

Bulk Uploading Sites, Ad Tags and Domains

The Publisher UI provides the ability to upload sites, tags, and add allowlist domains in bulk. This can save time when setting up the details of an account in PubMatic.

i Default sites and ad tags are not available in the **Download Sites** and **Download Ad Tags** templates.

To complete the setup process:

1. Add sites to your account.
2. Add domains to allowlist.
3. Create ad tags.

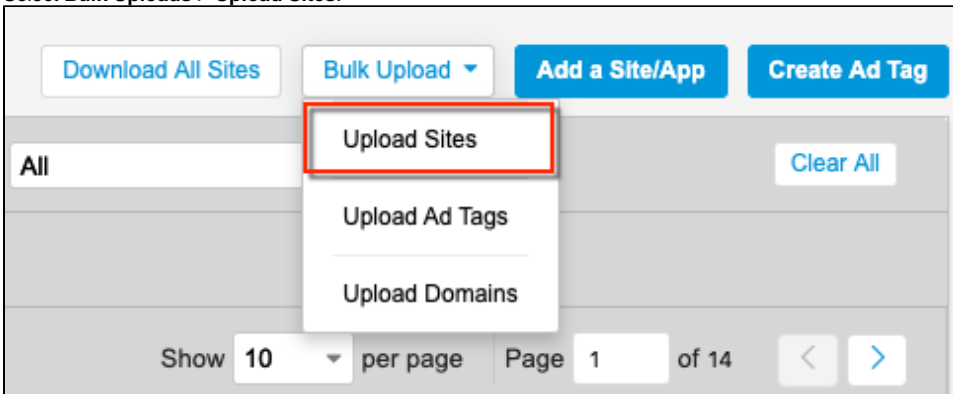
i Sites and Tags can also be added individually in the Publisher UI. For more information about setting up sites and tags individually in the Publisher UI, refer to the [Account Setup Guide](#).

Bulk Upload Sites

Sites are often created for different areas of a website. For example, the home page and subpages for sports, news, entertainment, and more. A publisher will often want to have a unique ad tag for each slot on a page. If you have multiple properties, you may want to set a different site for each.

Sites must be added to the PubMatic platform before creating associated ad tags.

1. Select **Inventory > Sites & Tags** from the main navigation.
2. Select **Bulk Uploads > Upload Sites**.

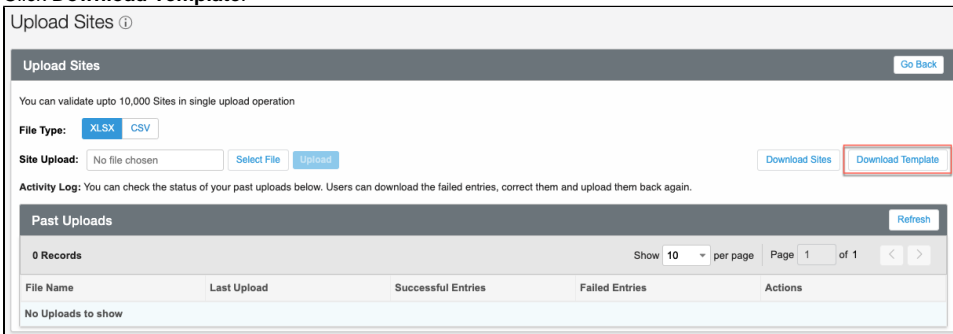


3. Click **XLSX** or **CSV** to set the format of the template you will download.

i EMEA downloads

A CSV file is a delimited text file that uses a comma to separate values, which is a standard in the U.S., however, it may not match default regional settings on a Windows or Mac settings for other countries. Users in EMEA should select the XLSX option.

