

Publisher allowlisting

Introduction

PubMatic is committed to providing the safest publisher platform possible. To achieve this, we've created a rigorous [Inventory Quality Evaluation](#). The first step is for our ad server to ensure domain and app store URLs are allowlisted. When a URL isn't allowlisted, the impression is passed back to the publisher. To safeguard against impressions being passed back, publishers must allowlist all of their domain and app store URLs. This page provides instructions for completing this task.

Auto-allowlisting

In an effort to help publishers maximize their yield, we track domain passbacks and automatically allowlist domains that have more than 100,000 daily passback requests. Domains that are auto-allowlisted are subjected to the same rigorous Inventory Quality Evaluation as the domain upload process. Auto-allowlisting is a safeguard measure and is not meant to replace the allowlist upload process.

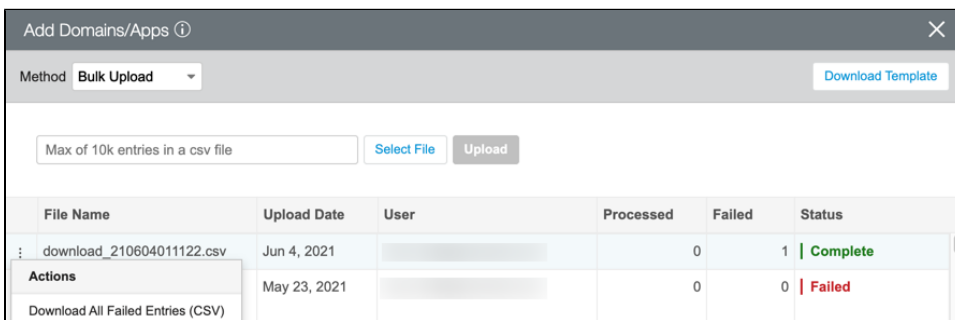
Upload an allowlist file

1. In the PubMatic UI, select **Inventory > Allowlist** from the main navigation.
2. Click **Add Domains/Apps**, and select **Bulk Upload** from the **Method** list.
3. Click **Download Template** to download the allowlist CSV template.
4. Open the allowlist CSV template, make your edits, and save the file.
5. Return to the **Add Domains/Apps** modal and select **Bulk Upload**. Click **Select File**, select your CSV file, and click **Upload**. The validation will take a few minutes because the domains are sent for [inventory quality evaluation](#). You'll know the file upload is complete when the **Status** column displays **Complete**.

Refresh

Click  **Refresh** to view the latest status while your upload is processing.

If any of the URLs failed to upload, click the vertical ellipsis to the left of the entry to download a CSV file that lists the failed URLs with a description of why each one failed. Refer to the [Failed URLs](#) section below for the reason associated with each failed URL. Correct the issues and follow the steps above to [upload the allowlist file](#) again.




File Name	Upload Date	User	Processed	Failed	Status
download_210604011122.csv	Jun 4, 2021		0	1	Complete
Actions	May 23, 2021		0	0	Failed

Add a single domain to an allowlist

1. In the PubMatic UI, select **Inventory > Allowlist** from the main navigation.
2. Click **Add Domains/Apps**, and select **Inline Addition** from the **Method** list.
3. Select a platform, store (for CTV only), and enter the domain to be allowlisted.
4. Click **Add**. The validation will take a few minutes because the domains are sent for [inventory quality evaluation](#). You'll know the file upload is complete when the **Status** column displays **Complete**.


Refresh


Click  **Refresh** to view the latest status while your upload is processing

Download and edit an allowlist

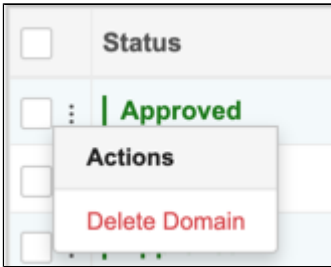
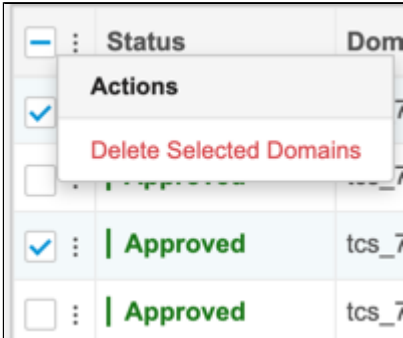
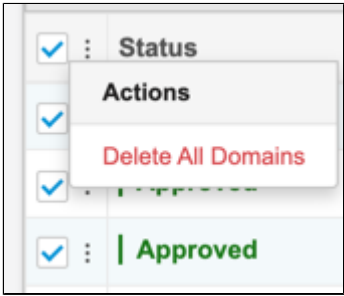
1. In the PubMatic UI, select **Inventory > Allowlist** from the main navigation.

