

Allowlist

Introduction

! This feature is applicable only if it has been enabled for your account. If this feature is disabled for your account and you would like to enable it, please contact your PubMatic Account Manager.

Publishers can allowlist creatives specifically from one or more advertisers for specific sites (or all sites) by allowlisting URLs for advertisers or advertiser categories. When you allowlist advertisers for a site, all other advertisers are essentially blocklisted. This process facilitates safe and time-saving allowlisting within PubMatic.

Using the Allowlist, publishers can:

- Allowlist a domain URL (including subdomains) for an advertiser or advertiser category for all sites or a specific site.
- View available domain URLs for allowlisting and enable/disable the allowlist as needed.

! If you disable an allowlist for a site, it will be blocklisted, meaning that it will be removed from the allowlist.

- View, schedule, download, and email allowlisted advertiser categories, advertisers, and domain URLs for all sites or specific sites.

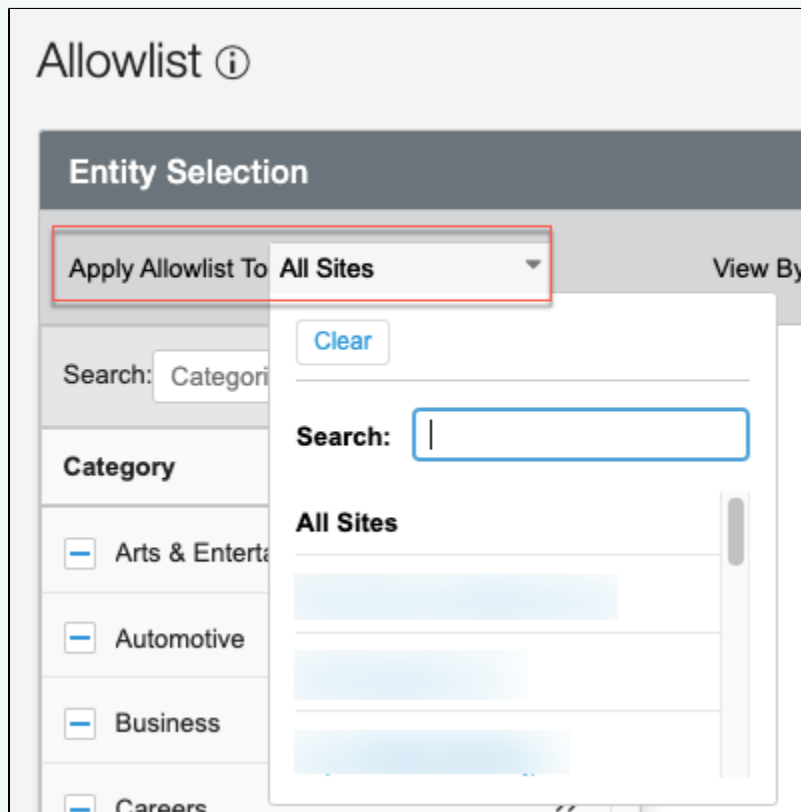
! If you disable an allowlisted advertiser for a site, any earlier configured blocklist will be applicable for your inventory.

- Search for allowlisted advertisers, advertiser categories, and domain URLs.