4. Click **Download Template**.



5. Open the downloaded file and complete the fields for each site:

Field	Description
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Site/App Domain	The URL must start with https:// or https:// and contain .com or the equivalent at the end.
Site/App Identifier	This will appear in reporting.
Platform	Web, mobile web, or CTV
Primary Vertical or Category	Enter the IAB Category.
Secondary Vertical or Category	Optional
Monthly Ad Impressions	Expected monthly ad impressions.
Privacy Policy	URL of privacy policy - optional.
Is Default Site	Refer to Default Sites & Ad Tags for more information.
API Setting Enabled (Y/N)	Always set to Yes (Y)
COPPA Compliant	Enter Y if the site is child-directed.
CTV AppStore (Roku/Other)	Enter Roku or Other in this column.
Rich Media Compliance in case of App(Semi-Colon Separated List)	This field is used to indicate the Rich Media compliance of the App (Android/iOS) and Site (Possible values are - MRAID 1.0, ORMMA & MRAID 2.0). These values can be set/updated from Sites UI.
Content Object (Pass All (Default)/Pass PMP/Don't Pass)	Use to determine the Content in which the impression appears. Content object values are <i>always</i> used by PubMatic, but the following settings to let you determine whether to pass them beyond PubMatic: <ul style="list-style-type: none"> • Pass All (Default): values pass in bid requests to all DSPs (PMP deals and open exchange). • Pass PMP: values pass in bid requests for PMP Deal IDs. • Don't Pass: values never get pass to buyers in the bid stream. NOTE: <i>do not</i> include the apostrophe in "Dont" within the template.
Override Publisher Data in case of App(Y/N)	This is used to delete a site via Bulk Upload operation. If nothing is set, it'll be internally considered as 'N'
Availability on App Store (Y/N)	Enter Y , since we don't support Roku apps that don't exist in the Roku app store. If you do want to add an app that doesn't exist in the Roku app store, then you should enter Other in the CTV AppStore (Roku /Other) column and N in this column.
CTV AppStore(Roku/Other)	
AppStore URL/Android Bundle ID/iOS App ID	For Roku apps, enter the Roku app store URL or the Roku channel ID. For Other apps, enter the app store URL. You need to also enter either the CTV Bundle ID or the CTV App ID .
CTV Bundle ID	For Other apps, enter the bundle ID. If you don't have the bundle ID, enter the app ID in the CTV App ID column.
CTV App ID	For Other apps, enter the app ID. If you don't have the app ID, enter the bundle ID in the CTV Bundle ID column.
Is Secure Site	Enter Y if site is compatible with the HTTPS protocol.
Delete Site(Y/N)	Enter Y if site should be deleted or N to delete the site.

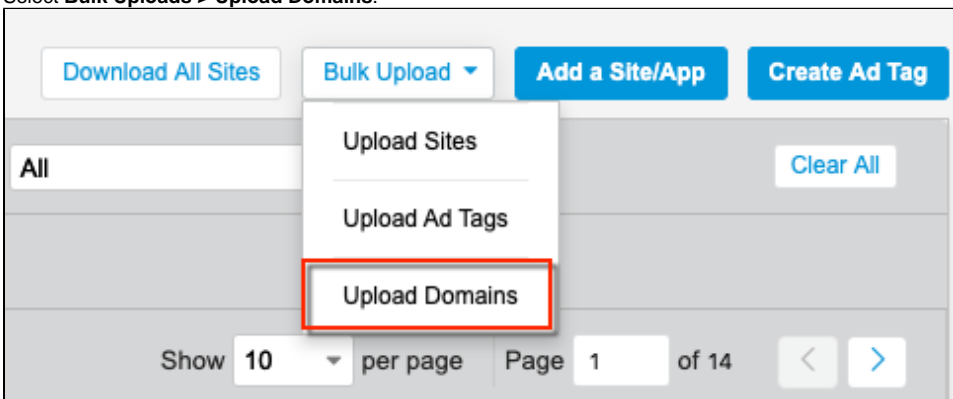
6. Save the file.
7. Return to the Publisher UI Upload Sites window and click **Choose File** to locate the file.
8. Click **Upload**.
9. Click **Refresh**. The message *File updated successfully* will appear in the upper-left corner.
*If not successful, Failed Entries will appear. Click the **Failed Entries** button to view errors. If you continue to have entries that fail after fixing errors, please contact your Customer Success Manager for assistance.*
10. Continue to upload allowlisted domains using the instructions below for Bulk Upload Domains.

Bulk Upload Domains

Domains for allowlisting can be added at any time, but **at least one domain must be allowlisted for a site**.

1. Select **Inventory > Sites & Tags** from the main navigation.

2. Select **Bulk Uploads > Upload Domains**.



3. Download the template and enter the **Site URL** (which is the Site Identifier indicated in the Publisher UI) and the **Domain URL** for each you want to allowlist.
4. Return to the Publisher UI Upload Domains window and click **Choose File** to locate the file.
5. Click **Upload**.

After allowed domains are added, the **Domains** column will indicate the number of domains added for each site. "0" in the Domains column indicates that no domains have been allowed for a site. A minimum of "1" should be listed for active sites.

