



THE MEDIA TRUST

VALIDATE DIGITAL ADVERTISING INVENTORY

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- ✓ ipanemaweb.com, 1067001, DIRECT, c228e6794e858952
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- ✓ briellereport.com, 362336, RESELLER
- ✓ adstorn.net, 4602, RESELLER

DIGITAL VENDOR RISK MANAGEMENT:

Ads.txt Manager for DSPs



Consolidate authorized
inventory data



Reconcile
payment issues



Build trusted
digital relationships

Comprehensive. Continuous. Convenient.

1 Centralized File Management

- Access a continuously updated repository of real-time files—JSON or raw data format
- Ensure inventory validity before executing ad buys
- View only accurate and normalized seller records
- Avoid latency associated with real-time transaction lookups

2 Smart Search and Query

- Pull point-in-time file data by querying via “as of” date
- Receive notifications of changes to Ads.txt files on frequently purchased inventory
- Augment your own research and file collection efforts
- Audit seller-specific inventory to optimize ad buys

3 Informed Decision Making

- Access reporting dashboards for quick intel on legitimacy of ad inventory sellers, i.e., SSPs, networks, exchanges, etc.
- Understand a seller's business model, i.e., *Direct* or *Reseller*
- Learn more about specific sellers and their prevalence across the global digital ecosystem
- Establish communication channels with digital partners



THE MEDIA TRUST

Creating better digital ecosystems to govern assets, connect partners and enable digital risk management.

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