

ADS.TXT ADOPTION REPORT Q1 2018

PUBLISHER ADOPTION OF THE ADS.TXT STANDARD

BY THE INTERACTIVE ADVERTISING BUREAU HAS BEEN ONE OF THE HOTTEST TOPICS IN THE AD TECHNOLOGY INDUSTRY THIS YEAR.

THIS INVITES A VERY IMPORTANT QUESTION. ARE THE TOP GLOBAL WEBSITES REALLY UP TO SPEED WITH THIS INITIATIVE?



MonetizeMore

13% OUT OF THE TOP 25,000

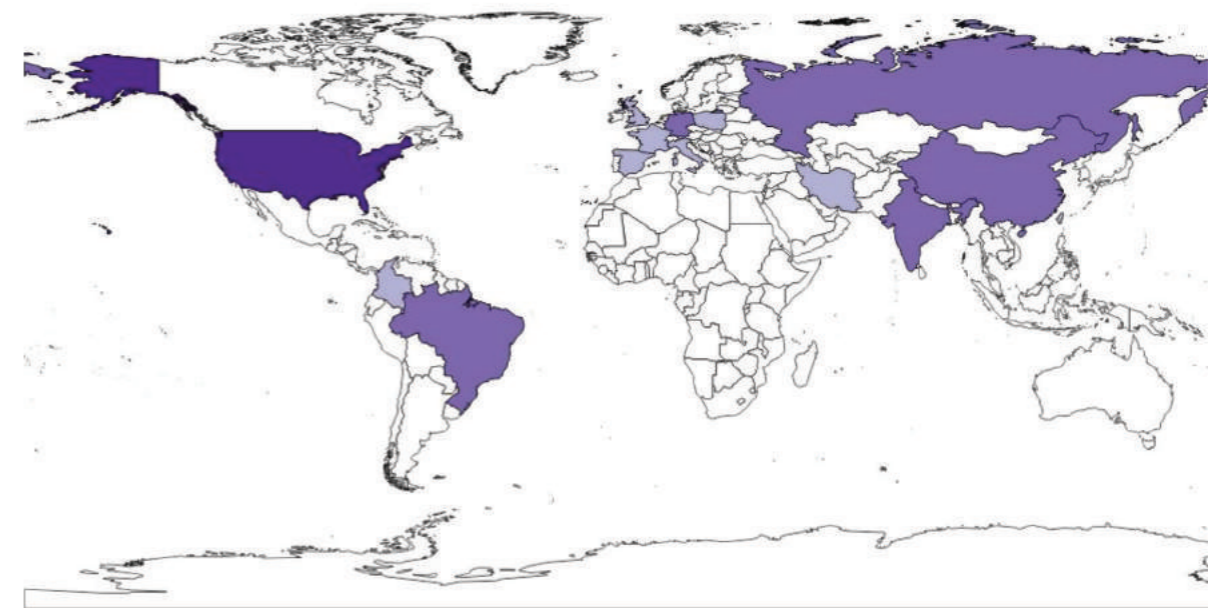
To find out, MonetizeMore conducted a study of some of the websites with the highest traffic for the first quarter of 2018. The top 25,000 Alexa websites from April and a randomized sample of 101,000 websites from top 1 to 1 million sites reported by Alexa were studied for this report.

Adoption rates for ads.txt for every site in the top 100,000 were analyzed, as well as the top locations in the world that are a part of the prestigious list of websites with the highest global traffic. The sample is dominated by domains attributed to the US (.com), Russia (.ru), China (.cn), and Japan (.jp)

Alexa Top 25k Site Domain Distribution



Count of Site and Ext3. Color shows details about Ext3. Size shows count of Site. The marks are labeled by count of Site and Ext3.

