**Ads.txt Web App Documentation**

Guide for ads.txt implementation for sites and apps: <https://iabtechlab.com/ads-txt-about/>

**Problem**:

Managing an ads.txt file for an individual site is simple enough, but can become cumbersome to upkeep everytime a demand partner(ssp) sends an updated list of ads.txt entries for the publisher to upload to the root directory of their website.

This can become even more troublesome to keep track of when you are managing ads.txt entries for other publishers - like in the instance of a publisher network. Using a well designed tool to help keep track of ads.txt that allows for regular updates would be extremely helpful for individual publishers as well as publisher networks. This could potentially be helpful for SSPs as well if they could directly update their ads.txt entries via this shared ads.txt web app or via api.

**Solution**:

To create a secure web application that allows publishers and publisher networks to keep track of their ads.txt documents over time and to update them or revert to a previous version as necessary. The application should be able to copy and paste to the computer’s local memory or export to a .txt file on the local machine. The application will save the publisher/pub.network time and allow them to quickly send out ads.txt updates or quickly implement the latest updated file.

**Technical Specifications for current Project:**

* Initial Login portal with password creation/re-generation in the event of a forgotten password.
* The user is associated with two or more of these data types: Company, Publisher Group, Publisher, or Site.
  + Company is the legal entity/owner of a site. Necessary data fields are Name, contact person name and contact person email. Non essential fields are phone number, logo.
    - A Company-Network is a company with more than one publisher or publisher groups.
  + Publisher can be the same as the company unless the company (company-network) owns or manages multiple publishers or publisher groups. A publisher is producer of the website content. A publisher can also be the same as a site.
  + A Publisher Group is an entity that manages several sites at once.
  + A site is a website and the lowest child in the hierarchy.
  + Company-Network ->Publisher Group->Publisher->Site
* The ads.txt file should be able to be manipulated each level of the hierarchy. A master company ads.txt file which can be pushed to each child below. Then an ads.txt file at the pub. Group level which can pushed to the child entities, etc….
* The ads.txt file should check for basic syntax errors like missing commas, or extra spaces.
* It should automatically alphabetize seller entries by seller, then by individual entry for easy perusal.
* The user should be able to update a seller entry specifically and separately so that when it is updated, the master file is automatically updated.
* When a child ads.txt entry is being updated, there should be an option to update the master file if the user so chooses with the additional entries.
* If there is an issue, the user should be able to revert to a previous version of the ads.txt file.
* Before exporting a new ads.txt file, the user should be prompted with an “are you sure” message highlighting the updated entries (All added entries and all deleted entries).
* There should be an area to keep a copy of a custom ads.txt file (i.e. a shortened version for special use cases)

**Specifications for the Future:**

Eventually, this application should have a portal for individual publishers, publisher networks, and for sellers (SSPs). The sellers would be able to login, find their individual publishers or publisher network ads.txt entries and update them within their portal. This push would automatically update the ads.txt file for the publisher site.

The application would also serve as a host for ads.txt should the publisher wish so that any approved changes to their ads.txt file would automatically be pushed to the hosted file and updated on the publisher site.

The application would also take into account sellers.json entries as well and would serve as a sellers.json/ads.txt validator. It should be able to read a sellers.json field and automatically update the ads.txt for that specific website.

Product should allow for whitelable for other sellers (ssp/adapters)