

Fight against fraud and
protect your revenue with
Ads.txt

Agenda

Why is ads.txt important

How to create an ads.txt file

Common implementation issues

Declaring and setting up ads.txt for subdomains

What is it and why do we need Ads.txt?

Ads.txt

IAB Tech Lab standard

Information: iabtechlab.com/ads-txt/

Questions: openrtb@iabtechlab.com

Ads.txt = Authorized Digital Sellers

“ Enables content owners to create a public record declaring who is authorized to sell their inventory. ”

Counterfeit inventory

“ Inventory sourced from a domain, app or video that is intentionally mislabeled and offered for sale as a different domain, app or video. ”

Ads.txt structure

Plain text file hosted on publisher's site on the root domain (example.com/ads.txt)

```
google.com, pub-1234567890123456, DIRECT  
greenadexchange.com, 12345, RESELLER, AEC242
```

SSP/Exchange Domain

The domain name of the SSP, Exchange, Header Wrapper, etc.

Required

Seller Account ID

Publisher.ID from RTB protocol. A seller may have multiple account IDs for a domain.

Required

Payments Type

Currently only two options: DIRECT or RESELLER. Others may be added later.

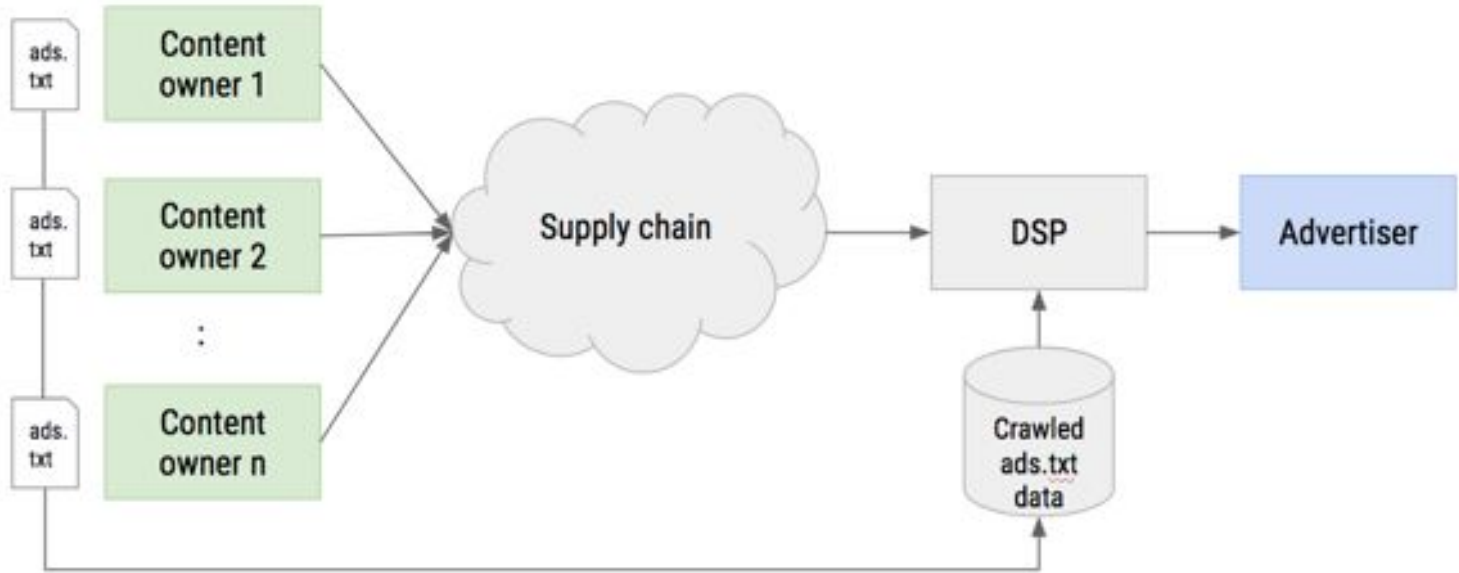
Required

Certification Authority ID

Currently the TAG PaymentID.

Optional

How does it work?



Inventory segments

	Participating pubs ¹	Non-participating pubs ²
Authorized inventory	Authorized	Not implemented (non-participating)
Unauthorized (potentially counterfeit) inventory	Unauthorized	

1) Participating pubs: Domains where there is an ads.txt available.

2) Non-participating pubs: Domains where tan ads.txt file is not available.

