app-ads.txt - Authorized Digital Sellers for Apps

Integration Guide for App Developers and Publishers

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Overview

app-ads.txt, or Authorized Digital Sellers for Apps, is an advertising industry wide initiative designed to improve transparency in the advertising ecosystem, allowing app developers to declare who is authorized to sell their ad opportunities (inventory).

app-ads.txt is a text file app developers post on their root domain to identify the authorized digital sellers. This allows brands and advertisers to have confidence that they are buying authentic app inventory.

App Developers & Publishers working with Chocolate

Chocolate is committed to ensuring that your app inventory is highly valued by our demand partners. Use of app-ads.txt is highly recommended. Declaring authorized sellers can help you receive more advertiser spend that might have otherwise gone toward counterfeit inventory.

Official site for ads.txt initiative Link

Official spec for app-ads.txt initiative: Link

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Implementation Steps	Description	Notes
Step ❶ : In your app store listing, make sure the developer website URL is correct	Make sure that the developer website URL used in your app store listing is accurate. You will be hosting the app-ads.txt file on the root directory of this domain.	Publishing a website and providing its URL is mandatory for the app's ad inventory to participate in the authorized seller scheme.
Step ❷ : Create the app-ads.txt file	This is simple. Create a .txt file and name it **app-ads.txt**	
Step ❸ : Add Chocolate Entry	Add Chocolate entry using the format below: chocolateplatform.com, "Chocolate Publisher Account ID", DIRECT #video vdopia.com, "Chocolate Publisher Account ID", DIRECT #video *Example:* *chocolateplatform.com, 12345, DIRECT #video* *vdopia.com, 12345, DIRECT #video*	1. Make sure to list "chocolateplatform.com" and "vdopia.com" on your app-ads.txt file as we are known as either or both by advertiser side systems. 2. Replace "Chocolate Publisher Account ID" with your Chocolate Account ID. *Note: Please obtain this from your Chocolate Account Manager.* 3. The third item is used to describe our relationship with the app inventory. Since Chocolate is working directly with you (the app developer), you can put "DIRECT" here.
Step ❹ : Post	Post the app-ads.txt file to the root directory of your domain of the website used in your app store listing. The file can be accessible via HTTP or HTTPS. The HTTP request header must contain "Content-Type: text/plain".	

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