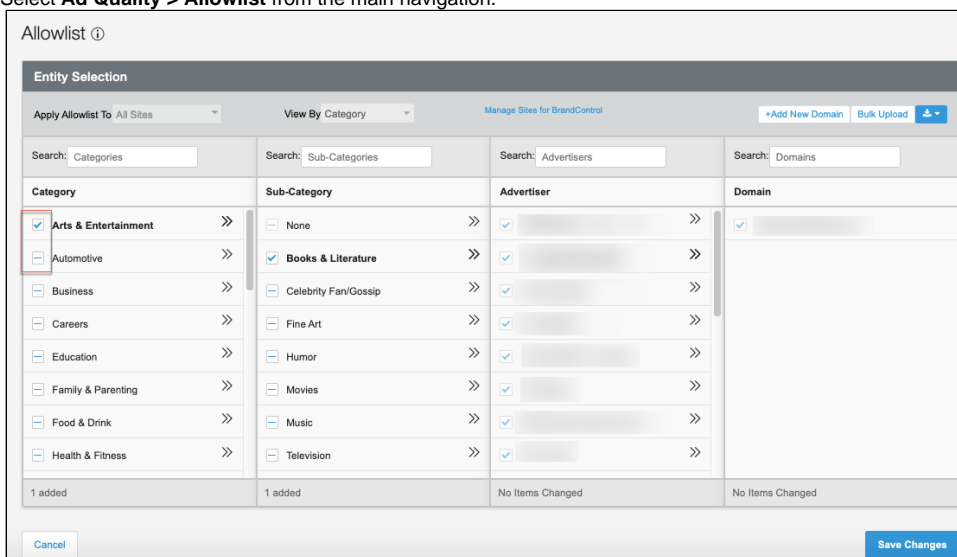
TIP

When reviewing the allowlisted items for a particular site, ensure that you have the correct site selected and that All **Sites** is not selected.



Editing an allowlist

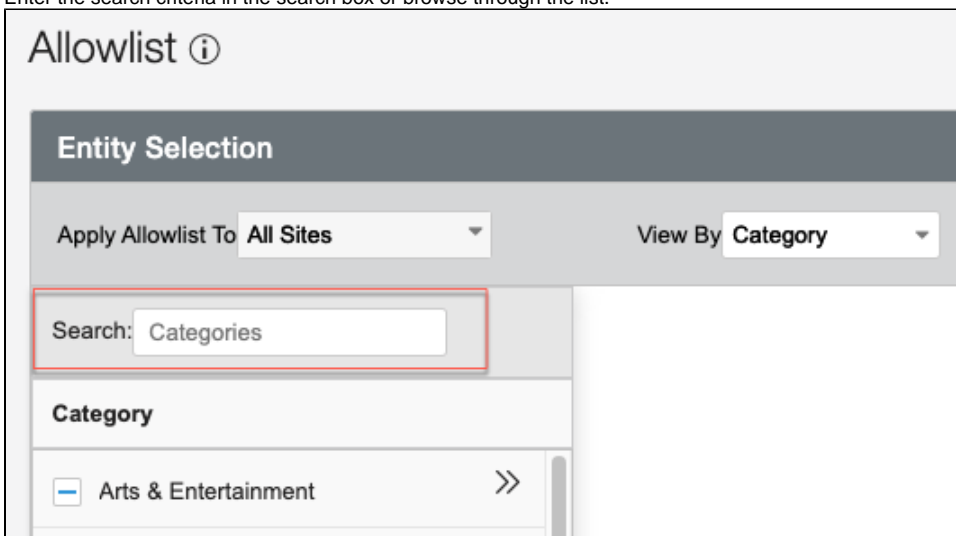
1. Select **Ad Quality > Allowlist** from the main navigation.



Note

- = Full entity selected (e.g., all advertisers and domains within the category)
- = Partial entity selected (e.g., only some advertisers or domains within a category)

- Select whether you want the allowlist changes to apply to all sites or a particular site by clicking the **Apply Allowlist To** dropdown menu, and select *All Sites* or a *specific* site. To locate a site, browse the list to make a selection or begin typing part of the URL and press **Enter** to begin the search. Continue typing more of the site name and press **Enter** to narrow the search results. The subsequent allowlisting will apply to this selection.
- Select whether you want to view by **Category**, **Advertiser**, or **Domain** from the **View By** drop-down menu and selecting an option.
- Enter the search criteria in the search box or browse through the list.



5. For either **Category** or **Advertiser**, use the arrows **>>** next to the entity you want to expand. Continue to use the arrows **>>** for each sub-level you want to expand. (*Domains are displayed in a single list, so there is no need to navigate to another level.*)

6. Select the checkbox for each item you want to allowlist or select the checkbox in a column heading to select all of the items in that column.

The screenshot shows the 'Allowlist' interface with the following structure:

| Category | Sub-Category | Advertiser | Domain |
|--|---|-------------------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> None | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Books & Literature | <input checked="" type="checkbox"/> | |
| <input type="checkbox"/> Business | <input type="checkbox"/> Celebrity Fan/Gossip | <input checked="" type="checkbox"/> | |
| <input type="checkbox"/> Careers | <input checked="" type="checkbox"/> Fine Art | <input checked="" type="checkbox"/> | |
| <input type="checkbox"/> Education | <input type="checkbox"/> Humor | <input checked="" type="checkbox"/> | |
| <input type="checkbox"/> Family & Parenting | <input type="checkbox"/> Movies | <input checked="" type="checkbox"/> | |
| <input type="checkbox"/> Food & Drink | <input type="checkbox"/> Music | <input checked="" type="checkbox"/> | |
| <input type="checkbox"/> Health & Fitness | <input type="checkbox"/> Television | <input checked="" type="checkbox"/> | |

i To allowlist **all domains** within a category or advertiser, select the check-box at the **highest** level (i.e., the category or advertiser in the first column on the left).