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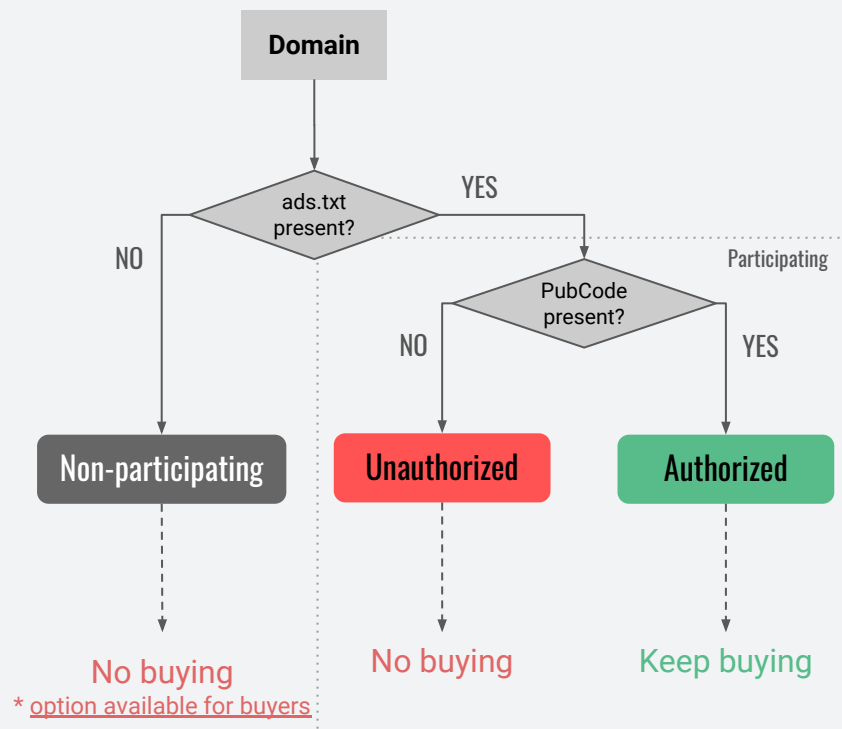
2) Non-participating pubs: Domains where tan ads.txt file is not available.

Protect your earnings with ads.txt

In **November 2017** Google's advertising platforms began blocking unauthorized inventory: marketers and agencies using DoubleClick Bid Manager and Google Adwords stopped buying unauthorized impressions.

In **July 2018** we **launched a new ads.txt-only inventory control** in Display & Video 360 (formerly known as DoubleClick Bid Manager). Now, buyers using Display & Video 360 can choose to run campaigns on sites that support ads.txt authorized inventory, and exclude inventory from sites without the file.

We plan to make the ads.txt-only inventory control **the default setting** for buyers in DV360.



How to build your own Ads.txt file


Find your publisher ID

Account information

Publisher ID  pub-123456789012345

Customer ID 

Time zone

Account managed by 

Active products 

A unique identifier for your account. You may be asked to provide this ID when you communicate with Google although keep in mind it is not a confidential identifier as it will appear within the AdSense code on your sites.

Create and post your ads.txt file

1. Create a text (.txt) file.
2. Include the following line:

```
google.com, pub-0000000000000000, DIRECT, f08c47fec0942fa0
```


** Make sure you replace pub-0000000000000000 with your own publisher ID*

3. Host your ads.txt on your root domain (for example, <https://example.com/ads.txt>).

Recommended: Turn on Site Authorization

Site authorization lets you identify your verified sites as the only sites that are permitted to use your Google ad code.

When you enable site authorization, if a URL displaying your ad code is not on your list of verified sites, then no ads will show on that URL.

Account >> My sites >> "Manage sites" page >> More >> Click **Site authorization**
Next to "**Only authorize my verified sites to use my ad code**", turn the switch on  and click **Save**

Tools for publishers

AdSense

❗ Publisher ID missing from ads.txt files

You need to add your publisher ID to the following ads.txt files:

- In `in[redacted].com/ads.txt`

This will prevent a potentially severe impact on your earnings. Copy and paste the following code snippet into each ads.txt file

```
google.com, pub-7[redacted], DIRECT, f08c47fec0942fa0
```

If you've already done this, please allow our systems up to 24 hours to reflect the changes.

Ad Manager

56% authorized

- 56% of queries are authorized
- 0% of queries are unauthorized
- 42% of queries aren't covered by ads.txt

Complete your ads.txt setup to protect your brand against misrepresentation.
Let buyers know which sources of your ad inventory are authorized.

