Meta ads app ownership verification

Beginning April 7, 2022, app owners of new apps added to Meta ads (formerly Facebook ads) will be required to confirm their ownership of the apps. This change applies to all Meta advertising platforms such as FB, IG, Messenger, FAN, etc, and to all operating systems.

1. The first step is updating the app-ads.txt file on the website domain listed within your app store listing.
2. Meta ads will verify that your app-ads.txt file exists at the domain URL provided and confirm app ownership.

Do I have to republish my SDK on Play Store or App Store after adding the app-ads.txt?

Yes, an app owner would have to update their app store listing on the Play Store (Android) and the App Store (iOS) after adding app-ads.txt to their developer website, as the app store listing would need to be updated to the new developer website.

What do you need to do is:

Games in Developer Accounts

Developers need to

1. Setup a website. If they don't already have one, they can setup Github Pages for free.
    For instance **mygame.github.io**
2. Upload the contents of crazylabs/app-ads.txt to **<developer domain>/app-ads.txt**
    For instance **mygame.github.io/app-ads.txt**
3. Set the developer website in the game app store page to **mygame.github.io**

The app.ads.txt specification requires that www. is dropped from the version that is uploaded to the website.

For example, if the developer website is https://www.website.com/game, use the following:

https://website.com/apps.ads.txt

http://website.com/apps.ads.txt

Note: The App store listing can still contain the www. prefix. You only need to remove www. from the app-ads.txt file implementation.

You have only used one subdomain

Only one subdomain can be used to verify app-ads.txt.

For example, if the developer website is: http://support.help.website.com/game

this would not be accepted, as it is at the second subdomain.

The following can be used:

https://help.website.com/app-ads.txt

http://help.website.com/app-ads.txt

https://website.com/app-ads.txt

http://website.com/app-ads.txt

Please add a developer website to your app's listing in Google Play or the Apple App Store as detailed here. For Apple App Store listings please note that the App Support URL is not the same as the Developer Website URL.

To verify app ownership with your app-ads.txt file, follow the steps below:

1. **Make sure the website URL in your app store listing is accurate. If you don't currently have a website for your app, you can create one using a free or paid website hosting service. Alternatively, you can use an app-ads.txt hosting service. Note: There can be a delay of up to 7 days when updating your app store listing.**

    ● **For Google Play:**

        1. **Sign in to your Play Console and find your app.**

        2. **Select Store presence, then Store listing.**

        3. **Find Contact Details and add your developer website URL.**

    ● **For Apple App Store:**

1. **Add your developer website URL in the marketing URL field of your store listing.**

2. **Publish an app-ads.txt file in the root directory of your site (for example: example.com/app-ads.txt) if it doesn't already exist.**

Troubleshooting:
https://developers.facebook.com/docs/audience-network/optimization/best-practices/troubleshoot-app-ads