



ADS.txt

ALL YOU NEED TO KNOW

If you are a publisher, you've probably heard a lot about the ADS.txt initiative already. Perhaps, you even have uploaded the file on your website(s) by now (**Well done!**).

However, don't sit back and relax just yet.

Implementing ADS.txt is only the first step towards protecting your website against domain spoofing and keeping those ad dollars flowing in. And we're going to tell you how you can truly make it work for you.

What can you expect from this e-book?

- ✓ A short recap of what exactly ADS.txt is (for those of you who are a little vague on it)
- ✓ Why is ADS.txt important and what are its benefits?
- ✓ Steps to implementation
- ✓ How to make sure you make the most of your ADS.txt
- ✓ What to expect from the future

What is ADS.txt?

Ads.txt (from Authorized Digital Sellers) is a way of listing all the partners that you have allowed to sell your inventory. In this way, you have greater control over who will end up buying your ad space. The chances for ad fraud in the ad supply chain are reduced, while advertisers' trust is increasing.

Ads.txt is a project of the IAB Tech Lab and it's designed to increase transparency, fight ad fraud and create a better environment for all players in the industry.



What does ADS.txt do for you?



Ads.txt will ensure that you have access to a greater demand pool: as the initiative is being adopted across the industry, you risk losing demand partners if you don't comply with their policies (Google is just one example).



Adopting ads.txt will help you avoid demand being sent to sites that mimic your property and stop losing revenue to domain spoofing!



Furthermore, it means increased value for your inventory and higher CPMs than similar properties that haven't implemented Ads.txt.

Important: You need to keep your file up-to-date in order to take full advantage of the ADS.txt benefits!



How to implement ADS.txt?

1

Create a crawlable document (a .txt file) and name it 'ads.txt'.

2

List all of the partners that you have authorized to sell your inventory. Each line must contain:

- The domain name of the SSP/ Exchange/ Header Wrapper.
- The publisher account ID.
- Whether you have a 'DIRECT' or 'RESELLER' relationship with the respective partner.
- Optionally, you may also include a certification authority ID.

All of this can be provided by your partners.

3

Upload the document at the root level of your domain as a public file, so it's discoverable by programmatic buyers.

That's it: you have implemented ads.txt! Having the file on your website will allow programmatic buyers to verify that the inventory is coming from an approved source by creating a filter against your list of authorized sellers.

You've
implemented
ADS.txt.

So... now
what?



Listing your partners in the file is only the first step. You need to make sure that your file is correctly filled and you must update it as soon as new demand is available to you. You can make sure you don't have any typos or errors in your ADS.txt by using one of these useful free validation tools:

- AppNexus ADS.txt Validator:
<https://adstxt.adnxs.com/>
- RTBTR validator: <https://rtbtr.com/>

We recommend that you check your file in one of these validators each time you renew it.

Better safe than sorry, right?



What's next?

The IAB is developing an upgraded version of ADS.txt, namely - **ADS.cert**. The current solution allows for identifying if the vendor is authorized to sell your inventory. However, it does not allow the authentication of the inventory itself. Meaning, a display ad can be disguised as a video ad, for example. ADS.cert uses cryptographic security measures to solve this issue. However, it is still in the early stages of development and requires having the right tech infrastructure in place (Open RTB 3.0).

Stay tuned for future updates!

