Table of Contents

Publisher

12/04/2025 12:00 pm EST

Core Value Proposition

1. Prevent data leakage by permissioning user IDs to authorized partners only
2. Ensure compliance with data privacy regulations thanks to ID5's privacy-by-design technology
3. Identify authenticated and unauthenticated users in all digital advertising environments to increase monetization

ID5 ID Overview

The ID5 ID is a shared, neutral identifier that allows publishers and ad tech platforms to recognise users in environments where third-party cookies are unavailable. ID5 enables publishers to generate and distribute a common first-party identifier across the ecosystem. Ad tech partners integrated with ID5 can decrypt the ID5 ID, provided they have the appropriate user and publisher consent, to enhance their ability to recognise users. The ID5 ID is built to honour user privacy choices and publisher preferences at every stage of the advertising value chain.

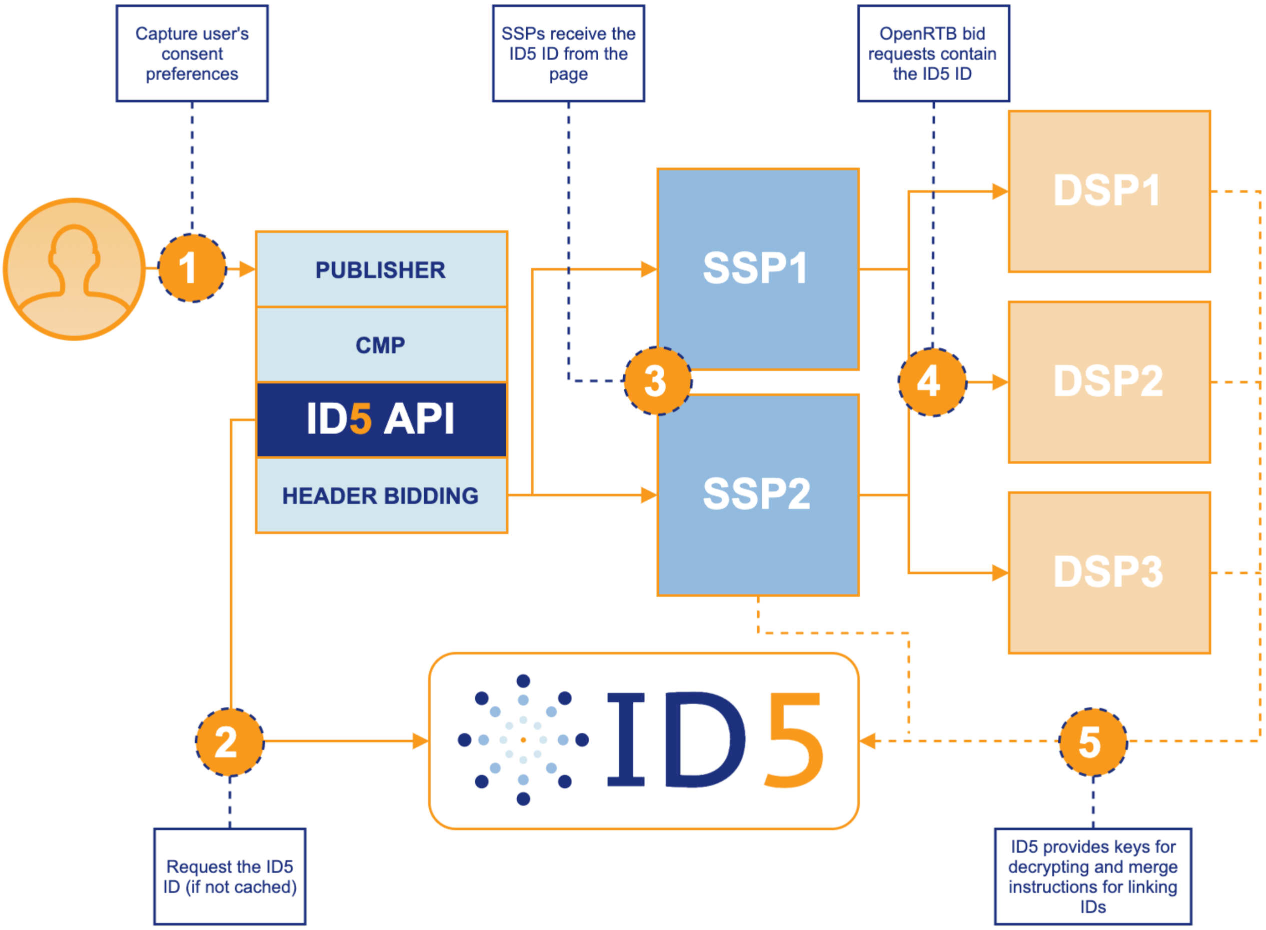
How does the ID5 ID work?

The ID5 ID provides a common, privacy-conscious identifier that replaces the need for ad tech platforms to maintain and sync their own proprietary user IDs. Instead of each platform speaking its own identity "language," the ID5 ID gives the entire ecosystem a shared way to recognise users, even where third-party cookies or device identifiers are not available.

Once implemented, publishers can expose the ID5 ID to partners to increase addressability and serves as a stable key for building, targeting, and activating audiences. Partners can pass the encrypted ID through their existing tags or pixels and in the bid stream enabling them to reliably identify users for audience creation, data activation, bidding, optimisation, and measurement across all environments.

The ID5 ID can be used alongside the ID5 Identity Graph, to support people-based advertising strategies..

Solution Overview


Capture user's consent preferences
SSPs receive the ID5 ID from the page
OpenRTB bid requests contain the ID5 ID
1
PUBLISHER
CMP
ID5 API
HEADER BIDDING
SSP1
SSP2
3
4
DSP1
DSP2
DSP3
2
ID5
5
Request the ID5 ID (if not cached)
ID5 provides keys for decrypting and merge instructions for linking IDs

ID5 Integration Overview

Phase 1: Deploy & Distribute

- Deploy the ID5 ID across your user base using the Prebid.js User ID module, ID5 JS API, Mobile In App and CTV APIs or through one of our integration partners such as Google or Amazon Publisher Services. Ensure you share the ID5 ID in the user.eids field in OpenRTB bid requests using these instructions.
- Tell your platform partners that you have integrated with ID5 and the ID5 ID is now available for all of your users.

Phase 2: Measure

- Deploy the Prebid Analytics module alongside AB Testing and work with your Account Manager to analyse the value of ID5 on your business.

Phase 3: Read & Use

- Publishers with many properties can decrypt the ID5 ID to access the persistent identifier and use it as a basis for building and targeting audiences, optimising campaigns as well as measurement and attribution across properties.
- Encourage your platform partners to decrypt the ID5 ID and use it as a basis for building and targeting audiences, executing programmatic deals, optimising campaigns as well as measurement and attribution. Refer to our integration guides for SSPs, DSPs and Data Platforms.

Deploying the ID5 ID

Contract

Before getting started with deploying the ID5 ID, we need to make sure you have signed a Site Agreement and have been issued an ID5 Partner Number. If you are not already integrated with ID5, reach out to contact@id5.io or sign the agreement and we'll get you set up right away.

Deployment

There are multiple ways to deploy the ID5 ID across your properties as outlined below. Where possible, we recommend passing additional signals such as hashed email addresses and MAIDS in requests to ID5 to enhance the accuracy of reconciling consented users across domains and devices.

Prebid.js User ID Module

If you are using Prebid.js, you can deploy the ID5 ID by including both the `userId` and `id5IdSystem` modules, in addition to the other modules you normally include in your prebid configuration. Full instructions can be found in our Prebid documentation.

ID5 JS API

If you are not using Prebid.js, you can install the ID5 JS API directly on your page after your CMP (if applicable), but as high in the `<head>` as possible. Full instructions can be found on our GitHub page.

Mobile App Deployment

ID5 can be deployed in the mobile in app environment. For a complete guide to the specifics of integrating in-app, please see our Mobile In-App Integration page.

CTV Deployment

The ID5 ID can be deployed in CTV environment as outline here.

Inform your partners

Once the ID5 ID has been deployed across your sites, we recommend you reach out to your ad tech partners to let them know that you have integrated with ID5 and have the ID5 ID deployed. Please contact your ID5 Account Manager if you would like assistance with content for this communication.

For an optimal integration, your:

- **SSP partners** should be retrieving the ID using the Prebid.js Bid Adapter and/or the ID5 JS API and sending them to DSPs via OpenRTB bid requests.
- **Data Platform partners** should be using the ID as a basis for building audience segments and syncing with your SSP and DSP partners.
- **DSP partners** should be decrypting the ID5 IDs they are receiving in OpenRTB bid requests and using it in their bidding logic as well as to communicate identity with their other platform partners including data management platforms.

Measure the Value of the ID

To help publishers better understand the value of working with ID5, we have launched an Analytics Module for Prebid. With just a few additional lines of configuration, publishers can use ID5's analytics platform to dig into the data without having to build their own reporting tools.

Read and Use the ID5 ID

Publishers operating across multiple environments may wish to use the ID5 ID combined with the ID5 graph to build audience segments and activate omnichannel campaigns. To enable this, the ID5 ID must be **decrypted** so that the underlying persistent identifier can be accessed. Once decrypted, the ID5 ID can be used in conjunction with the ID5 graph which aggregated ID5 ID into individuals and household to support omnichannel audience creation, campaign optimisation, measurement, and attribution.

Privacy & Regulations

Privacy-by-Design

ID5 has built a privacy-by-design shared ID service for publishers and ad tech vendors. Our service leverages the IAB's Transparency and Consent Framework (TCF) and US Privacy Framework to capture the user's privacy preferences.

As a shared ID provider, ID5 acts as a Controller of the ID5 ID, and thus, we must receive a valid legal basis to process requests. When we receive a request for the ID5 ID, we check that we have a legal basis to store our user ID in a cookie before proceeding; if we don't have one, we do not read our cookie or write to it as part of the HTTP response.

When ID5 returns an ID to the page, the value is encrypted in such a way that only platforms that have authorization to process data (based on the consumer's and publisher's privacy preferences) are able to decrypt the string back to a stable ID. By doing so, ID5 enforces privacy preferences and regulations, ensuring that no downstream party can understand the ID without the proper legal basis to do so. When the ID is non-decryptable, the request is truly anonymized, preventing any personal data from being retrieved or processed.

Privacy Policy

For further information please visit our Platform Privacy Policy, please visit https://id5.io/platform-privacy-policy and Privacy API documentation.