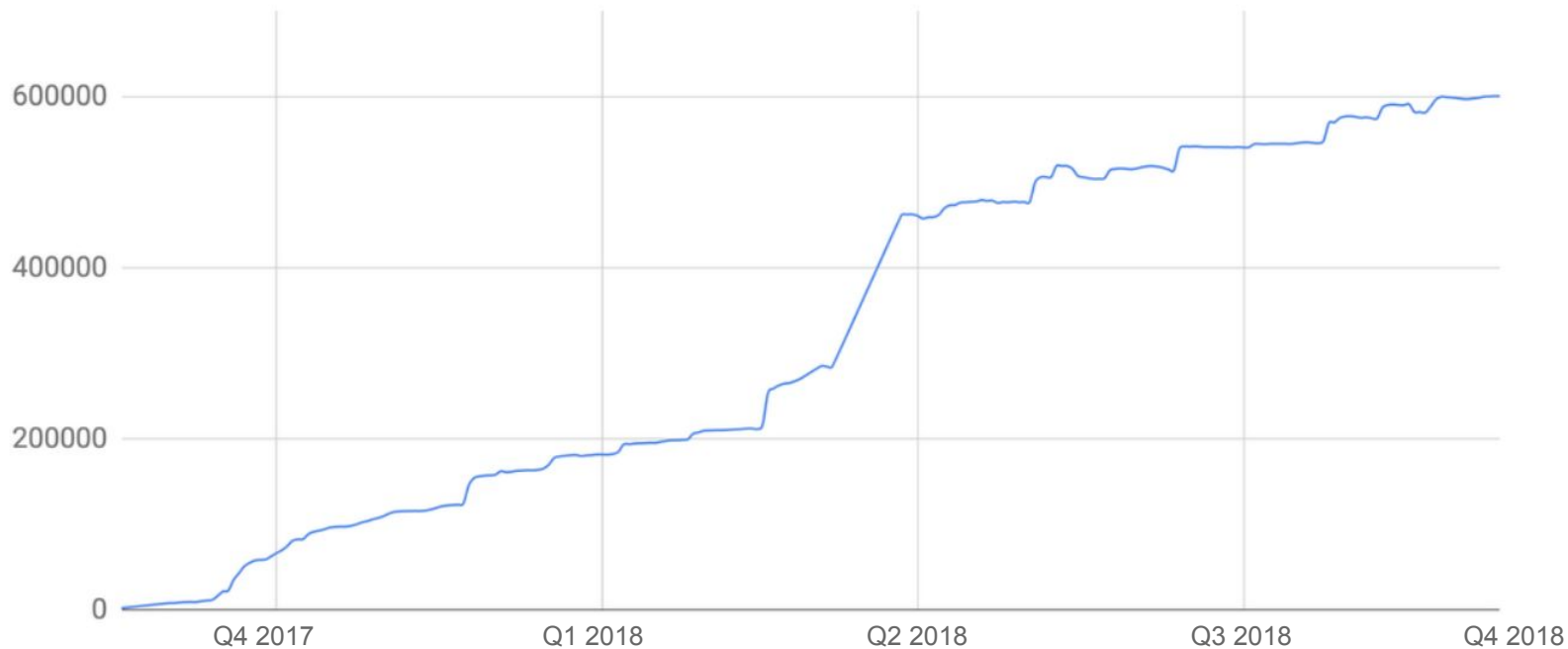
[SHOW UNAUTHORIZED DOMAINS](#) [HOW DOES ADS.TXT WORK?](#)

Status is in **No ads.txt found, No seller accounts authorized, Some seller accounts authorized** Add new filter

Domain	Queries - last 7 days	Status	Impact	Action
domain1.com	190M	No ads.txt found	—	FIX
domain2.com	150M	No ads.txt found	—	FIX
domain3.com	66M	No ads.txt found	—	FIX
domain7.com	48M	No ads.txt found	—	FIX
domain9999.com	41M	No ads.txt found	—	FIX

Ads.txt adoption

Number of domains with ads.txt files



Stop counterfeit ad
fraud and protect your
earnings

Publish Ads.txt!



Common implementation issues

Ads.txt troubleshooting

Do you see the following alert in your AdSense account?

“Earnings at risk: One or more of your ads.txt files doesn't contain your AdSense publisher ID.
Fix this now to avoid severe impact to your revenue.”

No ✓

Yes →

Ads.txt troubleshooting

Do you own any of the sites listed in the alert?

No ✓

Please turn on site authorization and make sure only your owned sites are marked as verified.

Yes !!

For the sites that you own in the ads.txt alert, make sure they have a correctly formatted ads.txt file.

Ads.txt implementation & crawl issues

NOT AVAILABLE

- Blocked by robots.txt?
- Not reachable from root domain?
- Invalid redirect chain?
- Invalid subdomain reference?

