



adstxtlab

ads.txt for Networks/SSP

# What's ads.txt?

- Mechanism to fight adfraud
- Can prevent advertisers from buying invalid traffic
- Simple logic of the textfile
- Official „standard“ by the IAB
- Widely accepted and implemented by more and more publishers, ssp and dsp
- Google will start filtering traffic based on ads.txt on 01 Nov 2017

## But:

Complicated for networks/SSP with many websites → that's where [adstxtlab.com](http://adstxtlab.com) can help

# What happens with incorrect ads.txt files

Website can have 3 scenarios:

1. **ads.txt file present and ssp's record is listed:**  
Best case, everything is fine!
2. **No ads.txt file present:**  
Medium case, fine for now but DSP might start filtering on websites that do not have an ads.txt file in the future.
3. **ads.txt file present but ssp's record is not listed:**  
Worst case, DSP will actively start filtering your traffic (traffic becomes un-sellable).

# ads.txt Monitoring with adstxtlab.com

- Check your websites if they have an ads.txt file
  - Report incorrect ads.txt files and help your publishers fix it with direct and precise recommendations
  - Constantly monitor your websites' ads.txt files
  - Get alerts if a websites changes their ads.txt file and it becomes incorrect or incomplete
- Be able to identify and react on incorrect/incomplete ads.txt files with **adstxtlab**

# Monitoring: How it works

1. Upload your websites
2. adstxtlab checks periodically every website
3. You find all details in our interface
4. Get alert e-mails for urgent reactions
5. Send specific pre-built instructions to your publishers in order to resolve the problems

Sort & filter for better overview

Easily add & edit your websites

adstxtlab HOME MY DATA ADS.TXT MONITORING ADS.TXT HOSTING Logout

### ads.txt Monitoring

Currently you have 427 websites. Your account allows you a maximum of 5000 for free. If you need more, please get in touch with us.

Filter:

- not yet checked
- ads.txt fine
- ads.txt misses your domain
- ads.txt not present
- ads.txt not up-to-date
- ads.txt contains wrong ID
- [Add new website +](#)

URL	ID	Last check	Last ads.txt found	Last correct	Status			
2008-forum.de	186	2017-10-31 11:41	2017-10-31 11:41		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
7winmedia.de	234	2017-10-31 11:39	2017-10-31 11:39		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
a5-forum.de	186	2017-10-31 11:34	2017-10-31 11:34		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
abacho.de	854	2017-10-31 11:30	2017-10-31 11:30		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
abendzeitung-muenchen.de	556	2017-10-31 10:47	2017-10-31 10:47		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
abendzeitung.de	762	2017-10-31 10:44	2017-10-31 10:44		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
active-tourer-forum.de	186	2017-10-31 11:33	2017-10-31 11:33		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
adam-forum.de	186	2017-10-31 11:33	2017-10-31 11:33		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
afriquelocale.com	346	DIRECT 2017-10-31 11:41	2017-10-31 11:41	2017-10-31 11:41	✓ ads.txt fine	🔗 Edit	✉ React	✖ Delete
android-hilfe.de	186	2017-10-31 11:39	2017-10-31 11:39		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete
android-user.de	561	2017-10-31	2017-10-31		▲ ads.txt misses your domain	🔗 Edit	✉ React	✖ Delete