Advertiser

01/09/2025 9:22 am EST

Core Value Proposition

1. Address users in quality environments and reduce reliance on dominant media platforms
2. Apply key campaign strategies in cookieless environments and get ready to transition to the post-cookie world
3. Ensure that consumers’ privacy preferences are respected and enforced in the advertising value chain

ID5 ID Overview

The ID5 ID is a shared, neutral identifier that publishers and ad tech platforms can use to recognize users even in environments where 3rd party cookies are not available or blocked. ID5 enables publishers to create and distribute a shared 1st party identifier to the entire ecosystem. Ad tech platforms that connect with ID5 can decrypt the ID5 ID and improve their user recognition capabilities. The ID5 ID is designed to respect users' privacy choices and publishers preferences throughout the advertising value chain.

How does the ID5 ID work?

By using the ID5 ID, ad tech platforms can eliminate the need to sync their platform-specific IDs with their partners - the equivalent of needing a translator to help two people speaking different languages understand each other. When all platforms are using the ID5 ID to transact against, it’s like they’re all speaking the same, common language. After deploying the ID5 ID across your user base, you can make the ID5 ID available to any partners via a single Javascript variable. Your partners pass the ID to their platforms via their existing tags/pixels and can use the ID5 ID to identify the user for data collection/aggregation, bidding, optimization, etc., even when third party cookies are not supported.

Solution Overview

1. The Advertiser first loads its CMP and captures the user’s consent preferences. This is essential before any IDs are requested or delivered.
2. The Advertiser calls ID5 (via the ID5 JS API, a header bidding identity module, or server-to-server) to request the ID5 ID, which can then be placed in cache (in the user’s browser or the advertiser’s server) to avoid unnecessary http requests on future page views.
3. The DSP’s tags and pixels retrieve and log the ID5 ID alongside any data.
4. The data platform’s tag on the advertiser’s page retrieves the ID5 ID and passes it, along with any other data signals they normally use, to their servers for processing
5. The data platform pushes the data to the DSP and includes the ID5 ID in addition to, or instead of, the normal user IDs they pass

6. The Publisher first loads its CMP and captures the user's consent preferences.

7. If consent is given, the user is assigned an ID5 ID.

8. Via the publisher's header bidding wrapper, or through a direct integration, SSPs receive the ID5 ID in the ad request to their servers

9. SSPs pass the ID5 ID into the OpenRTB bid request that they send to their DSP partners. Outside of the RTB process, DSPs receive keys from ID5 so they can properly decrypt the value they receive in bid requests. DSPs should also initiate and receive cookie sync requests to ID5. DSPs should then leverage the ID5 ID in the same way they use their proprietary platform user ids; for segment building, audience targeting, campaign optimization, measurement and attribution.

ID5 Integration Overview

Phase 1: Deploy

Deploy the ID5 ID across your user base using the ID5 JS API. When available, we recommend passing deterministic signals such as hashed email addresses and mobile ad ids into requests to ID5 to enhance the accuracy of reconciling consented users across domains and devices.

Phase 2: Read, Share & Use

Encourage your platform partners to integrate with ID5

- **DSPs**
    - Initiate to and receive cookie sync requests from ID5
    - Deploy and retrieve the ID5 ID by integrating the ID5 JS API in any tags or tracking pixels
    - Decrypt the ID5 ID received in bid requests and use it in the same way as their proprietary platform user id, to inform campaign targeting, optimisation, attribution and measurement on cookieless impressions and all impressions when third party cookies are deprecated
    - Sync with their Data platform partners using the ID5 ID
- **Data Platforms**
    - In any data collection tags on publisher and advertiser pages
    - Decrypt the ID5 ID and use it as a basis for building segments and pushing segments to partner platforms such as your DSP
- **SSPs**
    - Read the ID5 ID from ad requests (Prebid.js, tags, server-to-server, etc.)
    - Share the ID5 ID as-received in bid requests to demand partners
    - Enrich all bid requests with an ID5 ID (via server-to-server integration with ID5)
    - Ingest data with an ID5 ID for use with publisher audience building and selling
    - Support PMP creation with segments derived from ID5 IDs
- **Ad Server**
    - Deploy and retrieve the ID5 ID by integrating the ID5 JS API or using the client or server side fetch-end point in any ad server tags or pixels on advertiser pages

    - Decrypt the ID5 ID and use it in the same way as their proprietary platform user id, to inform campaign targeting, optimisation, attribution and measurement

Phase 3: Measure

Measure the value of the ID5 ID to your business by working with your platform partners to understand how leveraging ID5 IDs in place of proprietary platform user IDs impacts:

    - The size of your addressable audience broken down by browser type
    - Overall ROI

Deploying the ID5 ID

Contract

Before getting started with deploying the ID5 ID, we need to make sure you have signed a Site Agreement and have been issued an ID5 Partner Number. If you are not already integrated with ID5, reach out to contact@id5.io or sign the agreement and we'll get you set up right away.

Deployment

There are multiple ways to deploy the ID5 ID across your properties as outlined below. Where possible, we recommend passing additional signals such as hashed email addresses and MAIDS in requests to ID5 to enhance the accuracy of reconciling consented users across domains and devices.

ID5 JS API

If you are not using Prebid.js, you can install the ID5 JS API directly on your page after your CMP (if applicable), but as high in the `<head>` as possible. Full instructions can be found on our GitHub page.

Custom Integrations

The primary benefit of using the Prebid.js User ID Module or ID5 JS API implementations is that they handle all of the steps required to properly integrate beyond just handling the request/response, such as caching, refreshing, and ID storage. If you cannot (or do not want to) use these integration options, you may integrate directly with our platform using the one of the following:

- Client-side Fetch Endpoint | Used to retrieve an ID5 ID for a single user from the user's browser
- Server-side Fetch Endpoint | Used to retrieve an ID5 ID for a single user server-side from an advertiser's server

In-app Deployment

ID5 can be deployed in the mobile in app environment using using one of the custom integrations above. For a complete guide to the specifics of integrating in-app, please see our Mobile In-App Integration page.

Inform your partners

Once the ID5 ID has been deployed across your sites, we recommend you reach out to your ad tech partners to let them know that you have integrated with ID5 and have the ID5 ID deployed. Please contact your ID5 Account Manager if you would like assistance with content for this communication.

For an optimal integration, your:

- **SSP partners** should be retrieving the ID using the Prebid.js Bid Adapter and/or the ID5 JS API and sending them to DSPs via OpenRTB bid requests.
- **Data Platform partners** should be using the ID as a basis for building audience segments and syncing with your SSP and DSP partners.
- **DSP partners** should be decrypting the ID5 IDs they are receiving in OpenRTB bid requests and using it in their bidding logic as well as to communicate identity with their other platform partners including data management platforms.

Read and Use the ID5 ID

Advertisers with multiple domains might want to consider using the ID5 ID to build segments and target campaigns across their properties. To achieve this, the ID5 ID must be decrypted to access the persistent identifier. ID5 encrypts the ID5 ID in order to enforce the privacy preferences of the consumer and the publisher. To learn how to decrypt the ID5 ID, please visit Decrypting the ID5 ID (login required). The decrypted ID5 ID can then be leveraged by your technology providers such as your ad server and data platform to achieve cross domain segment building, campaign optimisation, measurement and attribution. Please contact your Account Manager to guide you through this process.

Privacy & Regulations

Privacy-by-Design

ID5 has built a privacy-by-design shared ID service for publishers and ad tech vendors. Our service leverages the IAB’s Transparency and Consent Framework (TCF) and US Privacy Framework to capture the user’s privacy preferences.

As a shared ID provider, ID5 acts as a Controller of the ID5 ID, and thus, we must receive a valid legal basis to process requests. When we receive a request for the ID5 ID, we check that we have a legal basis to store our user ID in a cookie before proceeding; if we don’t have one, we do not read our cookie or write to it as part of the HTTP response.

When ID5 returns an ID to the page, the value is encrypted in such a way that only platforms that have authorization to process data (based on the consumer’s and publisher’s privacy preferences) are able to decrypt the string back to a stable ID. By doing so, ID5 enforces privacy preferences and regulations, ensuring that no downstream party can understand the ID without the proper legal basis to do so. When the ID is non-decryptable, the request is truly anonymized, preventing any personal data from being retrieved or processed.

Privacy Policy

For our Platform Privacy Policy, please visit https://id5.io/platform-privacy-policy.

SSP

11/28/2025 8:14 am EST

Core Value Proposition

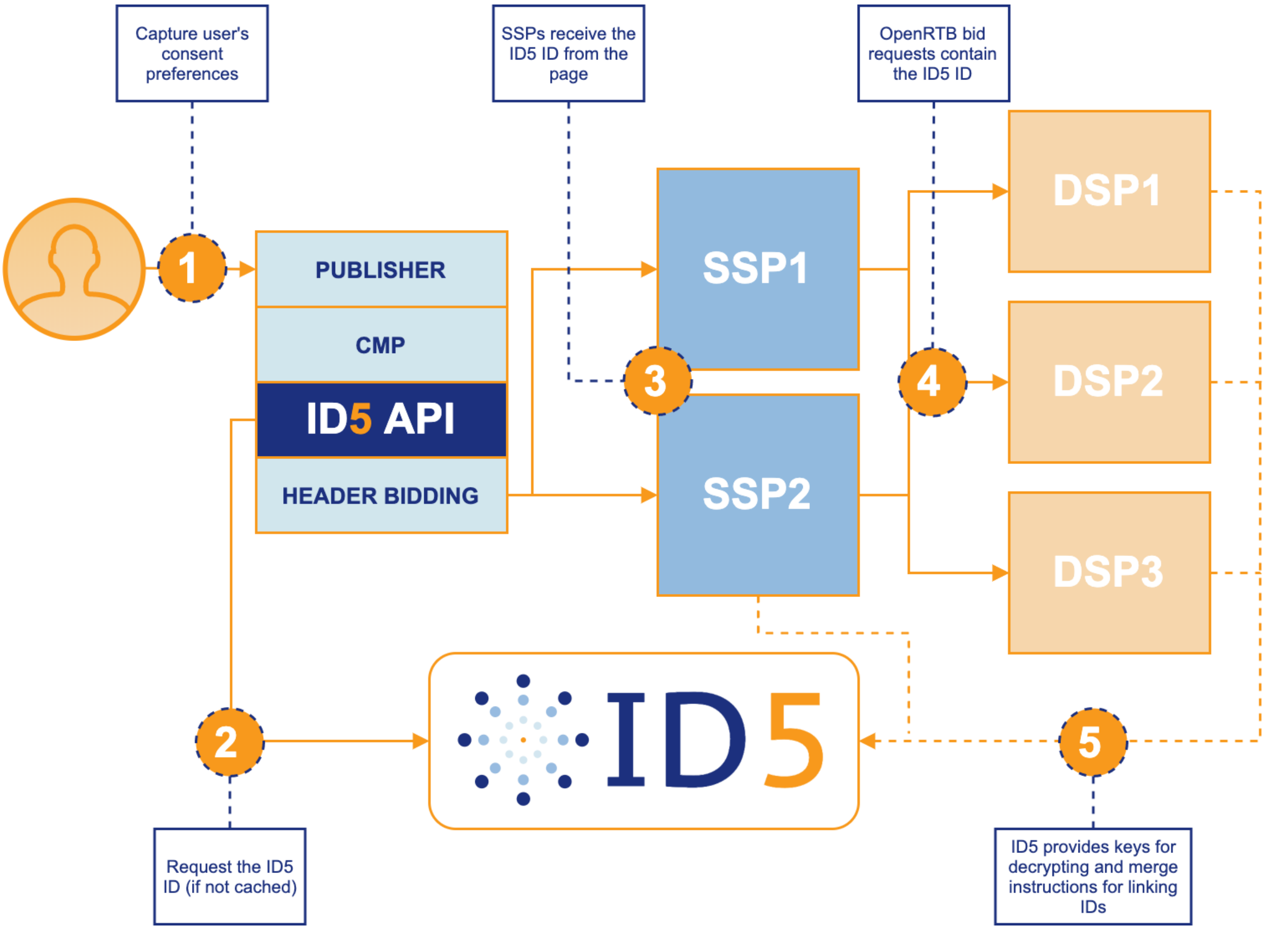
1. Send more identifiable bid requests to buyers to increase CPMs and overall publisher revenue
2. Deliver strategic value to publishers by supporting their transition to the cookieless future
3. Reduce operational costs by outsourcing identity infrastructure to specialized solution provider