NOT FOUND

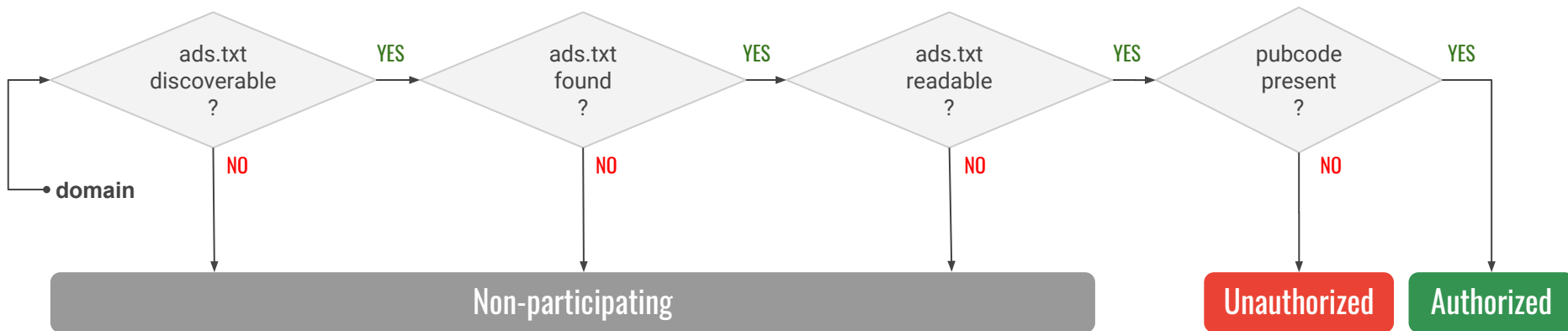
- DNS/Server error?
- Google crawler throttled?
- 404?

NOT READABLE

- Invalid whitespace characters?
- Invalid non-ASCII characters?
- File too large?

NOT UP-TO-DATE

- Stale file from cache?
- Updated file not recrawled?
- Unexpected file/URL crawled?



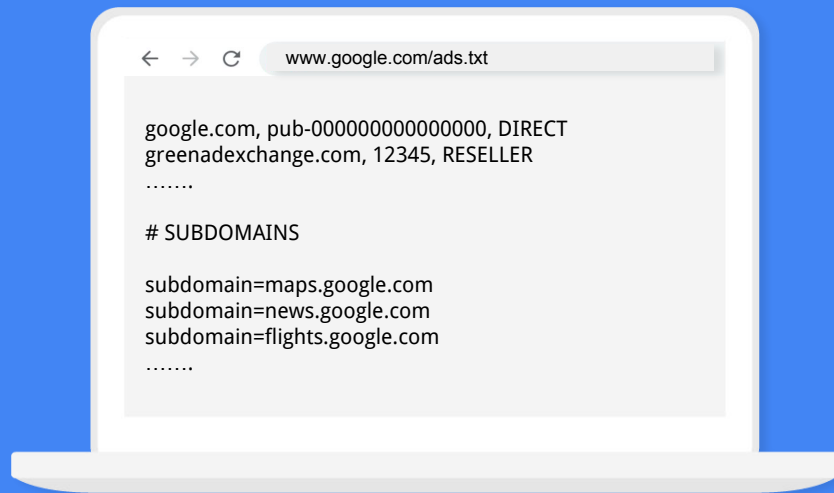
What about subdomains?

Support for declaring subdomain ads.txt files (v1.0.1)

Google will crawl subdomain files referenced in the root domain file as indicated by a **subdomain=declaration**

If you want to authorize different sellers to monetize your inventory at the subdomain level, make sure you declare all subdomains on root domain Ads.txt file.

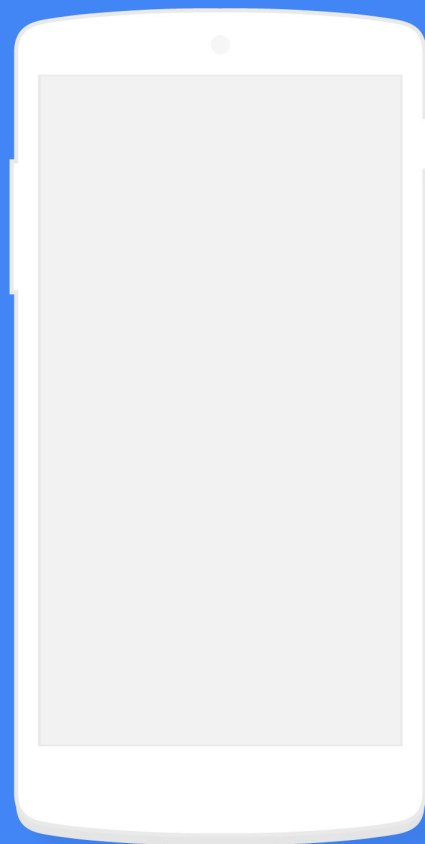
If you can't place a file on your root domain, make sure you work with your webmaster to ask them to declare your subdomain (or to place your publisher ID on the root ads.txt file).



FYI: Ads.txt for apps

Authorized Sellers for Apps
Specification (app-ads.txt)

Draft for Public Comment
Beta 1.0
November 30, 2018



FAQs

I can't place a file on my root domain. What should I do?

Which vendors should I include on the file?

How can buyers take action?

How will ads.txt be enforced by Google?