

# Blocklist Manager

## Blocklist Manager tool

If you have questions or would like to upgrade your Blocklist Manager tool, contact your customer success manager.

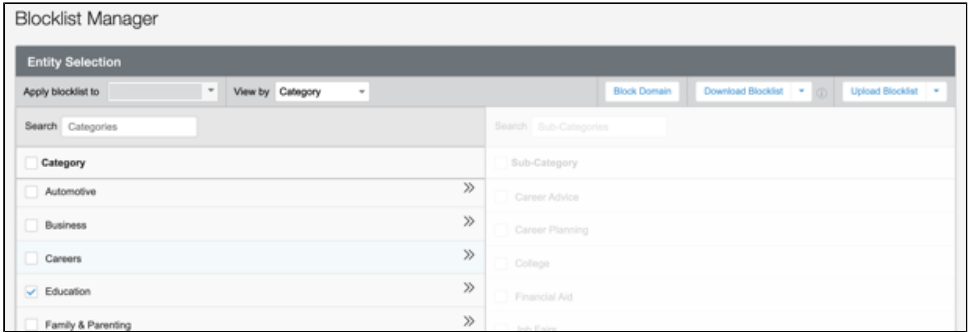
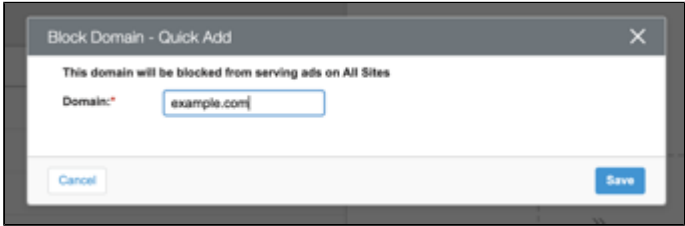
Blocklist Manager prevents unwanted ads from being served on a publisher's site. You can block ads based on category or subcategory, advertiser, or domain.

## Warning

Blocklists apply to both open market and PMP deals. If your PMP deal is seeing low bid responses, check to make sure you don't have an advertiser or buyer blocked.

## Blocklist Manager UI

This table provides an overview of the Blocklist Manager fields in the Publisher UI.

Entity or field	Description
<b>Apply blocklist to</b>	You can apply a blocklist to a specific site from the list or select <b>All Sites</b> .
<b>View by</b>	Options are: <b>Category</b> , <b>Advertiser</b> , or <b>Domain</b> . The <b>View by</b> panels change according to your selection.  In this example, the <b>Category</b> options are displayed in the <b>View by</b> panel:  
<b>Block Domain</b>	This quick-add feature allows you to block a single domain in one easy step. The domain you enter will be blocked from serving ads on the option you selected in <b>Apply blocklist to</b> .  In this example, <i>example.com</i> will be blocked on <b>All Sites</b> :  
<b>Download Blocklist</b>	Downloads a publisher-level blocklist containing the URLs to be blocked across all sites.
<b>Upload Blocklist</b>	Options are: <b>Upload a blocklist</b> or <b>Upload an unblock list</b> . You can upload up to 10,000 blocklist or unblock list items at a time.

## Block a single domain

Follow these steps to quickly add a single domain.

1. From the main navigation, select **Ad Quality > Blocklist**.
2. Select **Block Domain**.

3. Enter the domain you want to block and click **Save**.

This domain will now be blocked from serving.

## Create a blocklist

Follow these steps to create a blocklist for categories, advertisers, or domains.

### **Blocklist Manager has been revamped**

You'll notice several changes as a result of the revamp, including the absence of the partial entity option. This section provides steps for achieving the same blocklist results as before.

1. From the main navigation, select **Ad Quality > Blocklist**.
2. In the **Apply Blocklist To** menu, you can select **All Sites** or just specific sites from the list.
3. Select the blocklist type to view the remaining steps:

Use category blocking when you want to block domain categories and/or subcategories.

### **Warning**

When you block a category or subcategory, it may block a domain that's in another category.

To block domains by category:

1. From the **View By** menu, select **Category**.
2. Check the box next to a category name. Select as many categories as you'd like.

### **Info**

Once you select a category name, you can no longer select or de-select its subcategories, this is because all subcategories are selected by default. If you want to select only certain subcategories, you might consider creating a subcategory blocklist instead.

3. Click **Save** when you're done.

To block specific subcategories:

### **Info**

When selecting subcategories, you must save the list of subcategories before you can access perform any other actions.

1. From the **View By** menu, select **Category**.
2. Leave the category box unchecked, and then click the navigation arrows to display the category's subcategories.
3. Select the subcategories you want to block.
4. Click **Save** when you're done.