ID5 ID Overview

The ID5 ID is a shared, neutral identifier that publishers and ad tech platforms can use to recognise users even in environments where 3rd party cookies are not available or blocked. ID5 enables publishers to create and distribute a shared 1st party identifier to the entire ecosystem. Ad tech platforms that connect with ID5 can decrypt the ID5 ID and improve their user recognition capabilities. The ID5 ID is designed to respect users' privacy choices and publishers preferences throughout the advertising value chain.

Solution Overview

RTB Process


Capture user's consent preferences
SSPs receive the ID5 ID from the page
OpenRTB bid requests contain the ID5 ID
1
PUBLISHER
CMP
ID5 API
HEADER BIDDING
SSP1
SSP2
3
4
DSP1
DSP2
DSP3
2
ID5
5
Request the ID5 ID (if not cached)
ID5 provides keys for decrypting and merge instructions for linking IDs

1. The Publisher first loads its CMP and captures the user's consent preferences. This is essential before any IDs or ads are requested or delivered

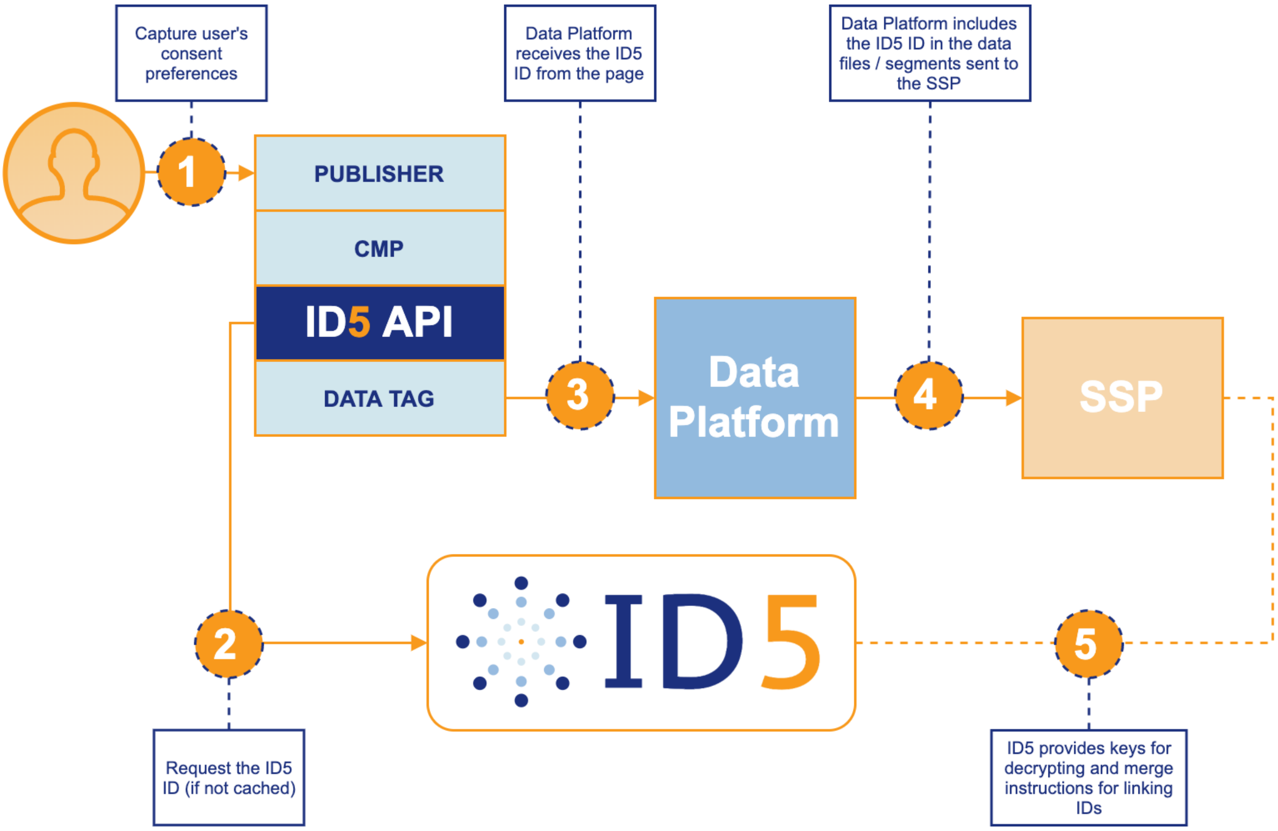
2. The Publisher calls ID5 (via the ID5 API, a header bidding identity module, or server-to-server) to request the ID5 ID, which can then be placed in cache (in the user's browser or the publisher's server) to avoid unnecessary http requests on future page views.

3. Via the publisher's header bidding wrapper, or through a direct integration, SSPs receive the ID5 ID in the ad request to their servers

4. SSPs pass the ID5 ID into the OpenRTB bid request that they send to their DSP partners

5. (Optional) Outside of the RTB process, SSPs may choose to receive keys from ID5 so they can decrypt the value they receive from publishers (only necessary if the SSP is selling audience segments against ID5 IDs).

Data Integrations


Capture user's consent preferences
Data Platform receives the ID5 ID from the page
Data Platform includes the ID5 ID in the data files / segments sent to the SSP
1
PUBLISHER
CMP
ID5 API
DATA TAG
3
Data Platform
4
SSP
2
ID5
5
Request the ID5 ID (if not cached)
ID5 provides keys for decrypting and merge instructions for linking IDs

1. Publisher first loads its CMP and captures the user's consent preferences. This is essential before any IDs or ads are requested or delivered

2. The Publisher calls ID5 (via the ID5 API or server-to-server) to request the ID5 ID, which can then be placed in cache (in the user's browser or the publisher's server) to avoid unnecessary http requests on future page views.

3. The data platform's tag on the publisher's page retrieves the ID5 ID and passes it, along with any other data signals they normally use, to their servers for processing

4. The data platform pushes the data to the SSP and includes the ID5 ID in addition to, or instead of, the normal user IDs they pass

5. Outside of the data ingestion process, SSPs receive keys from ID5 so they can properly decrypt the value they receive in bid requests. SSPs will also receive merge instructions from ID5 to link publisher-specific IDs together.

ID5 Integration Overview

Phase 1: Read & Share

- Read the ID5 ID from ad requests (Prebid.js, tags, server-to-server, etc.)
- Share the ID5 ID as-received in bid requests to demand partners

Phase 2: Enrich & Use

- Enrich all bid requests with an ID5 ID (via server-to-server integration with ID5)
- Ingest data with an ID5 ID for use with publisher audience building and selling
- Support PMP creation with segments derived from ID5 IDs

ID5 Integration Details

From Prebid.js Bid Adapter

If the ID5 ID is available, the `bidRequest` object, which is available in the bid adapter module, will contain both a `userId` object and a `userIdAsEids` array. The bidder adapter code should listen to this object and pass it along to its server in the ad call.

> We strongly recommend adapters leverage the `bidRequest.userIdAsEids`, rather than retrieving from `bidRequest.userId`, as it contains a pre-formatted version of the eids array needed to pass on to DSPs.

> NOTE: ID5 provides extra data about the user id in the extension object which is important to send to DSPs.

`userIdAsEids` Example

An example implementation in the bid adapter using `bidRequest.userIdAsEids` might look like this:

```
const SUPPORTED_EIDS = [ 'id5-sync.com' ];
if (bidRequest.userIdAsEids) {
   adCallData.eids = bidRequest.userIdAsEids.filter(eid => {
      return SUPPORTED_EIDS.indexOf(eid.source) !== -1;
   });
}
```

`userId` Example

An example implementation in the bid adapter using `bidRequest.userId` might look like this:

```
if (bidRequest.userId && bidRequest.userId.id5id && bidRequest.userId.id5id.uid) {
  adCallData.id5Id = bidRequest.userId.id5id.uid;
  adCallData.id5IdExt = bidRequest.userId.id5id.ext || {};
}
```

Additional information about retrieving the ID5 ID can be found in the Prebid documentation.

From the ID5 JS API

If the publisher has integrated the ID5 API, the SSP can retrieve the ID5 ID directly. This can be used by the SSP in other header bidding integrations or where the SSP has tags directly on page.

```
adCallData.id5Id = id5Status.getUserId();
adCallData.id5IdLinkType = id5Status.getLinkType();
```

For more details about the ID5 API or how to retrieve the ID5 ID, take a look at our documentation on Github.

