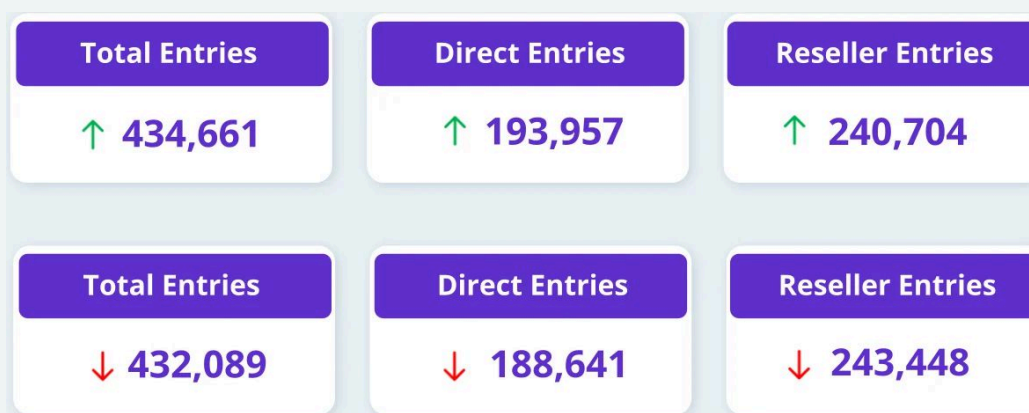


Sellers Report - March 2026

Ads.txt Summary

Overall

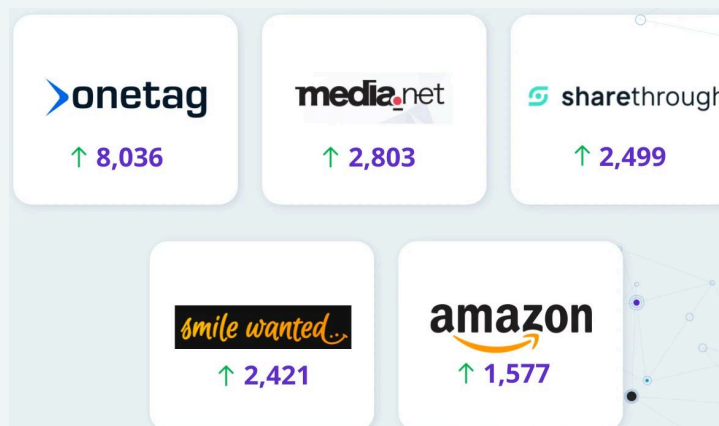
In March 2026, the addition of **434,661** new ads.txt lines and the removal of **432,089** existing lines resulted in a net increase of around **2.5k+** lines, indicating a relatively balanced level of activity this month. Both direct and reseller entries saw steady updates, reflecting ongoing maintenance and gradual supply adjustments across publisher inventories.



SSP Overall

The changes in the ads.txt lines show notable improvements compared to previous months. Here are some top SSPs that have gained a good number of new lines.

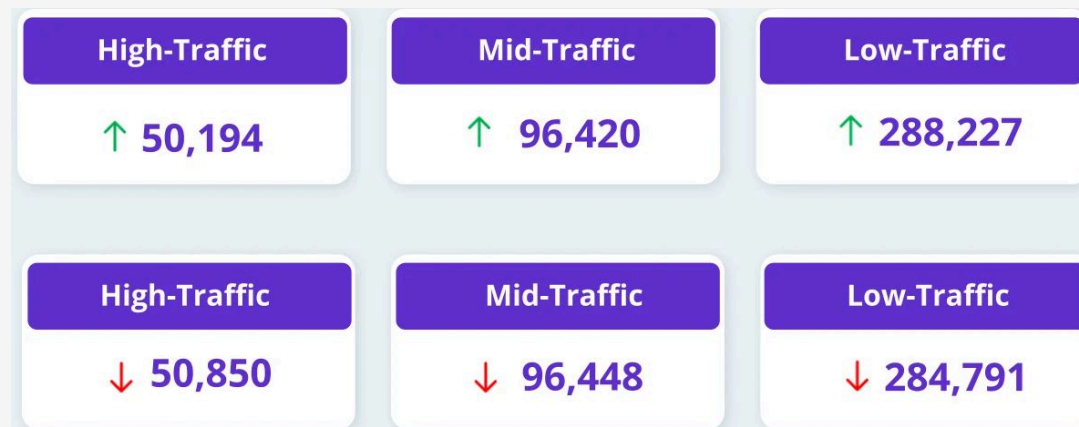
- Onetag emerged as the strongest contributor this month, driven by increased adoption of its AI-powered curation and real-time optimization tools, particularly across low-traffic publishers. Media.net and Sharethrough followed with notable gains, supported by steady publisher adoption and continued demand engagement across traffic tiers.
- Smile Wanted and Amazon Ads also recorded solid increases, reflecting ongoing expansion of authorized supply and broader publisher integrations. Overall, this month's rankings highlight continued momentum from SSPs strengthening their presence across low- and mid-traffic inventory while maintaining stability among high-traffic publishers.



