, commercial terms, and payment protections should be completed.

Written analysis generated 2026-08-11 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 visualcapitalist.com.

- The request stayed on visualcapitalist.com. It was not redirected to another domain. CLEAR
- Registration is published under IONOS SE. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-07-13. NOTED
- The earliest public archive of this site is from 2011-10-22. CLEAR
- It is hosted on CLOUDFLARENET, from a server in US. NOTED

Domain intelligence

Registrar	IONOS SE
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	US
Server IP	2606:4700:20::681a:3e1
Name servers	ALI.NS.CLOUDFLARE.COM, BEAU.NS.CLOUDFLARE.COM
SSL issuer	YE1
SSL expiry	2026-10-04
Domain age	15.09 years (continuous registration)
Domain expiry	2027-07-13
Archive first seen	2011-10-22
Archive snapshots	3563
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 visualcapitalist.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/visualcapitalist.com> · assessed 2026-08-11