Sending the ID5 ID to DSPs

OpenRTB Bid Requests

The process of passing the ID5 ID through the OpenRTB bid request depends on the version of the specification adopted by the DSP. The IAB aimed to standardize how Universal IDs, like ID5, are handled by formally incorporating the `eids` structure.

The `eids` array is available within the `user` object. Depending on the OpenRTB version supported by the DSP, it might be included either as part of the `user` object or as an extended field.

OpenRTB 2.5 (user.ext.eids)

```
{
  "user": {
    "id": "SSP_UID",
    "buyeruid": "DSP_UID",
    "ext": {
      "eids": [
        {
          "source": "id5-sync.com",
          "uids": [
            {
              "id": "ID5*ecJr2ylVAdiHp2mLG0Mm-LAU6rS-7EW-ySi5jBt1rXz6Y7la7t2k3-",
              "ext": {
                "linkType": 2
              }
            }
          ]
        }
      ]
    }
  }
}
```

OpenRTB 2.6 (user.eids)

```
{
  "user": {
    "id": "SSP_UID",
    "buyeruid": "DSP_UID",
    "eids": [
      {
        "source": "id5-sync.com",
        "uids": [
          {
            "id": "ID5*ecJr2ylVAdiHp2mLG0Mm-LAU6rS-7EW-ySi5jBt1rXz6Y7la7t2k3-",
            "ext": {
              "linkType": 2
            }
          }
        ]
      }
    ]
  }
}
```

ATTENTION
It's recommended to double-check the DSP's integration specs to confirm the location of the eids array inside the user object.

ID5 provides extra data about the user ID in the `ext` object. For more information, see our metadata documentation.

ID5 ID Decryption

ID5 encrypts the ID in order to enforce the privacy preferences of the consumer and the publisher. To learn more about how to decrypt the ID, please visit Decrypting the ID5 ID (login required).

ID5 Partner Creation

Before getting started with the using ID5 ID (Integration Phase 2), we need to make sure you have an ID5 Partner account. If you are not already integrated with ID5, reach out to contact@id5.io and we'll get you set up right away.

Privacy & Regulations

Privacy-by-Design

ID5 has built a privacy-by-design shared ID service for publishers and ad tech vendors. Our service leverages the IAB's Transparency and Consent Framework (TCF) and US Privacy Framework to capture the user's privacy preferences.

As a shared ID provider, ID5 acts as a Controller of the ID5 ID, and thus, we must receive a valid legal basis to process requests. When we receive a request for the ID5 ID, we check that we have a legal basis to store our user ID in a cookie before proceeding; if we don't have one, we do not read our cookie or write to it as part of the HTTP response.

When ID5 returns an ID to the page, the value is encrypted in such a way that only platforms that have authorization to process data (based on the consumer’s and publisher’s privacy preferences) are able to decrypt the string back to a stable ID. By doing so, ID5 enforces privacy preferences and regulations, ensuring that no downstream party can understand the ID without the proper legal basis to do so. When the ID is non-decryptable, the request is truly anonymized, preventing any personal data from being retrieved or processed.

Privacy Policy

For our Platform Privacy Policy, please visit https://id5.io/platform-privacy-policy.

DSP

11/25/2025 8:24 am EST

Core Value Proposition

1. Bid on more impressions, track conversion attribution to ultimately improve bidding strategies and campaign performance in all digital advertising environments with the ID5 ID
2. Enable clients to reach and engage with more consumers effectively across devices and to generate better ROI from their campaigns with the Cross-device Graph
3. Reduce privacy compliance risks and infrastructure costs by outsourcing identity to a specialized solution provider

ID5 ID Overview

The ID5 ID is a shared, neutral identifier that publishers and ad tech platforms can use to recognise users even in environments where 3rd party cookies are not available or blocked. ID5 enables publishers to create and distribute a shared 1st party identifier to the entire ecosystem. Ad tech platforms that connect with ID5 can decrypt the ID5 ID and improve their user recognition capabilities. The ID5 ID is designed to respect users' privacy choices and publishers preferences throughout the advertising value chain.

Solution Overview

RTB Process

1. The Publisher first loads its CMP and captures the user’s consent preferences. This is essential before any IDs or ads are requested or delivered.
2. The Publisher calls ID5 (via the ID5 API, a header bidding identity module, or server-to-server) to request the ID5 ID, which can then be placed in cache (in the user’s browser or the publisher’s server) to avoid unnecessary http requests on future page views.
3. Via the publisher’s header bidding wrapper, or through a direct integration, SSPs receive the ID5 ID in the ad request to their servers.
4. SSPs pass the ID5 ID into the OpenRTB bid request that they send to their DSP partners.
5. Outside of the RTB process, DSPs receive keys from ID5 so they can properly decrypt the value they receive in bid requests. DSPs will also receive merge instructions from ID5 to link publisher-specific IDs together.

Data Integrations

1. Publisher first loads its CMP and captures the user's consent preferences. This is essential before any IDs or ads are requested or delivered.

2. The Publisher calls ID5 (via the ID5 API or server-to-server) to request the ID5 ID, which can then be placed in cache (in the user's browser or the publisher's server) to avoid unnecessary http requests on future page views.

3. The data platform's tag on the publisher's page retrieves the ID5 ID and passes it, along with any other data signals they normally use, to their servers for processing

4. The data platform pushes the data to the DSP and includes the ID5 ID in addition to, or instead of, the normal user IDs they pass.

5. Outside of the data ingestion process, DSPs receive keys from ID5 so they can properly decrypt the value they receive in bid requests. DSPs will also receive merge instructions from ID5 to link publisher-specific IDs together.

ID5 Integration Overview

Phase 1: Listen & Log

- Listen to the ID5 ID in the bidstream
- Log IDs for analytics purposes
- Measure potential uplift v. proprietary IDs, broken down by browser type (Chrome v. Safari/Firefox), countries, devices, etc.

Phase 2: Read & Use

- Add ID5 ID to ID graph and implement real-time decryption
- Enable decisioning on ID5 ID in bidding engine
- Use ID5 ID to optimize campaign delivery (frequency capping, reach optimization, sequencing)

Phase 3: Enrich & Measure

- Ingest user profile from data providers keyed off ID5 ID
- Integrate calls to ID5 API in data collection & conversion tags
- Use ID5 ID for cookie-less audience (re)targeting, performance measurement & attribution, and CPA-based bid optimization

ID5 Integration Details

ID5 Partner Creation

Before getting started with the ID5 ID, we need to make sure you have an ID5 Partner account. If you are not already integrated with ID5, reach out to contact@id5.io and we'll get you set up right away.

Receiving the ID5 ID from SSPs

SSPs include the ID5 ID in the OpenRTB bid request for DSPs to log, look up users, and use in bidding. The

IAB aimed to standardize how Universal IDs, like ID5, are handled by formally incorporating the `eids` structure.

The `eids` array is available within the `user` object. Depending on the OpenRTB version supported, it might be included either as part of the `user` object or as an extended field.

OpenRTB 2.5 (user.ext.eids)

```
{
   "user": {
      "id": "SSP_UID",
      "buyeruid": "DSP_UID",
      "ext": {
         "eids": [
            {
               "source": "id5-sync.com",
               "uids": [
                  {
                     "id": "ID5*ecJr2ylVAdiHp2mLG0Mm-LAU6rS-7EW-ySi5jBt1rXz6Y7la7t2k3-",
                     "ext": {
                        "linkType": 2
                     }
                  }
               ]
            }
         ]
      }
   }
}
```

OpenRTB 2.6 (user.eids)

```
{
   "user": {
      "id": "SSP_UID",
      "buyeruid": "DSP_UID",
      "eids": [
         {
            "source": "id5-sync.com",
            "uids": [
               {
                  "id": "ID5*ecJr2ylVAdiHp2mLG0Mm-LAU6rS-7EW-ySi5jBt1rXz6Y7la7t2k3-",
                  "ext": {
                     "linkType": 2
                  }
               }
            ]
         }
      ]
   }
}
```

ID5 ID Decryption

ID5 encrypts the ID in order to enforce the privacy preferences of the consumer and the publisher. To learn more about how to decrypt the ID, please visit Decrypting the ID5 ID (login required).

Privacy & Regulations

Privacy-by-Design

ID5 has built a privacy-by-design shared ID service for publishers and ad tech vendors. Our service leverages the IAB's Transparency and Consent Framework (TCF) and US Privacy Framework to capture the user's privacy preferences.

As a shared ID provider, ID5 acts as a Controller of the ID5 ID, and thus, we must receive a valid legal basis to process requests. When we receive a request for the ID5 ID, we check that we have a legal basis to store our user ID in a cookie before proceeding; if we don't have one, we do not read our cookie or write to it as part of the HTTP response.

When ID5 returns an ID to the page, the value is encrypted in such a way that only platforms that have authorization to process data (based on the consumer's and publisher's privacy preferences) are able to decrypt the string back to a stable ID. By doing so, ID5 enforces privacy preferences and regulations, ensuring that no downstream party can understand the ID without the proper legal basis to do so. When the ID is non-decryptable, the request is truly anonymized, preventing any personal data from being retrieved or processed.

Privacy Policy

For our Platform Privacy Policy, please visit https://id5.io/platform-privacy-policy.