7. Click **Save Changes**, then **Yes** to confirm your allowlist changes.

i Allowlisting changes can take up to 5-10 minutes to sync and be visible.

How PubMatic manages subdomains and top-level domains

When a request is received on the ad server, PubMatic identifies `http://` or `https://` in the URL and extracts the domain until `/` or `?` is found and then parses the domain from the URL. Once the domain is extracted, PubMatic applies allowlisting and searches for the domain in the allowlisted domains list, first at the subdomain level and then the top-level domain.

Example: Domain extraction for `https://abc.xyz.com/mypage.html?a=4&b=5` would be `abc.xyz.com`. PubMatic then searches for `abc.xyz.com` first and then `xyz.com` so that both the subdomain and top-level domain are allowlisted.

- If a top-level domain is allowlisted, its subdomains will also be allowlisted.

i Example: If `google.com` is added to the allowlist, `mail.google.com`, `app.google.com`, etc. will also be allowlisted.

- If a subdomain is specifically added to the allowlist, it will not allowlist its top-level domain or other domains for which this domain is not the top-level domain.

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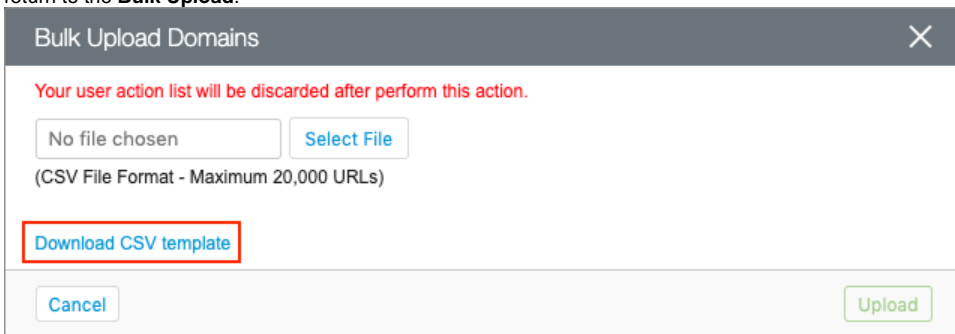
- Example: If `docs.google.com` is added to the allowlist, `mail.google.com`, `google.com`, `app.google.com` will **not** be allowlisted.

Bulk upload an allowlist


When you have many categories, advertisers or domains to allowlist for sites, use the **Bulk Upload** option.

1. Select **Ad Quality > Allowlist** from the main navigation menu.
2. Click **Bulk Upload**.

3. Click the **Download the CSV** template and complete it by adding Site (Publisher) URLs and Allowlisted (Advertiser) domains. Save the file and return to the **Bulk Upload**.

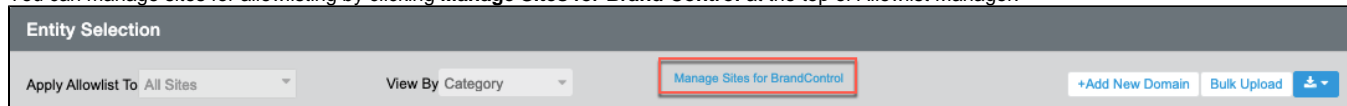


4. Open the downloaded file and add sites and domains to be allowlisted.
5. Save the changes to the CSV file and return to the **Bulk Upload Domains** window.
6. Click **Select File** and locate the file to upload.
7. Click **Upload**.
8. When the **File is successfully uploaded** confirmation appears at the top of the page, click **Refresh**. Continue to click Refresh until the file has been processed. (You can also leave this window and return later.) If the file fails, click the **Failed** status in the **Status** column. The reason for the failure will be listed for the sites/domains that failed. Fix the issue and try again.
9. When successfully uploaded, click **Cancel**.

