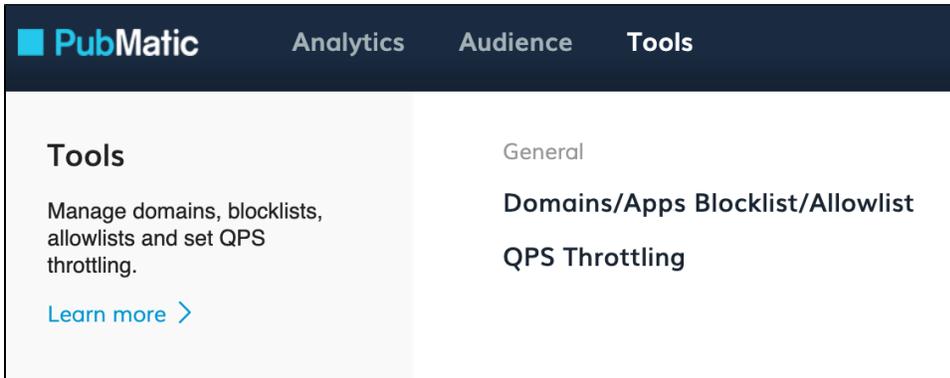


Manage Domains/Apps and Blocklists/Allowlists in Media Buyer Console (MBC)

The PubMatic Media Buyer Console's (MBC) **Tools** menu provides a complete set of options to create, delete, and manage blocklists and allowlists for your web domains and apps.

Get started

1. Log into MBC with your account credentials. Contact your PubMatic account manager if you need assistance.
2. From the **Tools** menu select, **Domains/Apps Blocklist**



Manage domains/apps blocklists/allowlists

The **Domains/Apps** page lets you manage the blocklist/allowlists for your campaigns. The **Blocklist & Allowlist** tab lists your campaigns and their associated blocklists/allowlists for your domains and apps. The page provides several options to manage your campaigns and upload/download your new /changed blocklists and allowlists.

Domains/Apps

Blocklist & Allowlist | Blocklisted Domains/Apps (278) | Allowlisted Domains/Apps (9) | Download Global Blocklist

Find: Domain/App Name | Platform: All | Campaign: All

278 Records | Show 10 per page | Page 1 of 28

Domain/App	Platform	Last Modified
: [redacted]	Mobile App IOS	Apr 6, 2020
: [redacted]	Mobile App IOS	Apr 6, 2020
: [redacted]	Mobile App Android	Mar 2, 2020
: [redacted]	Mobile App Android	Mar 2, 2020
: [redacted]	Web	Mar 2, 2020
: [redacted]	Mobile App Android	Mar 2, 2020
: [redacted]	Mobile Web	Mar 2, 2020
: [redacted]	Web	Jan 4, 2017
: [redacted]	Mobile App IOS	Oct 7, 2015
: [redacted]	Web	Oct 7, 2015

On the **Blocklist & Allowlist** tab of the **Domains/App** screen, use the:

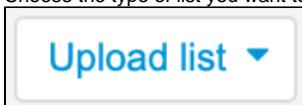
- **Find** field at the top-left to search for blocklists/allowlists.
- **Show** drop-down list to change the number of entries displayed on each page of results.
- **Page** field to jump to a specific page number.
- **< >** buttons to page forward/back through the results pages.
- **Column headings** to sort the table columns in ascending/descending order.
- **Left-column checkboxes** to select and perform operations on multiple rows.
- actions menu to **Download Blocklist/Allowlist (CSV)** files.

- **Campaign Name** link to change the domain/app list mode for a campaign (see [Change blocklisted/allowlisted domain/app list modes](#) below).
- **Upload list** dropdown (upper-right), to upload blocklist (CSV) files (see below).

Upload blocklist/allowlist data

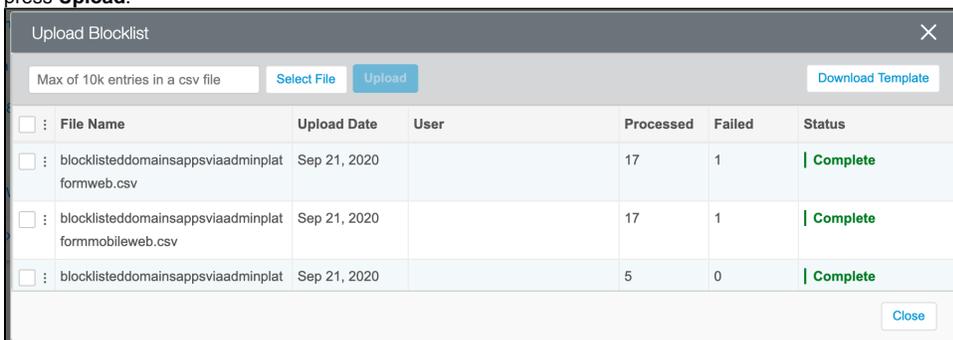
Use the steps below to upload data to your blocklists/allowlists:

1. Choose the type of list you want to upload from the **Upload list** dropdown:



⚠ If you need to upload an allowlist...
 The user interface in the following steps uses a blocklist, but the process is the same for an allowlist.