Data Platform

01/09/2025 10:49 am EST

Core Value Proposition

1. Improve user identification with the Partner Graph and maximize the availability of first and third-party data in activation platforms such as Ad Servers, SSPs and DSPs

2. Future-proof your business with the ID5 ID by enabling clients to activate audiences in cookieless environments

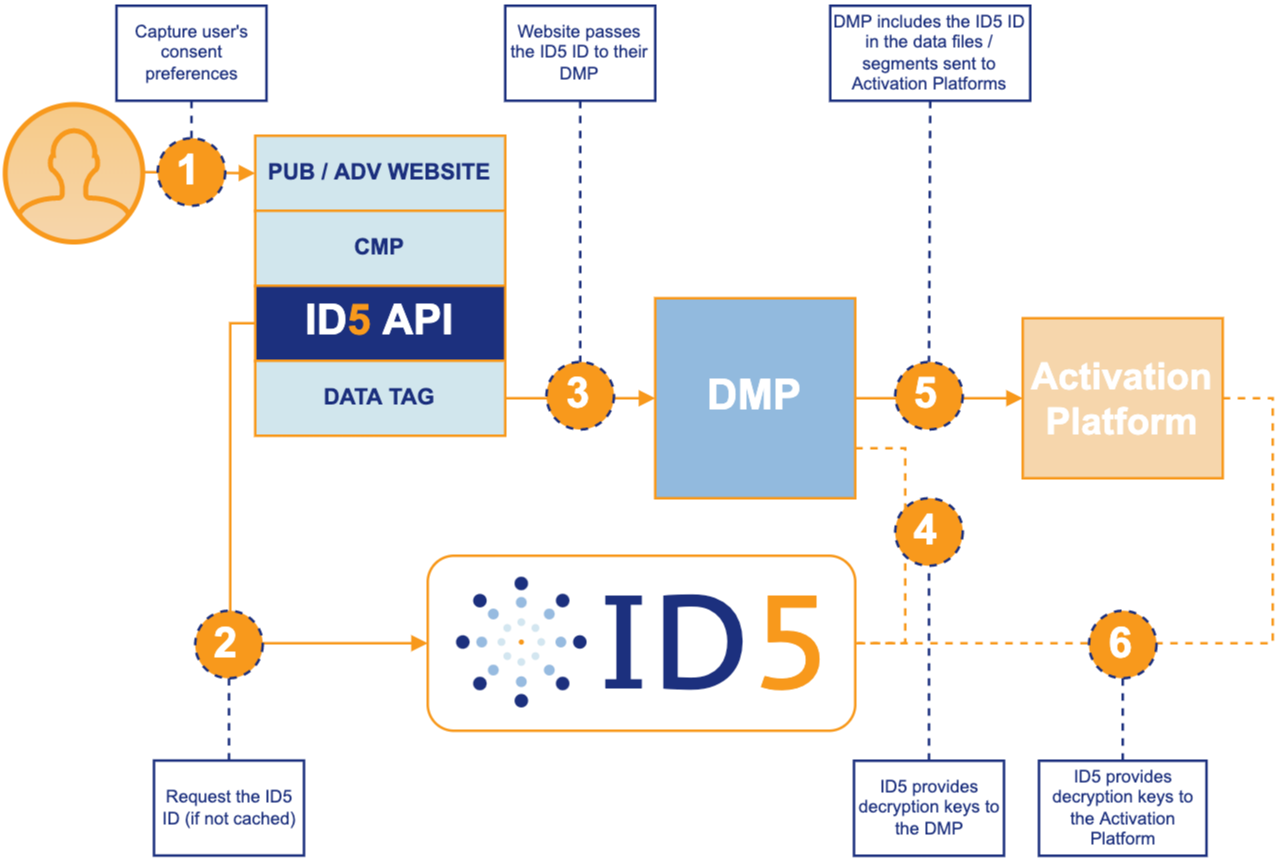
3. Improve efficiency and privacy compliance by outsourcing identity infrastructure to a specialized solution provider

ID5 ID Overview

The ID5 ID is a shared, neutral identifier that publishers and ad tech platforms can use to recognise users even in environments where 3rd party cookies are not available or blocked. ID5 enables publishers to create and distribute a shared 1st party identifier to the entire ecosystem. Ad tech platforms that connect with ID5 can decrypt the ID5 ID and improve their user recognition capabilities. The ID5 ID is designed to respect users' privacy choices and publishers preferences throughout the advertising value chain.

Solution Overview

Data Provider to DMP Integration


Capture user's consent preferences
Website passes the ID5 ID to their DMP
DMP includes the ID5 ID in the data files / segments sent to Activation Platforms
1
PUB / ADV WEBSITE
CMP
ID5 API
DATA TAG
3
DMP
5
Activation Platform
4
2
ID5
6
Request the ID5 ID (if not cached)
ID5 provides decryption keys to the DMP
ID5 provides decryption keys to the Activation Platform

1. Publisher first loads its CMP and captures the user's consent preferences. This is essential before any IDs or ads are requested or delivered

2. The ID5 API checks in cache (local storage, 1P or 3P cookies) for an ID5 ID and ensures it is still fresh. If necessary, a request to ID5 is made for a new/refreshed ID, which is then placed in cache to avoid unnecessary http requests on future page views.

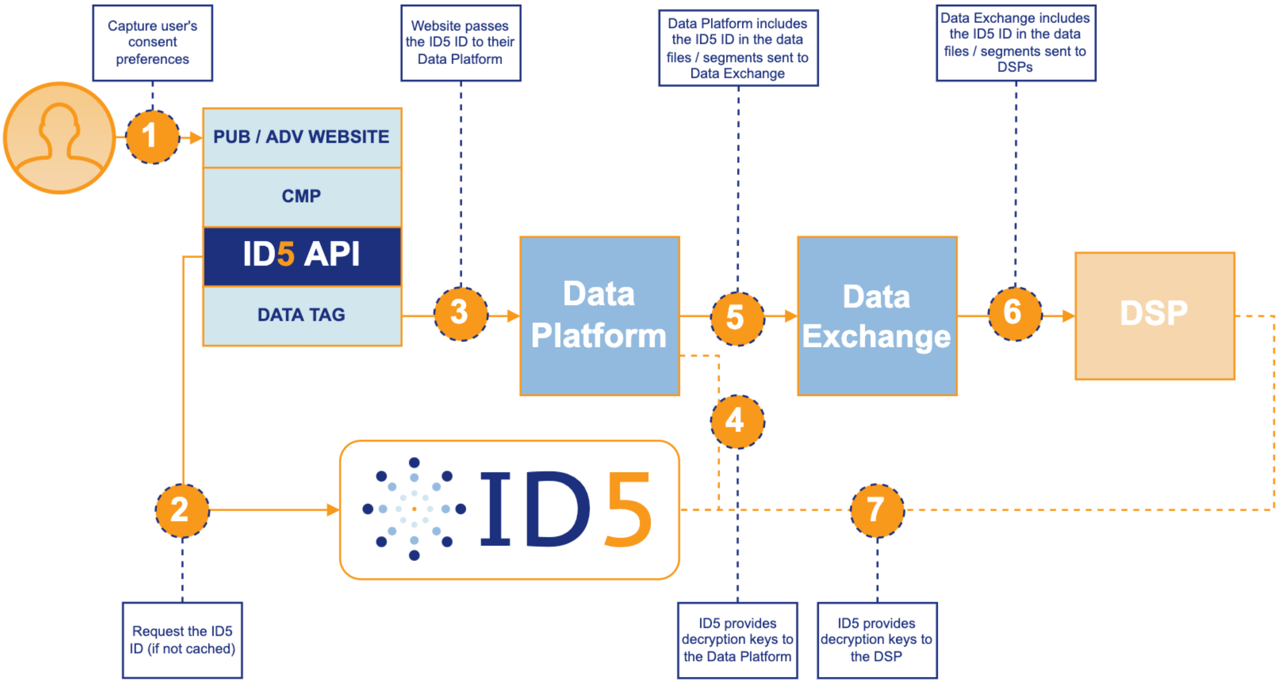
3. The DMP tag on the publisher's page retrieves the ID5 ID from the API and passes it, along with any other data signals they normally send, to the DMP servers for processing

4. In order to aggregate data and build segments, the DMP must decrypt the ID5 ID with keys provided by ID5, which happens outside of the data ingestion process.

5. The DMP pushes the generated data segments to Activation Platforms (Data Exchanges, DSPs, SSPs, etc) and includes the ID5 ID in addition to, or instead of, the normal user IDs they pass

6. Outside of the data ingestion process, the Activation Platform decrypts the ID5 ID and matches the ID5 ID to their internal ID

Data Exchange Integration



Capture user's consent preferences
Website passes the ID5 ID to their Data Platform
Data Platform includes the ID5 ID in the data files / segments sent to Data Exchange
Data Exchange includes the ID5 ID in the data files / segments sent to DSPs
1
PUB / ADV WEBSITE
CMP
ID5 API
DATA TAG
3
Data Platform
5
Data Exchange
6
DSP
4
2
ID5
7
Request the ID5 ID (if not cached)
ID5 provides decryption keys to the Data Platform
ID5 provides decryption keys to the DSP

1. Publisher first loads its CMP and captures the user's consent preferences. This is essential before any IDs or ads are requested or delivered

2. The ID5 API checks in cache (local storage, 1P or 3P cookies) for an ID5 ID and ensures it is still fresh. If necessary, a request to ID5 is made for a new/refreshed ID, which is then placed in cache to avoid unnecessary http requests on future page views.

3. The DMP tag on the publisher's page retrieves the ID5 ID and passes it, along with any other data signals they normally use, to its servers for processing

4. In order to aggregate data and build segments, the DMP must decrypt the ID5 ID with keys provided by ID5, which happens outside of the data ingestion process.

5. The DMP pushes the generated data segments to Data Exchange and includes the ID5 ID in addition to, or instead of, the normal user IDs they pass

6. The Data Exchange pushes the DMP's data segments to DSPs and includes the ID5 ID in addition to, or instead of, the normal user IDs they pass

7. Outside of the data ingestion process, DSPs decrypt the ID5 ID and match the ID5 ID to their internal ID

ID5 Integration Overview

Phase 1: Collect & Log

- Integrate calls to ID5 API in data collection tags
- Listen to the ID5 ID in calls to your platform
- Log IDs for analytics purposes

Phase 2: Read & Measure

- If applicable, pass through the still-encrypted ID5 ID in raw data feeds to other platforms
- Measure potential uplift v. proprietary IDs, broken down by browser type (Chrome v. Safari/Firefox), countries, devices, etc.

Phase 3: Use & Share

- Add ID5 ID to ID graph and implement real-time decryption
- Enable analytics and audience building with the ID5 ID
- Use ID5 ID (in addition to existing IDs) when sending data segments to other platfor

Integration Details

ID5 Partner Creation

Before getting started with the ID5 ID, we need to make sure you have an ID5 Partner account. If you are not already integrated with ID5, reach out to contact@id5.io and we'll get you set up right away.

Passing or Receiving the ID5 ID in Data Integrations

Data integrations between platforms are custom with no industry standards to go by. As such, you will need to work with your inbound or outbound data partner to determine the best way to receive or pass the ID5 ID with them. However, we've experienced some of these integrations and have the following tips and best practices to share.

If you'd like to hear more about how other platforms have addressed this or would like to seek advice, reach out to ID5 at contact@id5.io and we'd be more than happy to provide you some best practices and consulting to help make your integration work.