See all errors, details & content of ads.txt files

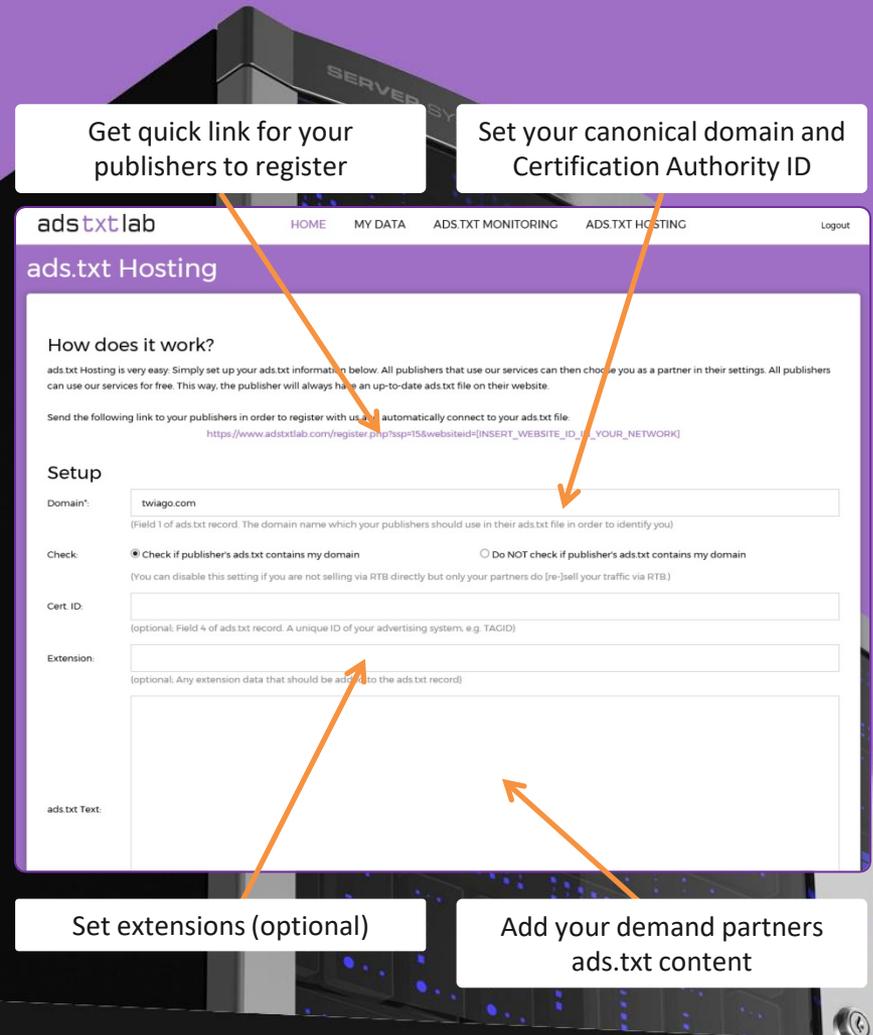
„React“ button with pre-built texts

# ads.txt Hosting & Automatization with adstxtlab.com

- **Situation:**  
Publishers have ads.txt installed and SSP/Network gets a new exchange partner. → All publishers need to change their ads.txt (again) in order to include the exchange data.
  - **Problem:**  
Publishers are slow and sometimes unable/unwilling to perform changes. The ads.txt becomes out of date and SSP can't sell traffic from this website to the new exchange partner.
  - **Solution:**  
Hosted ads.txt files allow publishers to easily manage ads.txt content  
SSP/Networks can simply add/change new entries to ads.txt files without publishers needing actively do something
- Publishers can ensure they will always have an up-to-date file  
→ SSP/Networks do not need to worry about publishers

# Hosting: How it works

1. Publisher registers with [adstxtlab.com](https://adstxtlab.com) (for free)
2. Publisher adds SSP as partner or sets up own ads.txt content
3. Publisher gets code or integrates via WordPress Plugin 
4. Publishers' ads.txt file is automatically linked to [adstxtlab.com](https://adstxtlab.com) service



The screenshot shows the 'ads.txt Hosting' registration page on [adstxtlab.com](https://adstxtlab.com). The page includes a navigation bar with 'HOME', 'MY DATA', 'ADS.TXT MONITORING', 'ADS.TXT HOSTING', and 'Logout'. The main content area is titled 'ads.txt Hosting' and contains the following sections:

- How does it work?**: A brief explanation of the service and a registration link: [https://www.adstxtlab.com/register.php?ssp=15&websiteid=\[INSERT\\_WEBSITE\\_ID\]&YOUR\\_NETWORK](https://www.adstxtlab.com/register.php?ssp=15&websiteid=[INSERT_WEBSITE_ID]&YOUR_NETWORK).
- Setup**: A form with the following fields:
  - Domain\***: A text input field containing 'twiago.com'. Below it is the instruction: '(Field 1 of ads.txt record. The domain name which your publishers should use in their ads.txt file in order to identify you)'. An arrow points from the callout 'Set your canonical domain and Certification Authority ID' to this field.
  - Check**: Two radio buttons. The first is selected: 'Check if publisher's ads.txt contains my domain'. The second is 'Do NOT check if publisher's ads.txt contains my domain'. Below is the instruction: '(You can disable this setting if you are not selling via RTB directly but only your partners do [re]sell your traffic via RTB.)'.
  - Cert ID**: An empty text input field. Below it is the instruction: '(optional; Field 4 of ads.txt record. A unique ID of your advertising system, e.g. TAGID)'.
  - Extension**: An empty text input field. Below it is the instruction: '(optional; Any extension data that should be added to the ads.txt record)'. An arrow points from the callout 'Set extensions (optional)' to this field.
  - ads.txt Text**: A large text area for pasting content. An arrow points from the callout 'Add your demand partners ads.txt content' to this area.

Four callout boxes with arrows point to specific parts of the page:

- 'Get quick link for your publishers to register' points to the registration link.
- 'Set your canonical domain and Certification Authority ID' points to the Domain\* field.
- 'Set extensions (optional)' points to the Extension field.
- 'Add your demand partners ads.txt content' points to the ads.txt Text area.

# Contact

adstxtlab is a project of the jaohawi AB, sweden. With more than 10 years of experience in the field of ad technology, we provide sophisticated solutions for the advertising industry.

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