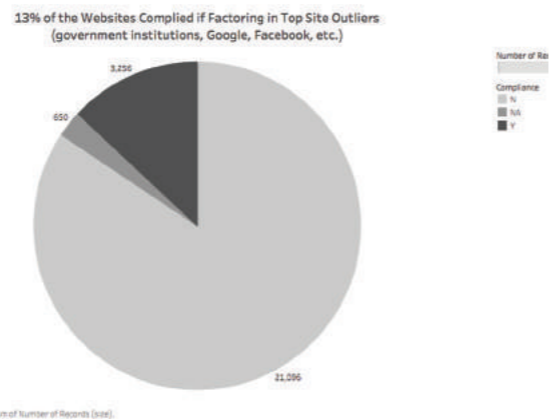


Distribution of domain extensions for top 25,000 Alexa websites

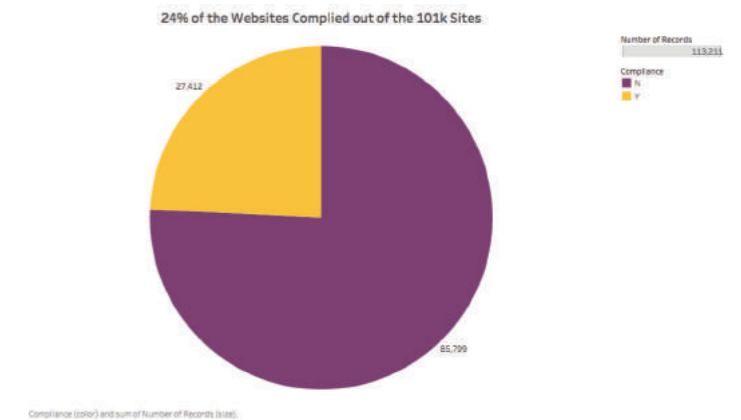
Global distribution of domains studied for top 25,000 Alexa websites.

101,000 WEBSITES SAMPLED OUT OF ALEXA TOP 1 MILLION

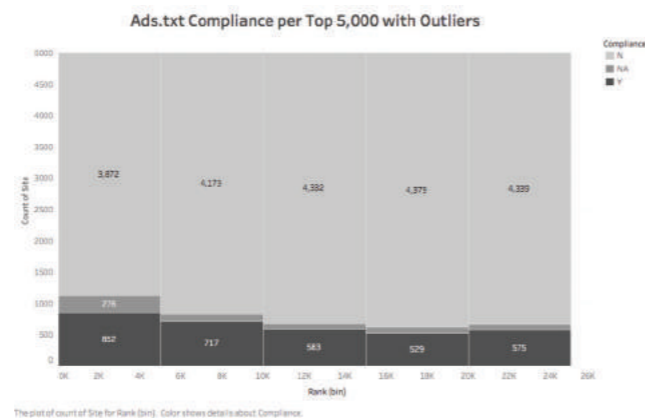
Of the top 25,000, only 13% are compliant with the ads.txt initiative.



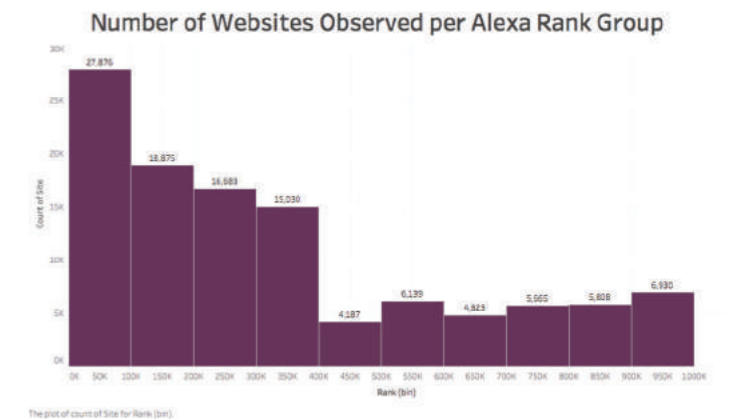
From our findings, we observed that there is an average of 24% adoption rates of ads.txt from the world's top websites.