JSON Object

If data is passed using JSON, rather than just pass a field called “id” (which could contain the inbound or outbound partner's UID), we recommend using (or creating) a user ids array that can contain multiple ids: the receiving partner's, the sending partner's, and shared IDs like ID5. An example may look like this:

```
{
   "user_ids": [
      {
         "source": "RECEIVING_PARTNER",
         "uids": [
            {
               "id": "RECEIVING_PARTNER_UID"
            }
         ]
      },
      {
         "source": "id5-sync.com",
         "uids": [
            {
               "id": "ID5-abc123"
            }
         ]
      }
   ],
   ... // additional data fields
}
```

Flat Files

If data is passed using flat files, typically it is agreed ahead of time whether to use the receiving partner’s or the outbound partner’s UID for all rows of data received, along with a file format for passing data. We suggest adding a field in the file format to accept a shared ID like ID5, in addition to, or instead of, the existing UID being used.

ID5 ID Decryption

ID5 encrypts the ID in order to enforce the privacy preferences of the consumer and the publisher. To learn more about how to decrypt the ID, please visit Decrypting the ID5 ID (login required).

Privacy & Regulations

Privacy-by-Design

ID5 has built a privacy-by-design shared ID service for publishers and ad tech vendors. Our service leverages the IAB’s Transparency and Consent Framework (TCF) and US Privacy Framework to capture the user’s privacy preferences.

As a shared ID provider, ID5 acts as a Controller of the ID5 ID, and thus, we must receive a valid legal basis to process requests. When we receive a request for the ID5 ID, we check that we have a legal basis to store our user ID in a cookie before proceeding; if we don't have one, we do not read our cookie or write to it as part of the HTTP response.

When ID5 returns an ID to the page, the value is encrypted in such a way that only platforms that have authorization to process data (based on the consumer's and publisher's privacy preferences) are able to decrypt the string back to a stable ID. By doing so, ID5 enforces privacy preferences and regulations, ensuring that no downstream party can understand the ID without the proper legal basis to do so. When the ID is non-decryptable, the request is truly anonymized, preventing any personal data from being retrieved or processed.

Privacy Policy

For our Platform Privacy Policy, please visit https://id5.io/platform-privacy-policy.

ID5 Javascript Library

02/05/2026 9:08 am EST

ID5 Javascript API Workflow

Here’s a step-by-step guide to integrating ID5 effectively into your webpage. After configuring your ID5 JS API to retrieve the ID5 ID, you can share it with partners on your page using a single JavaScript variable. Partners can then transmit the ID5 ID to their platforms via existing tags or pixels to communicate user identity.

The ID5 ID serves as a key to build and activate audiences, optimize campaigns, and measure performance, even in cookie-less environments. This helps publishers future-proof their user addressability and sustain advertising revenue streams.

1. Register with ID5

The ID5 ID is free to distribute, but requires a simple registration with us. If you don’t already have an account with ID5, please visit our website to sign up and request your ID5 Partner Number.

NOTICE: TERMS OF SERVICE & BINDING AGREEMENT

ID5 provides this software and the ID5 ID Service free of charge, subject to strict data usage and privacy rules.

By copying, installing, or initializing the ID5 API (or any ID5 Code Snippet), you and the legal entity you represent AGREE TO BE BOUND by the ID5 ID Agreement.

If you do not agree to the ID5 ID Agreement, you are NOT AUTHORIZED to use this code or the ID5 Service.

Commercial Use: If you are a Platform, Intermediary, or intend to use ID5 Data for commercial purposes beyond the standard publisher integration, you must contact contact@id5.io to execute a commercial license.

2. Integrate the ID5 JS API

We recommend that you monitor our releases in order to stay up-to-date with any changes to the library.

The ID5 JS API is an open-source library, available on GitHub: https://github.com/id5io/id5-api.js. All documentation for building and installing the library will be maintained in GitHub, but please reach out to support@id5.io if you have any questions or need help.

3. Optimize ID5 JS API Configuration

Configuring the pd parameter

To maximise addressability and produce the highest quality ID5 ID, publishers and advertisers must send additional signals such as Hashed Email, First Party user IDs in the Partner Data (pd) parameter when available. To ensure this information is shared in a secure way, please review the guidance here.

4. Integrate TrueLink (Recommended)

TrueLink is an additional client-side integration method that can complement a standard ID5 JS API or Prebid (version 9.2.0 and above) implementation. With a TrueLink integration, ID5 can create a cross-domain signal called the TrueLink ID for a single user within a specific browser. The TrueLink ID is produced independently of third party cookies by redirecting the user through an ID5 operated domain and setting the ID as a first party cookie.

This TrueLink signal is utilized by ID5 for cross domain user reconciliation and the generation of a high-quality ID5 ID. Publishers can optionally access a publisher first-party user identifier called the ID5 Guarded Publisher ID (GPID). The GPID is a publisher specific version of the ID5 ID which remains unique for a user across their owned and operated properties within a given browser environment. It's quality is implicitly linked to the provision of signals such as hashed emails and TrueLink signals. The GPID can be used to facilitate use cases such as cross-domain audience building and activation, all without relying on third-party cookies. It may also be used as a PPID within Google Ad Manager.

To integrate TrueLink, follow the instructions here.

5. Use ID5's GPID as a first party identifier or as a PPID (Optional)

ID5 can optionally provide publisher and advertisers with access to a partner-specific version of the ID5 ID, known as the Guarded Publisher ID (GPID). The GPID can be used for various publisher or advertiser purposes, including cross-domain audience building, audience activation, measurement, and attribution. The GPID can also be used as a Publisher Provided Identifier (PPID) in ad servers like Google Ad Manager or AppNexus. Google's PPID, for example, enables publishers to:

- Apply audience-based ad delivery controls, such as frequency capping and sequential ad rotation.
- Enhance audience segmentation and targeting across devices.
- Potentially increase CPMs from Google's buying stack.

You can find out more about the GPID and how to get it enabled here.

ID5 Prebid User ID Module

02/05/2026 9:09 am EST

ID5 Prebid Integration Workflow

Here’s a step-by-step overview of integrating ID5 into your Prebid configuration for any webpage. Once your Prebid.js setup is configured to fetch the ID5 ID, your demand partners in Prebid can access this ID and pass it to their server-side RTB partners (typically DSPs) as a means to communicate user identity. This enables DSPs to recognize and target users, manage frequency and recency caps, and apply additional data, even in environments where cookies are unsupported. This in turn, helps publishers futureproof user addressability and generate sustainable advertising revenue.

1. Register with ID5

The ID5 ID is free to use, but requires a simple registration with us. If you don’t already have an account with ID5, please visit our website to sign up and request your ID5 Partner Number.

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ID5 provides this software and the ID5 ID Service free of charge, subject to strict data usage and privacy rules.

By copying, installing, or initializing the ID5 API (or any ID5 Code Snippet), you and the legal entity you represent AGREE TO BE BOUND by the ID5 ID Agreement.

If you do not agree to the ID5 ID Agreement, you are NOT AUTHORIZED to use this code or the ID5 Service.

Commercial Use: If you are a Platform, Intermediary, or intend to use ID5 Data for commercial purposes beyond the standard publisher integration, you must contact contact@id5.io to execute a commercial license.

2. Build Prebid.js with the User ID Module

Below are step by step instructions for installing and configuring the Prebid.js User ID Module with the ID5 ID. The instructions below assume a basic understanding of building Prebid.js and editing its page-level configuration; for more detailed instructions, getting started guides, and more, please visit the Prebid.org website.

When building Prebid.js, include both the `userId` , `id5IdSystem` , `id5Id5AnalyticsAdapter` modules, in addition to the other modules you normally include.

```
gulp build –modules=userId,id5IdSystem,id5AnalyticsAdapter
```

You may also use the Prebid Download page to build your version of Prebid.js by selecting the **User ID Module: ID5 ID, Analytics Adapter: ID5**.

We recommend that you monitor Prebid Releases in order to stay up-to-date with any changes to the implementation of the ID5 ID in Prebid.

3. Configure the User ID Module

ATTENTION
If you or your monetization partners are deploying multiple Prebid wrappers on your websites, you should make sure you add the ID5 ID User ID module to every wrapper. Only the bidders configured in the Prebid wrapper where the ID5 ID User ID module is installed and configured will be able to pick up the ID5 ID. Bidders from other Prebid instances will not be able to pick up the ID5 ID.

Within the `pbjs.setConfig()` function, add the following configuration before making a request for bids:

```
pbjs.setConfig({
  userSync: {
    userIds: [{
      name: ‘id5Id’,
      params: {
        partner: 173,            // change to the Partner Number you received from ID5
        externalModuleUrl: ‘https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js’,
        pd: ‘MT1iNTBjY...’        // see below for a link to how to generate the pd string
        abTesting: {             // required if using ID5 Analytics Adapter
          enabled: true,         // false by default
          controlGroupPct: 0.1   // valid values are 0.0 - 1.0 (inclusive)
        }, canCookieSync: true, // optional, has effect only when externalModuleUrl is used  gamTargetingPrefix: "id5" //
optional, when set the ID5 module will set gam targeting paramaters with this prefix
      },
      storage: {
        type: ‘html5’,           // ‘html5’ is the required storage type
        name: ‘id5id’,           // ‘id5id’ is the required storage name
        expires: 90,             // storage lasts for 90 days
        refreshInSeconds: 7200   // refresh ID every 2 hours to ensure it's fresh
      }
    }],
    auctionDelay: 250            // 250ms maximum auction delay, applies to all userId modules
  }
});
```

From **Prebid.js v4.13.0**, ID5 requires `storage.type` to be `"html5"` and `storage.name` to be `"id5id"` . Using other values will display a warning today, but in an upcoming release, it may prevent the ID5 module from loading. This change is to ensure the ID5 module in Prebid.js interoperates properly with the ID5 API and to reduce the size of publishers' first-party cookies that are sent to their web servers.