Publishers:

Overall Ads.txt line changes

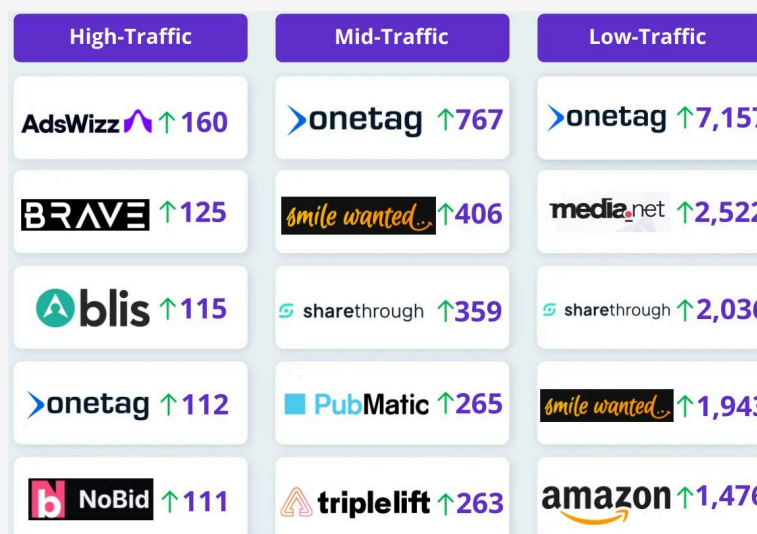
This month's activity was largely concentrated within the low-traffic publisher segment, which recorded the highest net movement of around 3.4k lines. High- and mid-traffic publishers remained relatively stable, indicating limited structural changes. Overall, the updates suggest continued refinements in ads.txt implementations, particularly among smaller publisher groups.



Growth Leaders in the Publisher Landscape

We have noticed a good number of net change increase in the number of ads.txt lines over the past few weeks . Below are the top SSPs that contributed most to this increase in the number of lines.

- AdsWizz led growth across high-traffic publishers this month, supported by its strong audio advertising infrastructure and deep integrations with streaming platforms. Brave and Blis also recorded notable gains in this tier, reflecting Brave's expanding privacy-focused ad ecosystem and Blis's location-driven targeting capabilities across premium publishers.
- In the low-traffic category, Onetag emerged as the clear leader, reflecting strong adoption of its AI-driven curation and optimization tools among smaller publishers. Media.net and Sharethrough followed with solid increases, while mid-traffic growth was led by Onetag and Smile Wanted, supported by Smile Wanted's curated marketplace approach and growing publisher partnerships. Overall, this month's growth pattern highlights strong momentum across low- and mid-traffic publishers, alongside steady gains within high-traffic inventory.


















Direct Connections Analysis

Big Winners:

Analyzing the changes in direct connections among the connected publishers in the past months, the following SSPs appear as top direct domain gainers across each category that we segregated SSPs based on their rank/coverage.










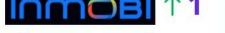





- Within the Scaling tier, LiveIntent led growth, supported by its identity-focused monetization solutions. AdsWizz and diDNA also recorded steady gains, reflecting gradual expansion across audio and performance-driven inventory.
- In the Established category, Onetag posted the strongest increase, driven by continued adoption of its AI-powered curation tools. Smile Wanted and Seedtag also delivered notable additions across existing publisher networks.
- Growth in the Emerging tier was led by Nitropay and Safe Exchange, as onboarding among smaller publishers resulted in consistent increases in direct connections.

