

Supply Chain

Know Who Is Selling. See How Inventory Moves. Buy with Greater Confidence.

IAB Tech Lab's Supply Chain standards work together to identify authorized sellers, reveal the companies behind seller accounts, and trace how individual bid requests move through the ecosystem.

ads.txt & app-ads.txt

Who's allowed to sell my inventory?

ads.txt/app-ads.txt allows publishers to publicly identify the advertising systems and seller accounts authorized to sell their inventory. This helps buyers avoid counterfeit or misrepresented supply and provides added ownership and management context. ads.txt gives publishers greater control over their inventory and buyers greater confidence in what they purchase.

sellers.json

Who actually is the seller?

sellers.json allows buyers to identify the sellers participating in a transaction by connecting seller account IDs to the companies behind them. This added visibility helps buyers verify partners and make more informed investment decisions while increasing transparency across the ecosystem.

SupplyChain Object

How is the bid request generated and handled?.

The SupplyChain Object travels with an individual bid request and provides a record of the entities participating in its path. By identifying each entity that takes custody of a bid request, it gives buyers the request-level visibility needed to verify supply, identify unnecessary complexity, and direct spend toward trusted, efficient paths.

How They Work Together