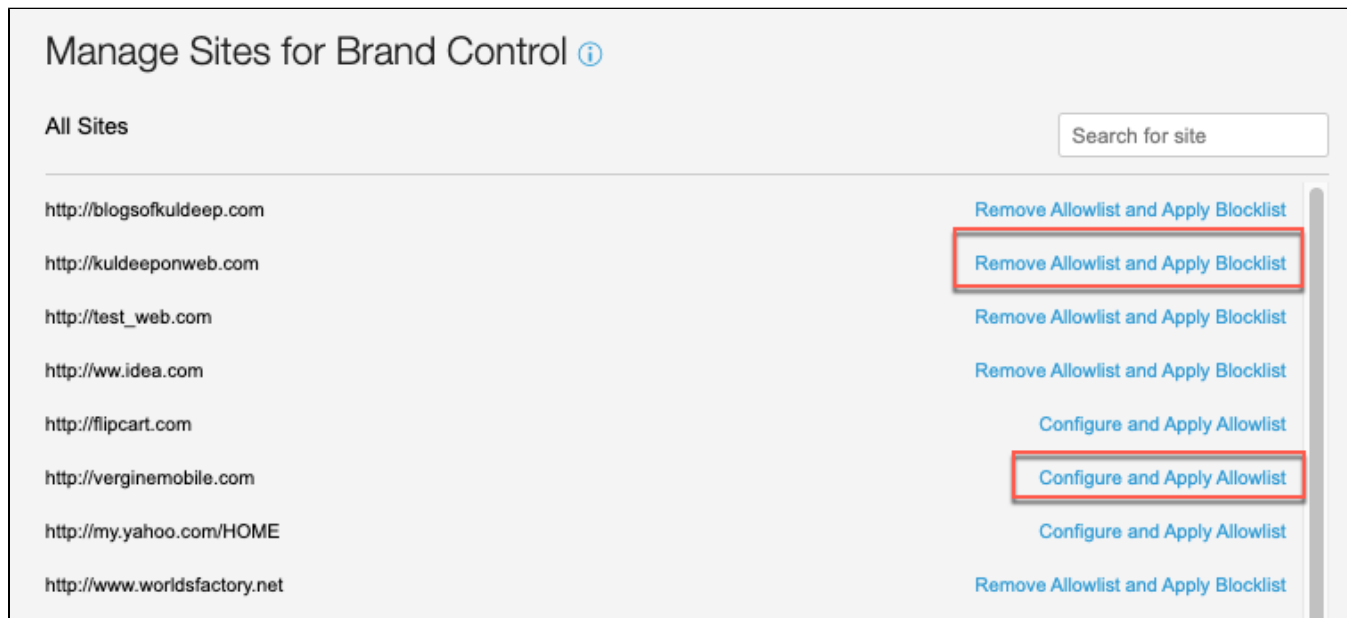
 If the Site URL does not match one in the system, it will return a "URL(s) failed to upload" message. To add a new site, select **Inventory > Sites & Tags** to add a new one.

Managing sites for brand control

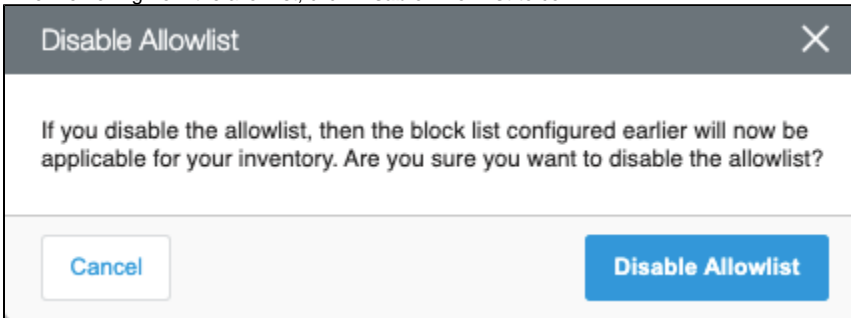
You can manage sites for allowlisting by clicking **Manage Sites for Brand Control** at the top of Allowlist Manager.



From this page, you can click **Remove Allowlist and Apply Blocklist** for those sites that are currently allowlisted, or click **Configure and Apply Allowlist** for those that are not currently allowlisted.



When removing from the allowlist, click **Disable Allowlist** to confirm.



When adding to the allowlist, configure as needed and click **Save Changes**.

Download an allowlist report

The Allowlist Report can be downloaded using one of the download options. Downloads will reflect the current allowlist view.