Configuration Parameters

Name	Required	Type	Description	Example
partner	Required	Number	This is the ID5 Partner Number obtained from registering with ID5.	173

Name	Required	Type	Description	Example
externalModuleUrl	Optional	String	URL to the external ID5 module. Highly recommended for the best integration possible.	https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js
pd	Optional	String	Publisher-supplied data, such as hashed email address or publisher user id, used for linking ID5 IDs across domains. Omit the parameter or leave as an empty string if no data to supply. Learn how to populate this field.	"MT1iNTBjY..."
abTesting	Required if using ID5's Analytics Adapter	Object	Allows publishers to easily run an A/B Test. If enabled and the user is in the Control Group, the ID5 ID will NOT be exposed to bid adapters for that user. See below for more details.	Disabled by default
abTesting.enabled	Required if using ID5's Analytics Adapter	Boolean	Set this to true to turn on this feature	true

Name	Required	Type	Description	Example
abTesting.controlGroupPct	Required if using ID5's Analytics Adapter	Number	Must be a number between 0.0 and 1.0 (inclusive) and is used to determine the percentage of users that fall into the control group (and thus not exposing the ID5 ID). For example, a value of 0.20 will result in 20% of users without an ID5 ID and 80% with an ID.	0.1
disableExtensions	Optional	Boolean	Set this to true to force turn off extensions call. Default false	true
provider	Optional	String	An identifier provided by ID5 to technology partners who manage API deployments on behalf of their clients. Reach out to ID5 if you have questions about this parameter	providerName
canCookieSync	Optional	Boolean	Set this to true to enable cookie syncing with other ID5 partners. See our documentation for details. Default false	true
gamTargetingPrefix	Optional	String	When this parameter is set the ID5 module will set appropriate GAM pubads targeting tags	"id5"

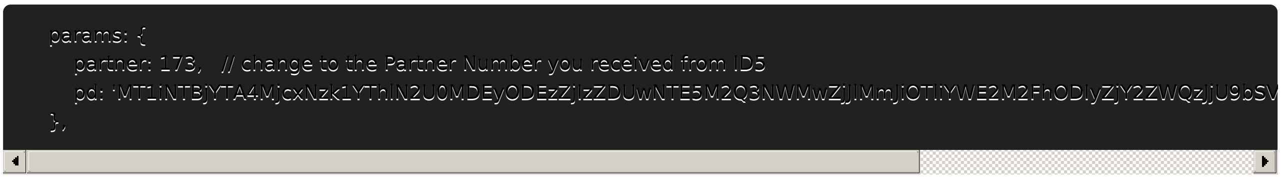
From **Prebid.js v8.33.0** you should provide the `externalModuleUrl` parameter and set it to the latest available module version at `https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js` to ensure you are benefiting from the latest version of ID5's identity resolution alogrithms and functionality on page. While the configuration of the parameter is optional and not technically required we **strongly**

> **recommend** implementing it.
> If you have any questions, please reach out to us at prebid@id5.io.

Configuring the pd parameter

To maximise addressability and produce the highest quality ID5 ID, publishers and advertisers must send additional signals such as Hashed Email, First Party user IDs in the Partner Data (pd) parameter when available. To ensure this information is shared in a secure way, please review the guidance here.

The below is an example for how to Passing Signals to ID5 demonstrating how your configuration could look in Prebid:



```
params: {
    partner: 173,   // change to the Partner Number you received from ID5
    pd: 'MT1iNTBjYTA4MjcxNzk1YThlN2U0MDEyODEzZjIzZDUwNTE5M2Q3NWMwZjJlMmJiOTllYWE2M2FhODIyZjY2ZWQzJjU9bSV
},
```

Configuring the User ID module for A/B Testing (Optional)

Publishers may want to test the value of the ID5 ID with their downstream partners. While there are various ways to do this, A/B testing is a standard approach. Instead of publishers manually enabling or disabling the ID5 User ID Module based on their control group settings (which leads to fewer calls to ID5, reducing our ability to recognize the user), we have baked this into our module directly.

To turn on A/B Testing, simply edit the configuration (see details above) to enable it and set what percentage of users you would like to set for the control group. The control group is the set of users where an ID5 ID will not be exposed to bid adapters or in the various user id functions available on the pbjs global. A common control group percentage used is 5%.

An additional value of `ext.abTestingControlGroup` will be set to `true` or `false` and can be used to inform reporting systems that the user was in the control group or not. It's important to note that the control group is user-based, and not request-based. In other words, from one page view to another, a user will always be in or out of the control group without changing.

> The `abTesting` feature is available in version `4.20.0` of Prebid.js and later.

Google Ad Manager (GAM) Targeting Tag Support in ID5 UserId Module (Since v10.6.0)

Starting from version **10.6.0**, the **ID5 UserId module** supports setting **Google Ad Manager (GAM) targeting keys**, provided that the feature is enabled via the `params.gamTargetingPrefix` parameter.

Key Configuration Requirements

- The value of `params.gamTargetingPrefix` must be unique per property.
- If multiple Prebid integrations are present on a page, each must use a distinct prefix.
- If the same prefix is reused across integrations, the GAM targeting tags will be overwritten by the last initialized ID5 module instance.

Targeting Tags Set by the Module

When a non-empty `params.gamTargetingPrefix` is configured **and** the ID5 module has successfully initialized, the module sets the following GAM targeting keys:

Key	Description
`{prefix}_id`	Set to `"y"` if a valid `id5id` is available. The key is **not set** if no ID is present.
`{prefix}_ab`	Set when A/B testing is enabled: `"n"` – Normal group (ID5 ID returned) `"c"` – Control group (no ID5 ID returned)
`{prefix}_enrich`	Set when **bid enrichment** is enabled: `"y"` – Enriched IDs returned `"s"` – Enrichment attempted, no enriched IDs found `"c"` – Control group (no enrichment, used for uplift measurement)

GDPR Support

The ID5 ID is a privacy-by-design implementation of a shared ID and fully supports the GDPR. When the ID5 ID is requested by Prebid in a GDPR-relevant country, ID5 will ensure the user has consented to processing by ID5 for the "Information storage and access" purpose (Purpose 1). If not, ID5 will not attempt to read or write our 3P cookie and we will not deliver an ID.

To enable GDPR support within Prebid, you will need to include the GDPR Consent Management module when you build Prebid:

```
gulp build –modules=userId,id5IdSystem,id5AnalyticsAdapter,consentManagement
```

You will also need to ensure you add the appropriate configuration to your `setConfig()` function to include `consentManagement`:

```
// JavaScript
pbjs.setConfig({
userSync: {
  userIds: [{
    name: 'id5Id',
    params: {
      partner: 173,            // change to the Partner Number you received from ID5
      externalModuleUrl: 'https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js',
      pd: 'MT1iNTBjY...'       // optional, see below for a link to how to generate the pd string
      abTesting: {             // required if using ID5 Analytics Adapter
        enabled: true,         // false by default
        controlGroupPct: 0.1   // valid values are 0.0 - 1.0 (inclusive)
      }, canCookieSync: true // optional, has effect only when externalModuleUrl is used
    },
    storage: {
      type: 'html5',           // 'html5' is the required storage type
      name: 'id5id',           // 'id5id' is the required storage name
      expires: 90,             // storage lasts for 90 days
      refreshInSeconds: 7200   // refresh ID every 2 hours to ensure it's fresh
    }
  }],
  auctionDelay: 250            // 250ms maximum auction delay, applies to all userId modules
 }
});
```

ID5 User ID Module Response

After configuring your Prebid.js setup to pull the ID5 ID, your demand partners configured in Prebid can retrieve the ID and pass it on to their server side RTB partners (typically DSPs). This allows the DSP to target the user, manage frequency and recency capping, and apply additional data using the ID5 ID.

The ID5 User ID module provides following eids:

```
[
  {
    "source": "id5-sync.com",
    "uids": [
      {
        "id": "some-random-id-value",
        "atype": 1,
        "ext": {
          "linkType": 2,
          "abTestingControlGroup": false
        }
      }
    ]
  },
  {
    "source": "gpid.id5-sync.com",
    "uids": [
      {
        "id": "some-gpid",
        "atype": 1
      }
    ]
  },
  {
    "source": "euid.eu",
    "uids": [
      {
        "id": "some-euid-id",
        "atype": 3,
        "ext": {
          "provider": "id5-sync.com"
        }
      }
    ]
  }
]
```

The ID from `id5-sync.com` should be always present (though the id provided will be '0' in case of no consent or optout).

The ID from `euid.eu` will be available if the partner that is used in ID5 user module has the EUID2 integration enabled (it has to be enabled on the ID5 side).

The id from `gpid.id5-sync.com` will be available if the publisher has enabled Guarded Publisher ID (if you are an ID5 partner you can learn more at here).

ID5 ID Encryption

The ID5 ID delivered to Prebid is encrypted by ID5 with a rotating key to avoid unauthorized usage and to enforce privacy requirements. Only platforms that have the necessary rights to process user data will be able to decrypt the ID and use it for targeting, frequency capping, measurement, etc. Therefore, we strongly recommend setting storage.refreshInSeconds to 2 hours (7200 seconds) or less to ensure all demand partners receive an ID that has been encrypted with the latest key, has up-to-date privacy signals, and allows them to transact against it.

4. Configure the ID5 Prebid Analytics Module for Identity Insights

> Identity Insights is enabled through ID5's Analytics Adapter for Prebid, available for Prebid.js version 7.27.0 or higher

To help publishers better understand the value of working with ID5, we have launched Identity Insights - an ID5 analytics adapter for Prebid. With just a few additional lines of configuration, ID5 is able to capture prebid event data to provide publishers with additional insights about the value of the ID5 ID to their business. For now, insights will be provided in the form of an adhoc report shared by the ID5 publisher support team. Identity Insights is currently free for publishers to use.

To enable ID5 Identity Insights within Prebid, you will need to include the ID5 analytics adapter when you build Prebid:

```
gulp build –modules=userId,id5IdSystem,id5AnalyticsAdapter
```

In addition to including the ID5 Analytics Adapter in your prebid build, you will also need to ensure you enable analytics (this is in addition to the configuration described above to enable the ID5 User ID module):

```
pbjs.enableAnalytics({
  provider: 'id5Analytics',
  options: {
    partnerId: 173    // change to the Partner Number you received from ID5
  }
});
```

To analyze the results of the ID5 ID, the adapter uses the A/B Testing feature described in the Prebid.js User ID Module. This enables us to evaluate key KPIs such as average bid CPM, average winning bid CPM, bid response rate, and bid density when the ID5 ID is present versus when it is not (control group).

