2020

Whitelist Google Ads for some clients with Pi-hole v5.0

1.   About this manual.

Using this guide will allow you to whitelist Google ads for some devices, this to avoid conflict and keep the peace at home, using pi-hole v5.0.

If you are reading this document, using Adobe Reader, you may click on a hyperlink to content in this document. Use the combination <Alt> <left arrow> to return to the previous location.

"Back" and "Forward" buttons can also be added to the toolbar. If you right-click on the tool bar, under "Page Navigation", they are referred to as "Previous View" and "Next View".

2.   Goal

Browsers, using the google search engine, will often show ad links, as the first results. Most pi-hole setups use ad lists that will make these links inaccessible (blocked), leading to unhappy wags, who often wish to see these ads. The goal of this manual is to:

- Allow the pi-hole administrator to make whitelist exceptions for certain devices (allow access to google ads from the google search results).
- Provide an easier way to setup the configuration, by providing a script that will require the administrator to perform only a few steps to whitelist google ads for a device.

3.   Manual Configuration

Some of the required steps can be performed, by executing the script (see here).

1.   Create the whitelist entries (menu Whitelist). The type should be 'Exact whitelist' don't check the wildcard checkbox).

The following whitelist entries need to be created to allow google search ad links to work (list suggested here):

```
www.googleadservices.com

dartsearch.net

www.googletagmanager.com

www.googletagservices.com

ad.doubleclick.net

clickserve.dartsearch.net
```

The result should look like this:

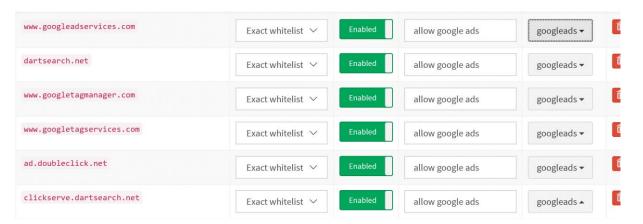| www.googleadservices.com | Exact whitelist ⌄ | Enabled | allow google ads | 🗑 |
dartsearch.net	Exact whitelist ⌄	Enabled	allow google ads	🗑
www.googletagmanager.com	Exact whitelist ⌄	Enabled	allow google ads	🗑
www.googletagservices.com	Exact whitelist ⌄	Enabled	allow google ads	🗑
ad.doubleclick.net	Exact whitelist ⌄	Enabled	allow google ads	🗑
clickserve.dartsearch.net	Exact whitelist ⌄	Enabled	allow google ads	🗑

2. Create a new group 'googleads' (menu Group Management / Groups).

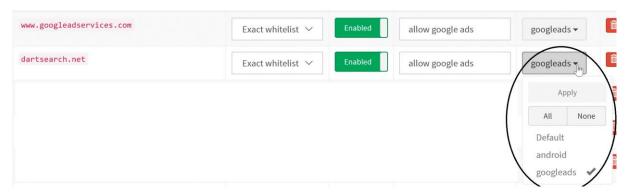   The result should look like this:

| googleads | Enabled | devices with google ads | 🗑 |

3. Assign the whitelisted domains to the new group (menu Group Management / Domains)

   The result should look like this:

www.googleadservices.com	Exact whitelist ⌄	Enabled	allow google ads	googleads ▾	🗑
dartsearch.net	Exact whitelist ⌄	Enabled	allow google ads	googleads ▾	🗑
www.googletagmanager.com	Exact whitelist ⌄	Enabled	allow google ads	googleads ▾	🗑
www.googletagservices.com	Exact whitelist ⌄	Enabled	allow google ads	googleads ▾	🗑
ad.doubleclick.net	Exact whitelist ⌄	Enabled	allow google ads	googleads ▾	🗑
clickserve.dartsearch.net	Exact whitelist ⌄	Enabled	allow google ads	googleads ▴	🗑

   The result of editing the group assignment (before clicking 'Apply') should look like this:

| www.googleadservices.com | Exact whitelist ⌄ | Enabled | allow google ads | googleads ▾ | 🗑 |
| dartsearch.net | Exact whitelist ⌄ | Enabled | allow google ads | googleads ▾ | 🗑 |

Apply
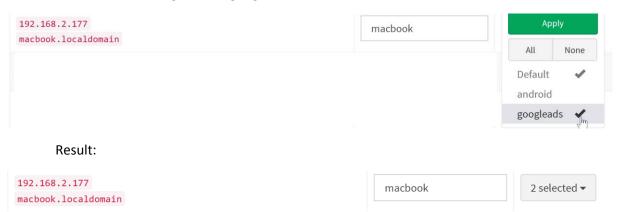
| All | None |

Default
android
googleads ✔

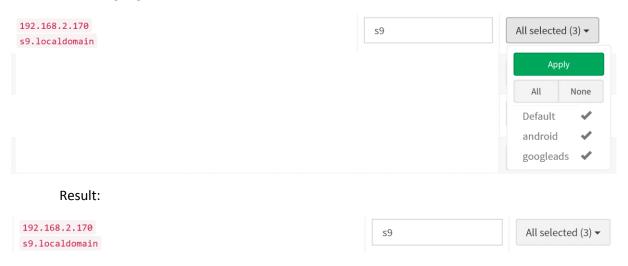4. Create the client device (menu Group Management / Clients).

   You can read more about clients in my [pi-hole manual](), section 17.2.

5. Add the desired device(s) (the client from the previous subsection) to the 'googleads' group.

   I specifically used a configuration with multiple groups to show the possible results:

   - Member of 'The default group' and the 'googleads' group. The client will be subject to the default assignments, google ads will be whitelisted:

192.168.2.177 macbook.localdomain	macbook	Apply
		All None
		Default ✔
		android
		googleads ✔

   Result:

192.168.2.177 macbook.localdomain	macbook	2 selected ▾

   - Member of All groups (reference my pi-hole manual, section 18, a 'whitelist example'). The client will be subject to default assignments, android notifications will be allowed, and, google ads will be whitelisted.

192.168.2.170 s9.localdomain	s9	All selected (3) ▾
		Apply
		All None
		Default ✔
		android ✔
		googleads ✔

   Result:

192.168.2.170 s9.localdomain	s9	All selected (3) ▾

6. Activate changes.

   - Ensure pi-hole (FTL) reads the changes, execute the following command:

```
pihole restartdns reload-lists
```

   - Clear the windows cache (the wag device)

```
Ipconfig /flushdns
```

4. Scripted Configuration.

In order to make life easier, I've included a script that automatically makes the necessary changes, steps 1 to 3 (create whitelist entries, create group, assign whitelist entries to group).

It is impossible to assign your clients to the group, the script doesn't know the specifications of your (wags) device(s), these steps need to be performed manually, luckily, that part is the easiest. **Execute steps 4, 5 and 6** (create client, assign client to group and activate the changes) **manually**, when using this script, to achieve google ads whitelisting.

WARNING: carefully read the comment in the script before executing it!

Click on the icon to view the script in a browser. Copy the content and make the script executable (sudo chmod +x /home/pi/googleads.sh). You can also use wget (click on Basic usage) to copy the script directly. Execute the script with 'sudo'!

5. **Change Log**
   17-05-2020

   - Version 1 (draft). Report issues here.