2. When the *Upload* panel opens, press **Select File** to select a CSV file containing the domains you've added to your list (up to 10,000 URLs), then press **Upload**.



⚠ If you need to create a new blocklist/allowlist...
 Use the **Download Template** button to download a CSV file that you can open and edit in your favorite worksheet app. You'll find three required columns to populate, similar to the example below:

	A	B	C
1	Campaign	App Store Url/Top Level Domain	Platform (Web/Mobile Web/Mobile App IOS/Mobile App Android)
2	Beeswax	free-tv-video-online.me	Web
3	Beeswax	http://google.com	Web
4	Beeswax	google.com.au	Web
5	Beeswax	watchtvseries.ch	Web
6			

When you've completed your data entry, export the file as a CSV, then upload the file as described in step 2 above.

After your CSV list uploads, MBC verifies the results then lists the number of entries in the *Processed* column similar to the image in step 2 above. The *Failed* column indicates whether the file contains errors, so you can correct it and re-upload.

3. When the *Status* column displays, *Complete*, you can press **Close** to dismiss the *Upload* panel.

Change domain/app blocklist/allowlist mode

The two right-hand columns of the **Blocklist & Allowlist** tab display the campaign's *Domain/App Mode* for the campaign's blocklist/allowlist. Select a *campaign title* in the **Campaign Name** column to open the list mode editor dialog.

Campaign Name	Last Modified	Blocklisted Domains/Apps	Allowlisted Domains/Apps	Domain Mode	App Mode
Beeswax - Marketing	Jul 3, 2020		0	Allowlist	Blocklist
Beeswax - Marketing	Aug 14, 2018	8	7	Allowlist	Blocklist
Beeswax - Marketing	May 27, 2020		1	Allowlist	Blocklist
Beeswax - Marketing	May 19, 2020		0	Allowlist	Blocklist

In the list mode editor dialog, you can **View Blocklist/Allowlist**, change the list mode for domain/app, or disable a list entirely:

Web Campaign 2020
✕

View Blocklist
View Allowlist

Type	Blocklist Count	Allowlist Count	List mode
Domains	3	0	<div style="display: flex; gap: 5px;"> Off Blocklist Allowlist </div>
Apps	0	0	<div style="display: flex; gap: 5px;"> Off Blocklist Allowlist </div>

Close

Mode settings affect the behavior of the campaign like so:

- **Off** - domain/app blocklist/allowlist is disabled; MBC ignores uploaded lists.
- **Blocklist** - domain/app is in blocklist mode; MBC ignores allowlist items.
- **Allowlist** - domain/app is in allowlist mode; MBC ignores blocklist items.

View details of blocklisted/allowlisted domains/apps

The *Blocklisted Domains/Apps* and the *Allowlisted Domains/Apps* tabs show details for each of your campaigns. If the number of tracked domains/apps for a campaign is greater than zero, then you can use the *Blocklisted Domains/Apps* tab to manage specific campaigns as shown below.

Blocklist & Allowlist
Blocklisted Domains/Apps 810
Download Global Blocklist

Find
Platform All
Campaign: All

810 Records
Show 10 per page
Page 1 of 81

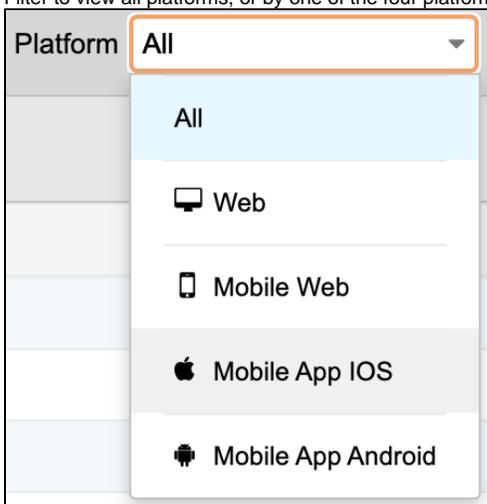
Domain/App	Platform	Last Modified
: 310633998	Mobile App IOS	Sep 18, 2020
: 310633999	Mobile App IOS	Sep 18, 2020
: 566661420	Mobile App IOS	Sep 18, 2020
: 566661428	Mobile App IOS	Sep 18, 2020
: 566661500	Mobile App IOS	Sep 18, 2020
: coroku	Mobile App Android	Sep 18, 2020
: coroku.elvis	Mobile App Android	Sep 18, 2020
: coroku.elvis.classiccountry	Mobile App Android	Sep 18, 2020
: coroku.elvis.classiccountry.oldschoolrap	Mobile App Android	Sep 18, 2020
: coroku.test	Mobile App Android	Sep 18, 2020

This section lets you:

- Search By Domain/App through the list that can contain up to 10,000 entries.

Find

- Filter to view all platforms, or by one of the four platform types: *Web*, *Mobile Web*, *Mobile App iOS*, or *Mobile App Android*.



- Use the **Delete...** option in the actions menu to remove an entry from the Domain's/App's list
- Use the **Download Global Blocklist** button (upper-right of screen), to download the global blocklist containing all of the blocklisted/allowlisted domains/apps for your campaigns.