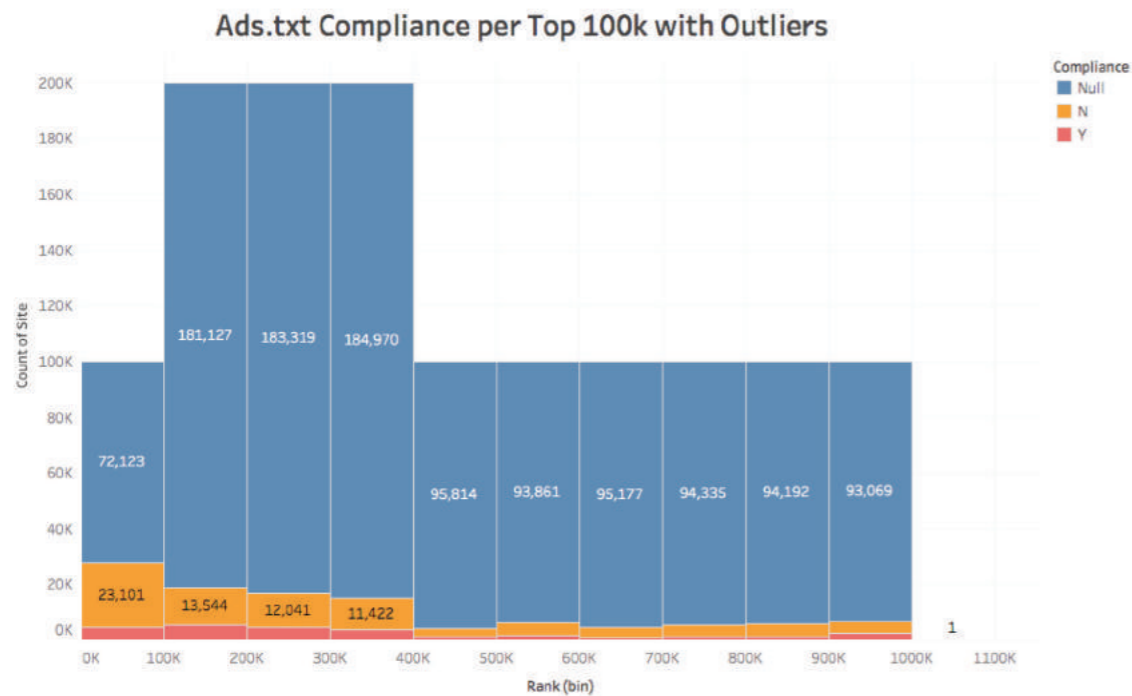
Isolating the top 5,000 sites (including outliers or non-programmatic websites)



Our sample also picked websites per Alexa rank group from top 1 to 1 million



An irregular but decreasing pattern of ads.txt compliance was observed across each ranking group. As the rank in Alexa goes down, the compliance also goes down but in a non-linear fashion:



The plot of count of Site for Rank (bin). Color shows details about Compliance.

AD SETUP DETECTION STATS

Part of the findings also included detection of ad setups observed across the top Alexa 25,000, 100,000, and 1 million websites. In the 25,000 category, it can be observed that 16% have easily detectable ads.txt settings and a significant majority of these sites made use of AdSense in

DATA VARIATION TO SIMILAR STUDIES

Variations in the datasets from different studies on ads.txt adoption are expected. For one, the method of classification of non-programmatic websites was a crucial element that affects the stats.

A total of 1.3 million web pages were observed for this study, where 101,000 are usable. There are a number of websites that have tricky redirects when trying to secure their ads.txt file.

CONCLUSION

While the ads.txt initiative is a step in the right direction for helping detect legitimate advertising partners for publishers, the implementation remains to be taken with a grain of salt especially by the websites with top global traffic as vetted by Alexa. There is a higher adoption rate from the upper percentage of top 1 million sites but beyond the top 5,000 sites, it is not yet enough to statistically establish a solid trend of adoption. There is a need to continuously monitor the development in this arena.

JOIN OUR DATA-DRIVEN JOURNEY TO A CLEARER PICTURE OF THE ADTECH LANDSCAPE

This is just the beginning of ad tech intensive research studies that can benefit your business. Want to have more data-driven information that drives ad technology? Subscribe to our blog and get first access to our ad technology research work.