Established	Scaling	Emerging
 ↑ 6494	 ↑ 756 <small>a Zeta Global company</small>	 ↑ 941 <small>by Overwolf</small>
 ↑ 1452	 ↑ 178	 ↑ 259
 ↑ 412	 ↑ 166	 ↑ 240
 ↑ 361 <small>Now part of Veve</small>	 ↑ 165	 ↑ 234 <small>an Altopay company</small>
 ↑ 100	 ↑ 96	 ↑ 197

Leaderboard Dynamics:

We've assigned ranks to each SSP based on their direct coverage among the top 50,000 publishers. Below, we highlight the significant jumps in ranks for top SSPs observed in the past couple of weeks.

- The SSP landscape progressed steadily this month, with the Emerging tier leading growth, driven by Nitropay, Safe Exchange, and Filmzie as smaller publishers continued adding new ads.txt entries. The Established tier saw gains from Onetag and Smile Wanted, while the Scaling tier expanded gradually, led by LiveIntent and diDNA across growing publisher segments.

Established	Scaling	Emerging
 ↑ 6	 ↑ 27 <small>a Zeta Global company</small>	 ↑ 269 <small>by Overwolf</small>
 ↑ 5	 ↑ 8	 ↑ 131
 ↑ 2 <small>Now part of Veve</small>	 ↑ 7	 ↑ 128
 ↑ 1	 ↑ 5	 ↑ 89
 ↑ 1	 ↑ 4	 ↑ 69

Auction Duplication: A Critical Issue in the AdTech Industry

- ‘Established’ SSPs are expected to have a lower share of Direct Only Domains and a higher share of Direct + Reseller Domains in comparison to other groups. This is attributed because Scaling and Emerging SSPs rely on Established to serve as a demand partner.
- However, during this process, established SSPs may inadvertently be listed as a reseller on domains where they are already directly connected, leading to auction duplication and classification as Direct + Reseller Domains.
- For SSPs, especially established, managing intermediaries in choosing non-duplicate domains is challenging. Additionally, it becomes an added responsibility for SSPs to address both auction duplication and carbon emissions. Choosing the right intermediary is crucial for reaching unique domains where their ads.txt lines are not yet present.

At DataBeat, we offer assistance in identifying and managing ineffective intermediaries, reducing duplicate domains, and improving your green index score while not compromising on your net revenue. Leveraging our Competitive Intelligence (CI) Tool, we enable you to identify & address these challenges effectively.



Direct Only: Domains exclusively connected through direct relationships.
 Reseller Only: Domains exclusively connected through reseller relationships.
 Direct + Reseller: Domains with both direct and reseller connections

SSP Tier	Unique Domain %	Duplicated Domain	Average Intermediary Count
Tier 1	54%	46%	1.29
Tier 2	62%	38%	1.21
Tier 3	66%	34%	1.20

Unique Domains: Domains exclusively connected to an SSP through a single connection.
 Duplicated Domains: Domains connected to an SSP through multiple intermediaries or integrations, resulting in duplications.

Need More Insights:

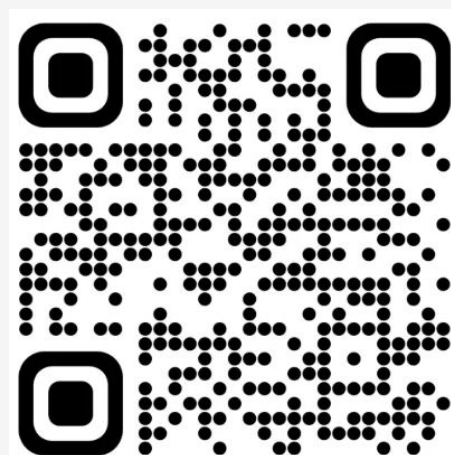
For additional insights into this report and the CI Dashboard, which serves as the foundation for the seller's report, don't hesitate to contact us at hello@databeat.io.

Sellers Report DataBeat's Methodology:

- Analyzing ads.txt files from the top 50k US publishers
- Tracking changes in publishers and SSPs across various categories over the past two weeks
- Publishers are categorized into three groups based on their ranks, determined by traffic volume:
 - High-Traffic: 1 to 500
 - Mid-traffic: 501 to 2000
 - Low-Traffic: 2001 to 50000
- Similarly, SSPs are ranked based on the number of direct connections and are classified into three groups:
 - Established: 1 to 50
 - Scaling: 51 to 150
 - Emerging: 151 to 500
- Ads.txt lines, Domain gains, and Ranking dynamics as key metrics

Need More Insights?

Check out our CI Tool: <https://bit.ly/49ItUQZ>



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