2. Click **Download** and select **Filtered Allowlist (CSV)**. The downloaded file will maintain any filters you have selected (for example, platform or status).
3. Open the CSV file, make your edits, and save the file.
4. Return to the **Add Domains/Apps** modal and select **Bulk Upload**. Click **Select File**, select your CSV file, and click **Upload**. The validation will take a few minutes because the domains are sent for **inventory quality evaluation**. You'll know the file upload is complete when the **Status** column displays **Complete**.

 Refresh

Click  Refresh to view the latest status while your upload is processing.

Delete one or more domains from an allowlist

Deletion method	Selection
Single domain	<p>Select the vertical ellipsis to the left of the domain and select Delete Domain.</p> 
Selected domains	<p>Select the checkbox next to each domain, select the vertical ellipsis in the column heading, and select Delete Selected Domains.</p> 
All domains	<p>Select the checkbox in the column heading, click the vertical ellipsis in the column heading and select Delete All Domains.</p> 

Domain normalization (how PubMatic manages top-level and subdomains)

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 the allowlist 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.

Top-level domains:

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

For example: If google.com is added to the allowlist, mail.google.com, app.google.com, etc. will also be allowlisted.

Subdomains:

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.

For example: If docs.google.com is added to the allowlist, mail.google.com, google.com, app.google.com will not be allowlisted.

Failed URLs

This table provides a complete list of the failure descriptions (that appear in the and the reason behind each one.

Failure description in the CSV file	Failure reason details
Domain is blocked for resellers	Uploaded domain exists in global channel partner blocklist.
App is blocked for resellers	Uploaded app exists in global channel partner blocklist.
Domain is blocked on PubMatic platform	Uploaded domain exists in global publisher blocklist.
App is blocked on PubMatic platform	Uploaded app exists in global publisher blocklist.
App requires a manual review. Contact Account Team	The uploaded app doesn't exist in our known shortlist of apps. We will add this app to our shortlist after clearing a manual review
Domain's trust score is below the desired threshold (<5 out of 100)	Majestic has assigned this domain a trust flow of <= 5.
Domain's trust score is below the desired threshold (<5 out of 100)	This usually means PubMatic received a response of "not found" from Majestic.
Domain\App has high SIVT rate	Pixelate has determined this domain/app has high SIVT.
Domain\App has high GIVT rate	Pixelate has determined this domain/app has high GIVT.
Domain\App has low viewability score	Pixelate has determined this domain/app has low viewability.
Domain\App is in vendors blacklist	Pixelate has determined this domain/app is blacklisted.
Domain\App is flagged for brand safety	Pixelate has determined this domain/app has is a high risk for brand safety.
Traffic Rating Server not available. Please try again.	There was a connection issue with the Majestic server when attempting to perform the domain/app scan. Please try again.
App has no rating data	This means Pixelate did not find any rating data when they performed the app/domain scan.
Domain's trust score is below the desired threshold	Majestic has assigned this domain a trust flow score of <12.
Trust Score Server not available. Please try again.	There was a connection issue with the Majestic server when attempting to perform the domain/app scan. Please try again.
Invalid iOS app store URL	This means the IOS store URL/app URL normalization failed.
Invalid Android app store URL	This means the Android store URL/app URL normalization failed.
Invalid URL for this site	This means there was a platform mismatch for uploaded records. For example, a user tried to upload a domain for an iOS site.
Invalid app store URL	This means the app store URL was not valid. Please try again.

Reason for failed uploads

Below are the exceptions you may see in the **Status** column.

Error code	Reason
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Upload Scan Server not available. Please try again.	The upload API was down while uploading domains.
Download Scan Server not available. Please try again.	The download API was down while fetching scan results.
Scan Server not available. Please try again.	The scanning API was down or otherwise timed-out.