



# Supply Chain Validation Test Cases

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# Introduction

This document highlights and explains all the test cases that are carried out by IAB Tech Lab's Supply Chain Validation tool along with the associated error codes.

The Supply Chain Validation tool is a service that ensures ads.txt and/or app-ads.txt files adhere to the technical specifications and cross references these files against the referenced sellers.json files.

This service was created in response to the success of the [ads.txt](#), [app-ads.txt](#), and [sellers.json](#) specifications as means to increase transparency in the programmatic supply chain. As the advertising industry becomes more dependent on these standards to filter inventory from non-authorized sellers, it's more critical than ever that all parties adhere to the specified formats accurately.

# Test Cases

Case	Scenario	Expected Results	Notification Message	Type	Code	Applicable Transparency Center Data Set(s)
1	Does the ads.txt file exist?	Ads.txt file is at domain.com/ads.txt App-ads.txt file is at developerurl.com/app-ads.txt	The registered ads.txt or app-ads.txt file does not exist.	Error	10010	Ads.txt App-ads.txt
2	Is the Content Type correct?	The declarations must be accessible via HTTP and/or HTTPS from the website that the instructions are to be applied to under a standard relative path on the server host: "/ads.txt" and HTTP request header containing "Content-Type: text/plain". It may be advisable to additionally use "Content-Type: text/plain; charset=utf-8" to signal UTF8 support.	The file does not have the HTTP request header containing "Content-Type: text/plain". It may be advisable to additionally use "Content-Type: text/plain; charset=utf-8" to signal UTF8 support.	Error	10020	Ads.txt App-ads.txt
3	Can we access the file without timeout?	Tech Lab Crawler can access the file within 20 seconds	Our crawler reached timeout while attempting to access your ads.txt or app-ads.txt file.	Error	10030	Ads.txt App-ads.txt
4	Does the location exceed the allowed number of root domain redirects?	Tech Lab Crawler can access the file in under 6 redirects within the root domain.	Accessing your file exceeds the specification redirect limit of 5 redirects within the root domain.	Error	10040	Ads.txt App-ads.txt
5	Does the location exceed the allowed number of external domain redirects?	Tech Lab Crawler can access the file in under 2 redirects outside of the root domain.	Accessing your file exceeds the specification redirect limit of 1 redirect outside of the root domain.	Error	10050	Ads.txt App-ads.txt
6	Are there 2 commas per line (indicating the 3 required fields)?	There are at least 2 commas, no more than 3 per authorized seller entry.	You do not have the three required fields per line. This is the first incorrect entry that we see, there may be more.	Error	11010	Ads.txt App-ads.txt

Case	Scenario	Expected Results	Notification Message	Type	Code	Applicable Transparency Center Data Set(s)
7	Does the third required field have either DIRECT or RESELLER in it?	DIRECT or RESELLER are the only accepted values for Type of Account/Relationship	The third required field should have either DIRECT or RESELLER in it. A value of 'DIRECT' indicates that the Publisher (content owner) directly controls the account indicated in field #2 on the system in field #1. This tends to mean a direct business contract between the Publisher and the advertising system. A value of 'RESELLER' indicates that the Publisher has authorized another entity to control the account indicated in field #2 and resell their ad space via the system in field #1.	Error	11020	Ads.txt App-ads.txt
8	Do Advertising System domains listed obey RFC 1123 [10]?	The allowed identifiers in field #1 and by definition assumed to be valid DNS domain names obeying RFC 1123 [10], associated errata for RFC 1123 or subsuming RFCs.	Please ensure the advertising system domain name is a valid domain.	Error	11030	Ads.txt App-ads.txt
9	Is there at least one valid entry?	As of March 2020 empty files are no longer an accepted way to declare no authorized digital sellers.	As of March 2020 empty files are no longer an accepted way to declare no authorized digital sellers. If you have no authorized digital sellers, please use placeholder.example.com, placeholder, DIRECT, placeholder as an authorized seller entry.	Error	11040	Ads.txt App-ads.txt

Case	Scenario	Expected Results	Notification Message	Type	Code	Applicable Transparency Center Data Set(s)
10	Does the field contain tabs, commas, whitespace?	No field should contain tabs, commas or whitespace, otherwise it should be escaped with URL encoding.	No field should contain tabs, commas or whitespace, otherwise it should be escaped with URL encoding.	Error	11050	Ads.txt App-ads.txt
11	For each DIRECT entry: Does the advertising system have a sellers.json file?	The advertising system should have a sellers.json file at <a href="http://{advertising_system_domain}/sellers.json">http://{advertising_system_domain}/sellers.json</a>	The advertising system domain listed for this DIRECT entry does not have a sellers.json file at <a href="http://{advertising_system_domain}/sellers.json">http://{advertising_system_domain}/sellers.json</a> . Please contact your selling partner to ask them to implement sellers.json	Alert	12010	Supply Chain Validation Web Supply Chain Validation App
12	For each DIRECT entry: Does the sellers.json file have the publisher account ID listed in my ads.txt file as a seller_id?	The sellers.json file should have the publisher account ID listed as a seller_id in their file.	The advertising system that you have listed does not have your publisher account ID listed as a seller_id in their sellers.json files. You should remove this entry from your file if you no longer work with the seller.	Error	12020	Supply Chain Validation Web Supply Chain Validation App
13	For each DIRECT entry: Does the sellers.json file entry with the same seller_id have the same domain as my ads.txt file?	It is expected that this alert may be seen often. The sellers.json definition for domain is the business domain name of the company (the legal entity) that is paid for inventory that is transacted under the given seller_id. It may also be omitted when is_confidential is set to 1 or when the seller doesn't have a web presence. We do this check to ensure that the publisher knows how they are being represented.	This is the business domain listed with the specified account ID. Please confirm that you are listed as expected. If a domain is present, it should be the business domain name of the company (the legal entity) that is paid for inventory that is transacted under the given seller_id.	Alert	12030	Supply Chain Validation Web Supply Chain Validation App