Sites, Apps and Ad Tags ⓘ

Sites and Apps Ad Tags

Download All Sites Bulk Upload Add a Site/App Create Ad Tag

Find Search by Identifier/Site ID Platform All Vertical All Clear All

White List Status All Decision Manager All

61 Records Show 10 per page Page 1 of 7

Status	Site ID	Site/App Domain	Identifier	Domains	Primary Vertical	Last Modified	Ad Tags	Allowlist
Inactive	671489			0	Automotive	Mar 25, 2020	2	Applied
Inactive	662897			0	Technology	Feb 26, 2020	1	Revoked
No Tags	651666			0	Automotive	Jan 27, 2020	0	Revoked
No Tags	651638			0	Automotive	Jan 27, 2020	0	Applied
Inactive	651654			0	Automotive	Jan 27, 2020	2	Applied
Inactive	553160			0	Shopping	Jan 27, 2020	1	Applied
Inactive	651663			0	Automotive	Jan 27, 2020	2	Applied
No Tags	629587			0	Shopping	Oct 10, 2019	0	Applied
No Tags	560475			0	News	Apr 22, 2019	0	Applied
No Tags	553159			0	Entertainment and Leis...	Mar 20, 2019	0	Applied

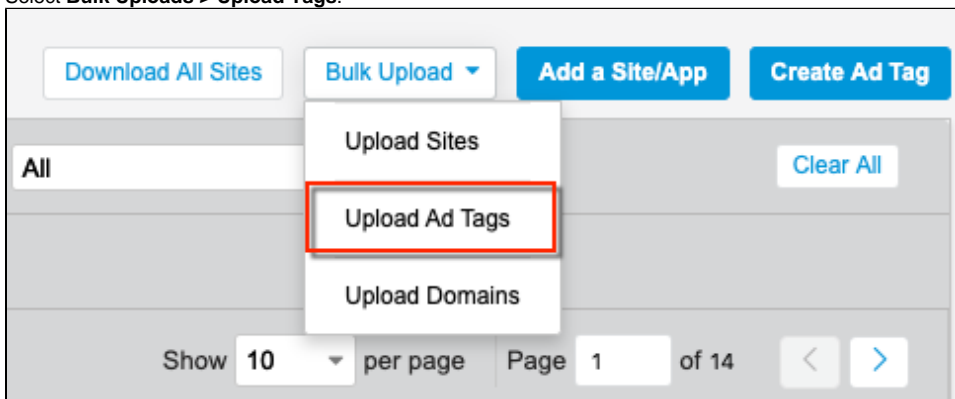
Bulk Upload Ad Tags

Ad tags are associated with sites that have been added to the PubMatic platform. Typically, publishers create a separate ad tag for each as that will be displayed on a site.

Sites must be added to the PubMatic platform before creating associated ad tags.

1. Select **Inventory > Sites & Tags** from the main navigation.

2. Select **Bulk Uploads > Upload Tags**.

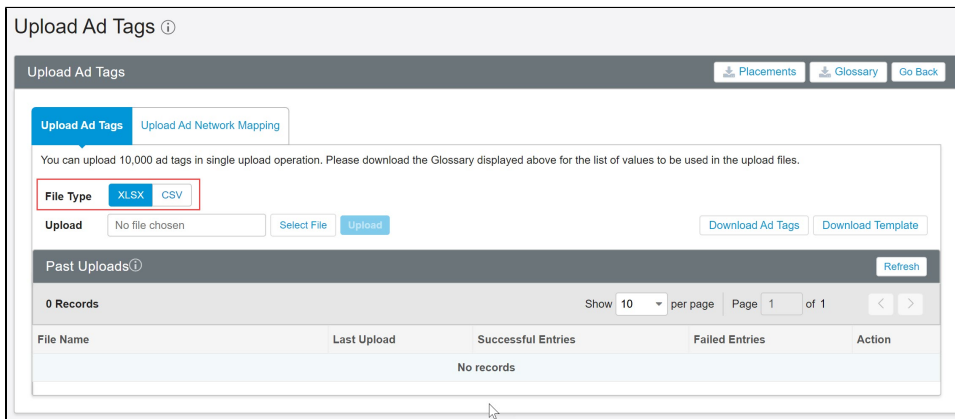


3. Click **XLSX** or **CSV** to set the format of the template you will download.




EMEA downloads

A CSV file is a delimited text file that uses a comma to separate values, which is a standard in the U.S., however, it may not match default regional settings on a Windows or Mac settings for other countries. Users in EMEA should select the XLSX option.



4. To add ad tags, click **Download Template**.
To update ad tags, click **Download Ad Tags**.
5. Open the downloaded file and complete the fields for each site.



PubMatic expects the Ad Tag data you upload in your template to be in specific formats, and these formats may periodically change due to system performance enhancements. To see the expected format for each field, select  to download a file containing example data that illustrates the expected format for all fields.

6. Return to the Publisher UI Upload Ad Tags window and click **Choose File** to locate the file.
7. Click **Upload**.
8. Click **Refresh**. The message *File updated successfully* will appear in the upper-left corner.
*If not successful, Failed Entries will appear. Click the **Failed Entries** button to view errors. If you continue to have entries that fail after fixing errors, please contact your Customer Success Manager for assistance.*