




1. Homogenous Pools

 publisherA.com/ads.txt

TXT

adexchange.com, 12345, **DIRECT**

 publisherB.com/ads.txt

TXT

adexchange.com, 12345, **DIRECT**

 adexchange.com/sellers.json

JSON

```
"seller_id": "12345",  
"seller_type": "PUBLISHER",  
"domain": "publisherA.com",  
"name": "A Times"
```

OR


```
"seller_id": "12345",  
"seller_type": "PUBLISHER",  
"domain": "ABgroup.com",  
"name": "AB Group"
```

A Times }
B Times } **AB Group**
(Parent Organization)

A Times and B Times authorize 12345 as their direct seller. AdExchange recognizes 12345 as belonging to either A Times (or B Times) or AB Group are *all valid cases* of Id sharing since A Times and B Times *are related (same parent)*.




2. Heterogenous Pools

 publisherA.com/ads.txt

TXT

adexchange.com, 12345, **DIRECT**

 publisherB.com/ads.txt

TXT

adexchange.com, 12345, **DIRECT**

 adexchange.com/sellers.json

JSON

```
"seller_id": "12345",  
"seller_type": "PUBLISHER",  
"domain": "publisherA.com",  
"name": "A Times"
```

A Times }
B Times } **No relation**
between the two
publishers

A Times and B Times authorize 12345 as their direct seller. AdExchange recognizes 12345 as belonging to A Times (or B Times). This type of Id pooling is *incorrect* since A Times and B Times *are unrelated*.



3. Authorized Pools

 publisherA.com/ads.txt

TXT

google.com, 12345, **DIRECT**

 publisherB.com/ads.txt

TXT

google.com, 12345, **DIRECT**

 google.com/sellers.json

JSON

```
"seller_id": "12345",  
"seller_type": "BOTH",  
"domain": "adexchange.com",  
"name": "AdExchange Media"
```

A Times }
B Times } **Unrelated**
adexchange.com } **MCM**

Although A Times and B Times *are unrelated*, the common Id present in their ads.txt belongs to AdExchange Media which is a *Google's MCM partner*. As an MCM, it manages and sells inventory on both the publishers through Google.




4. Unauthorized Pools

 publisherA.com/ads.txt

TXT

google.com, 12345, **DIRECT**

 publisherB.com/ads.txt

TXT

google.com, 12345, **DIRECT**

 google.com/sellers.json

JSON

```
"seller_id": "12345",  
"seller_type": "BOTH",  
"domain": "adexchange.com",  
"name": "AdExchange Media"
```

A Times }
B Times } **Unrelated**
adexchange.com } **Not**
MCM

In this case, A Times and B Times *are unrelated* and the AdExchange Media (represented by the common Id shared by A Times and B Times) *is not a Google's MCM partner*.