

## DV360 Supply Chain Dashboard Guide for Exchanges

Thanks for investing in providing supply chain information to enable transparency in the advertising ecosystem. This guide describes how to interpret the DV360 supply chain dashboard to help mitigate issues in supply chain implementation within the bid request or within the ads.txt/app-ads.txt files of publishers.

We have annotated the supply chain nodes we receive with the following classifiers. By the end of Q3 2021 (tentative), we will start to block any bid requests that have supply chain nodes classified as "NODE\_UNAUTHORIZED" and "CHAIN\_EMPTY". By the end of Q4 2021 (tentative), we will block bid requests that are classified as "N/A - NO-SCHAIN." These are classifiers 1-3 below. The rest of the classifiers are for investigative purposes.

The dashboard shows information at the exchange level and at a seller level by aggregating bid request information. It exposes the following classifications of nodes:

1. **NODE\_UNAUTHORIZED:** indicates that the seller of this node is not authorized by the indicated publisher in its ads.txt or app-ads.txt file.
2. **CHAIN\_EMPTY:** indicates that there was a supply chain object in the bid request but it was empty.
3. **N/A - NO-SCHAIN:** indicates the bid request does not contain a supply chain object.
4. **SELLER\_NOT\_FOUND:** indicates the sellers.json file of the domain(asi) in this node does not have the matching seller ID (sid) in the sellers.json file.
5. **SELLER\_NOT\_MATCHED:** The last node does not match the exchange sending this bid request.
6. **CHAIN\_INCOMPLETE:** indicates the chain is incomplete.
7. **DUPLICATE\_NODES:** indicates there are duplicate nodes in the supply chain.
8. **INTERMEDIARY\_DECLARED\_AS\_PUBLISHER:** indicates there is a node which is declared as a publisher in the sellers.json file of the domain indicated in the node but it is not the first node in the supply chain (i.e. it is actually an intermediary, not a publisher).
9. **CHAIN\_TOO\_LONG:** the supply chain is longer than 10 nodes.

The dashboard shows two tables - the first at the exchange level and the second at the seller level. An explanation of the columns available across these two tables below:

1. **Exchange Name:** name of the exchange.
2. **Seller Status:** status of the seller (i.e. the publisher) declared in the bid request via the publisher.id field.
3. **Supply chain non-compliance reasons:** reasons the supply chain object is not compliant (i.e. one more of the classifiers above).
4. **Estimated daily revenue impact (USD):** daily estimated revenue impact of blocking bid requests with the specified supply chain configuration. This is a directional estimate only and **does not** reflect final billing numbers.

5. **Count:** # of bid requests received with the specified supply chain configuration. Note this is a sampled estimate and may not reflect the exact number of bid requests received.
6. **Seller ID:** exchange specific ID in the publisher's ads.txt file.
7. **Inventory (domain/app):** publisher-sold inventory for which one of the nodes in the supply chain object is annotated.
8. **Supply chain:** the raw supply chain information from the supply chain object in the bid request including our annotations for each node to help troubleshoot. You might see additional annotations in this field that are not already defined above. These additional annotations refer to the match between the supply chain object and the corresponding sellers.json file for that entity. These are for investigative purposes only. Descriptions below:
  - a. MATCH\_STATUS\_UNDEFINED: No match attempted between supply chain object and sellers.json for this seller (asi in the supply chain object).
  - b. MATCH\_STATUS\_DOMAIN\_NOT\_PARTICIPATING: No sellers.json file found for the asi indicated in the supply chain node.
  - c. MATCH\_STATUS\_PARTICIPATING\_BUT\_NO\_MATCH: No seller with the provided ID (sid in the supply chain node) found in the sellers.json file of the domain (asi in the supply chain node).
  - d. MATCH\_STATUS\_FOUND: Seller ID (sid in supply chain node) matches a record in the sellers.json file of the domain (asi in the supply chain node).

### **Example of how to use the dashboard:**

Let's take the following scenario where the seller level table shows the following values in the columns:

Exchange: ABC exchange

Seller ID: 123

Seller Status: DIRECT

Inventory: publisher.com

Supplychain non compliance reasons: NODE\_UNAUTHORIZED

Supplychain: shows several nodes with different annotations. One of the nodes is classified as "NODE\_UNAUTHORIZED" and has the following values in the node (asi: seller1.com, sid: 345).

Estimated daily revenue impact (USD): \$100

Count: 50

In the above scenario, Seller ID 123 is ABC exchange's seller ID as seen in the ads.txt file of publisher.com. So publisher.com/ads.txt will show an entry that looks like the below:

ABC exchange, 123, DIRECT

In addition, **there won't be any entry** in publisher.com/ads.txt that looks like any of the below options:

```
Seller1.com, 345, DIRECT
```

```
Seller1.com, 345, RESELLER
```

Since there will be no entry for seller1.com in the publisher's ads.txt file, the node with that seller will get classified as unauthorized.

The estimated daily revenue impact and count columns indicate that on a daily basis, there are 50 bid requests (from sampled data) received with a node showing up as unauthorized for publisher.com along with the estimated (directional only) revenue impact if DV360 were to block these requests.

#### **Resources:**

- To request access to this dashboard, please fill out the [access request form](#).
- For other support requests, please [file a ticket](#).