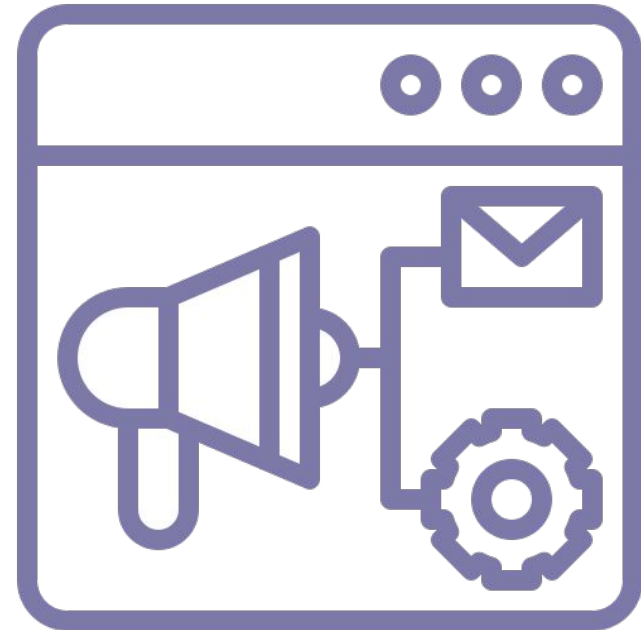


# ADS.txt

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## ALL YOU NEED TO KNOW



# Overview

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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 your ad revenue flowing in. And we're going to tell you how you can truly make it work for you.



Definition and benefits



Implementation steps



Recommendations

## The Definition

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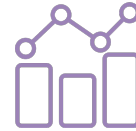
**Ads.txt (from Authorized Digital Sellers)** is an IAB-approved text file that aims to prevent unauthorized inventory sales. Publishers drop a text file on their web servers that lists all of the companies that are authorized to sell the publishers' inventory. Similarly, programmatic platforms also integrate ads.txt files to confirm which publishers' inventory they are authorized to sell. This allows buyers to check the validity of the inventory they purchase. [Read more](#)

## Benefits

Avoid revenue loss due to domain spoofing attacks

Greater Demand Pool

Increase the value of your inventory



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

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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.

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

## ADS.txt Implementation

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**Ads.txt (from Authorized Digital Sellers)** is a way of listing all the partners that you have allowed to sell your inventory. 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.

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.

### Implementation Steps

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

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..

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

## Recommendations

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Check if your file is correctly filled; updated as soon as new demand is available and for any typos or errors in your ADS.txt



Follow the unified formatting  
(i.e. `pubgalaxy.com, 1234, DIRECT, f08c47fec0942fa0`)



Use PubGalaxy's ads.txt tool to implement correctly your file, monitor it, and notify when an update needs to be made and if errors have to be revised.

## Summary

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Ads.txt is a simple and flexible method that publishers, advertisers, and distributors use to to inform their auction decisions and ensure trust and transparency in the entire process.

Thus, 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.

It is the tool in your hands to manage the relationships between publishers, advertisers, and brands in a transparent and secure way.