Case	Scenario	Expected Results	Notification Message	Type	Code	Applicable Transparency Center Data Set(s)
14	For each DIRECT entry: Does the seller_id have the entry listed as PUBLISHER?	A DIRECT ads.txt/app-ads.txt entry and PUBLISHER sellers.json will satisfy the programmatic test, please see the additional scenarios that need further manual validation: I. The seller ID may be listed as BOTH II. The seller has listed the relationship as INTERMEDIARY	I. This seller ID is listed as BOTH, meaning you act as both a PUBLISHER and INTERMEDIARY with this seller. If this is incorrect, please talk to your selling partner about how you are listed.  II. This seller has listed your relationship as an INTERMEDIARY, while there are valid use cases for this relationship, please work with your selling partner to make sure your files display the correct relationship.	Alert  Alert	12040  12050	Supply Chain Validation Web Supply Chain Validation App
15	For each DIRECT entry: Is the seller_id used only one time in the file?	It is invalid for a seller_id to represent multiple entities. Every seller_id must map to only a single entity that is paid for inventory transacted with that seller_id.	This seller_id is used multiple times in the advertising system's sellers.json file. This is invalid per the specification. Please review the other selling partners using this ID and contact your selling partner to better understand how your inventory is being sold.	Error	12060	Supply Chain Validation Web Supply Chain Validation App
16	For each RESELLER entry: Does the advertising system have a sellers.json file?	The advertising system should have a sellers.json file at <a href="http://{advertising_system_domain}/sellers.json">http://{advertising_system_domain}/sellers.json</a>	The advertising system domain listed for this RESELLER entry does not have a sellers.json file at <a href="http://{advertising_system_domain}/sellers.json">http://{advertising_system_domain}/sellers.json</a> . Please contact your selling partner to ask them to implement sellers.json	Alert	13010	Supply Chain Validation Web Supply Chain Validation App

Case	Scenario	Expected Results	Notification Message	Type	Code	Applicable Transparency Center Data Set(s)
17	For each RESELLER entry: Does the sellers.json file have the publisher account ID listed in my ads.txt file as a seller_id?	The sellers.json file should have the publisher account ID listed as a seller_id in their file.	The advertising system that you have listed does not have your publisher account ID listed as a seller_id in their sellers.json files. You should remove this entry from your file if you no longer work with the seller.	Error	13020	Supply Chain Validation Web Supply Chain Validation App
18	For each RESELLER entry: Does the seller_id have the entry listed as INTERMEDIARY?	A RESELLER entry in ads.txt/app-ads.txt paired with an INTERMEDIARY entry in the sellers.json file will satisfy the programmatic test, please see the additional scenario(s) that may be errors or need further manual validation. I. The seller_id may be listed as BOTH II. The seller_id may NOT be listed as PUBLISHER	I. This seller ID is listed as BOTH, meaning it acts as both a PUBLISHER and INTERMEDIARY. If this is incorrect, please talk to your selling partner about how you are listed.  II. This seller has listed your relationship as an PUBLISHER, this differs from the RESELLER relationship that you have listed. Please work with your selling partner to make sure your files display the correct relationship.	Alert  Error	13040  13050	Supply Chain Validation Web Supply Chain Validation App
19	For each RESELLER entry: Is the seller_id used only one time in the file?	It is invalid for a seller_id to represent multiple entities. Every seller_id must map to only a single entity that is paid for inventory transacted with that seller_id.	This seller_id is used multiple times in the advertising system's sellers.json file. This is invalid per the specification. Please review the other selling partners using this ID and contact your selling partner to better understand how your inventory is being sold.	Alert	13060	Supply Chain Validation Web Supply Chain Validation App

Case	Scenario	Expected Results	Notification Message	Type	Code	Applicable Transparency Center Data Set(s)
20	For each Subdomain: Is "divisionone.example.com" a valid url?	The subdomain should be a valid url.	The subdomain listed is not a valid url.	Error	14020	Ads.txt App-ads.txt
21	For each Subdomain: Is "divisionone.example.com" a valid subdomain of the root domain?	A subdomain listed in the file should be a subdomain of the root domain on which the ads.txt file is found.	The subdomain listed is not a subdomain of the ads.txt file's root domain.	Error	14030	Ads.txt App-ads.txt