Use Advertiser blocking when you want to block ads from a specific advertiser. You can choose to block all domains associated with an advertiser, or you can block only certain domains associated with an advertiser.

### **Warning**

When you block an advertiser or advertiser domains, it may block a domain that's in another advertiser.

To block an advertiser and all of its domains:

1. From the **View By** menu, select **Advertiser**.
2. Check the box next to the advertiser. Note that once you do this, you can no longer select or de-select its domains.
3. You can check as many categories as needed.
4. Click **Save** when you're done.

To block specific domains associated with an advertiser:

1. From the **View By** menu, select **Advertiser**.
2. Leave the box next to the advertiser's name unchecked, and then click the navigation arrows to display the domains.
3. Select the domains you want to block.
4. Click **Save** when you're done.

Use **Domain** blocking when you want to:

- Block specific domains
- Exclude specific domains from a blocklist.

1. In the **View By** menu, select **Domain**.
  2. Use the **Search** bar to search for advertiser domains that you want to block or exclude.
  3. Now check the box next to the domains you want to block or deselect domains you want exclude from the blocklist.
  4. Click **Save** when you're done.
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## Bulk uploads

The bulk upload feature is useful if you have a large number of items to block or unblock. A couple of points to be aware of:

- You can upload up to 10,000 items at a time.
- Blocking and unblocking must be done in separate uploads.

## Upload a blocklist

Follow these steps to upload a blocklist.

1. From the **Upload Blocklist** menu, select **Upload Blocklist**.
  2. Click **Download CSV Template**.
  3. Enter your site URLs and blocklisted domains and save the file.
  4. When you're ready, return to the **Upload Blocklist** modal in the Pub UI and select **Select File > Upload**.
  5. Wait for a message that confirms that the file uploaded successfully.
  6. Click **Refresh** periodically to see if the file is done processing. Blocklist files can take several minutes to upload, so you might consider leaving the window open and returning later.
  7. When the file has finished uploading:
    - If **Success** is displayed in the **Status** column, you can click **X** to close the modal. Your blocklist is ready to use.
    - If **Failed** is displayed in the **Status** column, click the file to download it and view the failed sites/domains. Fix the issue(s) and try again. It's not uncommon for some of the sites/domains to fail and other to successfully process. When this happens, the successful sites /domains are in place and ready to use.
- You will also receive an email confirming the success or failure of the upload.

## Upload an unblock list

To unblock sites and domains that were previously blocked, follow the steps for [bulk uploading a blocklist](#), but click **Upload Unblock List** from the **Upload Blocklist** menu.

## Generate a blocklist report

You can download a blocklist report to view the sites and domains that have been blocked by your blocklist. Some points to be aware of:

- Large blocklists can take up to an hour to generate. Rather than wait, you can leave the window open and check back later.
- If a blocklist exceeds one million rows it will be divided into multiple CSV files.

Follow these steps to generate a blocklist report:

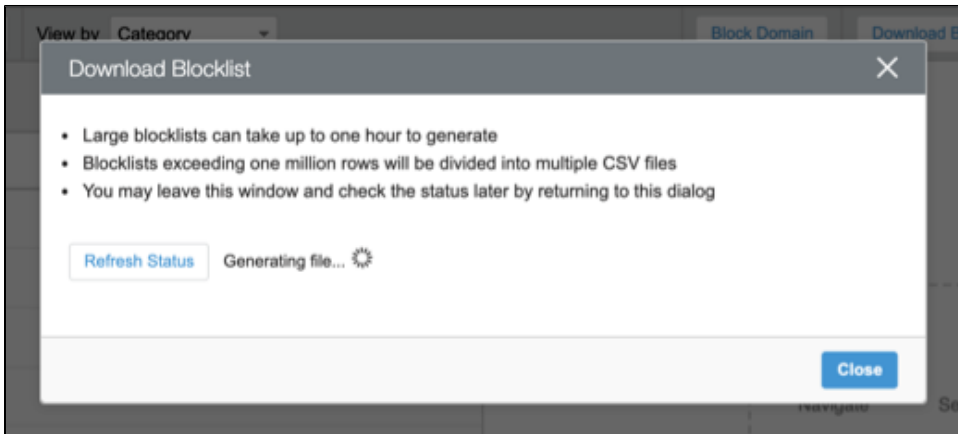


### Tip

To download the most recent blocklist report, instead of generating a new one, simply click **Download Blocklist** in the **Download Blocklist** modal.

1. From the **Download Blocklist** menu, click **Pub + all site-level blocklists**.
2. In the modal, click **Generate New Blocklist**.

3. Click **Refresh** to check if the file is done processing.



4. Click **Download Blocklist** when the report has been generated.