How to Check if the ID5 Analytics Module is installed correctly

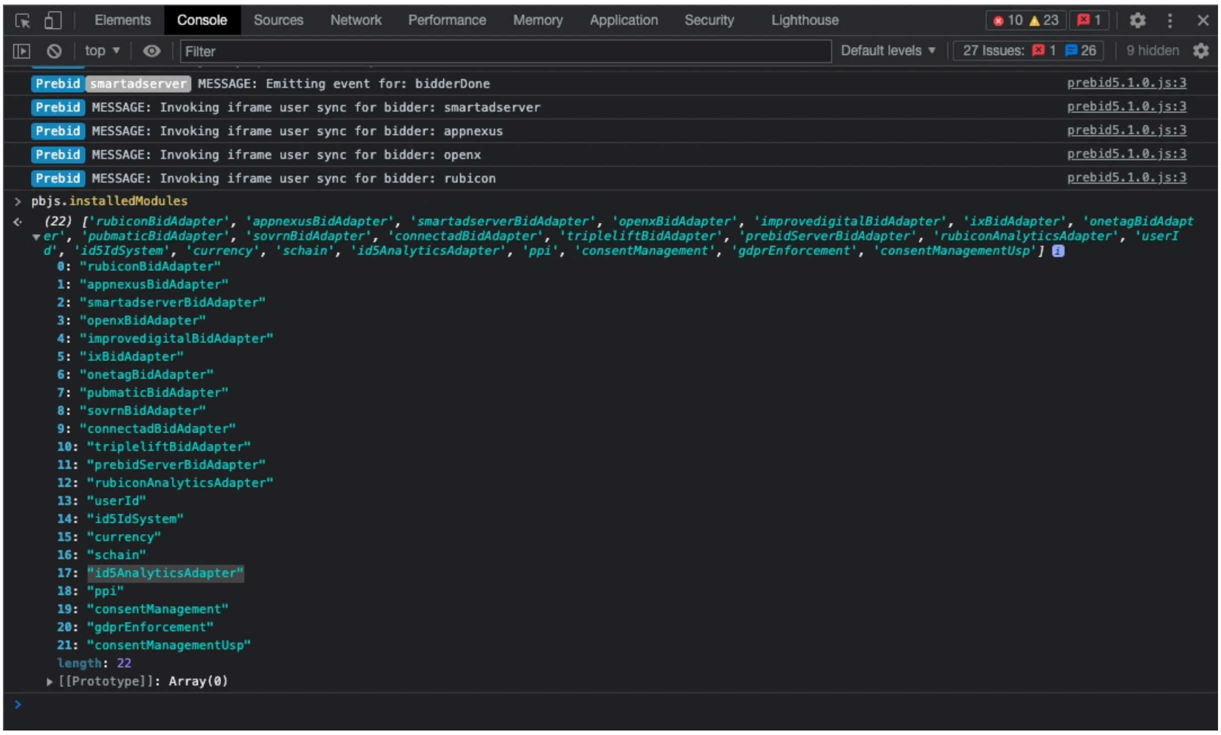
The following steps describe how to check your ID5 prebid integration:

1. Open a fresh incognito Chrome page, block 3rd party cookies and open the Developer Tools (Right Click -> Inspect)

2. Load a web page where Prebid with the ID5 module is setup;

3. Move to the “Console” and type: pbjs.installedModules . This will return all the modules from your prebid configuration;

4. Among all modules returned you should be able to see id5AnalyticsAdapter . Seeing the id5AnalyticsAdapter will mean that the ID5 Identity Insights were correctly installed:



```
Prebid smartadserver MESSAGE: Emitting event for: bidderDone          prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: smartadserver   prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: appnexus        prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: openx           prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: rubicon         prebid5.1.0.js:3
> pbjs.installedModules
<  (22) ['rubiconBidAdapter', 'appnexusBidAdapter', 'smartadserverBidAdapter', 'openxBidAdapter', 'improvedigitalBidAdapter', 'ixBidAdapter', 'onetagBidAdapt
 ▾er', 'pubmaticBidAdapter', 'sovrnBidAdapter', 'connectadBidAdapter', 'tripleliftBidAdapter', 'prebidServerBidAdapter', 'rubiconAnalyticsAdapter', 'userI
  d', 'id5IdSystem', 'currency', 'schain', 'id5AnalyticsAdapter', 'ppi', 'consentManagement', 'gdprEnforcement', 'consentManagementUsp']
    0: "rubiconBidAdapter"
    1: "appnexusBidAdapter"
    2: "smartadserverBidAdapter"
    3: "openxBidAdapter"
    4: "improvedigitalBidAdapter"
    5: "ixBidAdapter"
    6: "onetagBidAdapter"
    7: "pubmaticBidAdapter"
    8: "sovrnBidAdapter"
    9: "connectadBidAdapter"
    10: "tripleliftBidAdapter"
    11: "prebidServerBidAdapter"
    12: "rubiconAnalyticsAdapter"
    13: "userId"
    14: "id5IdSystem"
    15: "currency"
    16: "schain"
    17: "id5AnalyticsAdapter"
    18: "ppi"
    19: "consentManagement"
    20: "gdprEnforcement"
    21: "consentManagementUsp"
    length: 22
  ▸[[Prototype]]: Array(0)
>
```

How to Check if the ID5 Analytics Adapter Is Configured Correctly

1. Open a fresh incognito Chrome page, block 3rd party cookies and open the Developer Tools (Right Click -> Inspect);

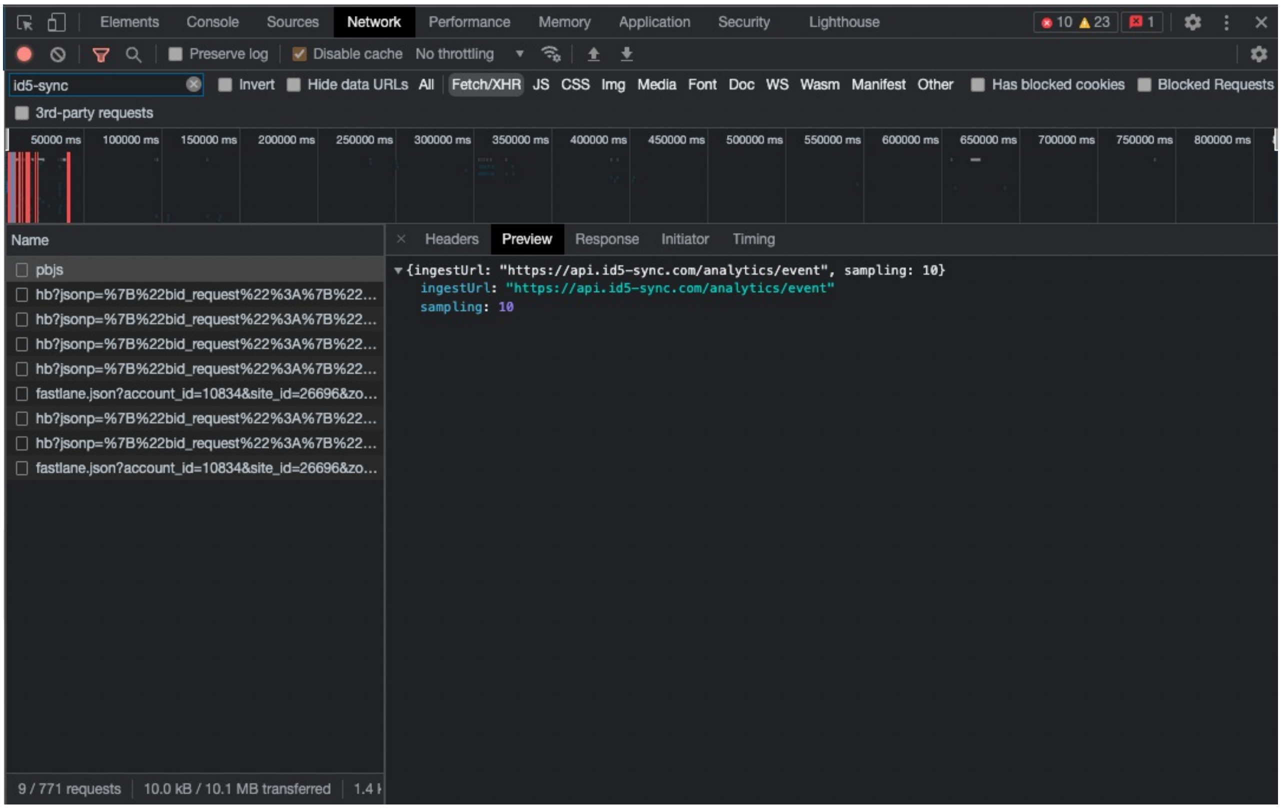
2. Load a web page where Prebid is configured with the ID5 module setup;

3. On the "Network" tab filter the calls on type XHR and/or `id5-sync` word.

4. You should now see a call named `{your_partner_id}.json` and another one named `pbjs`. The call named `{your_partner_id}.json` should retrieve the ID5 ID. The call named `pbjs` is made by the analytics module;

5. Clicking on the call and after clicking on "Preview" will allow you to see the response from ID5: `{ingestUrl: "https://api.id5-sync.com/analytics/event", sampling: 10}`

6. Seeing the `pbjs` call and the response from point 6 will mean that the implementation is correct.



```
pbjs
hb?jsonp=%7B%22bid_request%22%3A%7B%22...
hb?jsonp=%7B%22bid_request%22%3A%7B%22...
hb?jsonp=%7B%22bid_request%22%3A%7B%22...
hb?jsonp=%7B%22bid_request%22%3A%7B%22...
fastlane.json?account_id=10834&site_id=26696&zo...
hb?jsonp=%7B%22bid_request%22%3A%7B%22...
hb?jsonp=%7B%22bid_request%22%3A%7B%22...
fastlane.json?account_id=10834&site_id=26696&zo...
```

```
▼{ingestUrl: "https://api.id5-sync.com/analytics/event", sampling: 10}
   ingestUrl: "https://api.id5-sync.com/analytics/event"
   sampling: 10
```

```
9 / 771 requests | 10.0 kB / 10.1 MB transferred | 1.4
```

5. Integrate TrueLink (Recommended)

TrueLink is an additional client-side integration method that can complement a standard ID5 JS API or Prebid (version 9.2.0 and above) implementation. With a TrueLink integration, ID5 can create a cross-domain signal called the TrueLink ID for a single user within a specific browser. The TrueLink ID is produced independently of third party cookies by redirecting the user through an ID5 operated domain and setting the ID as a first party cookie.

This TrueLink signal is utilized by ID5 for cross domain user reconciliation and the generation of a high-quality ID5 ID. Publishers can optionally access a publisher first-party user identifier called the ID5 Guarded Publisher ID (GPID). The GPID is a publisher specific version of the ID5 ID which remains unique for a user across their owned and operated properties within a given browser environment. It's quality is implicitly linked to the provision of signals such as hashed emails and TrueLink signals. The GPID can be used to facilitate use cases such as cross-domain audience building and activation, all without relying on third-party cookies. It may also be used as a PPID within Google Ad Manager.

To integrate TrueLink, follow the instructions here.

6. Add the ID5 tag to your Webpage (Recommended)

While third-party cookies are still in use, ID5 can synchronize with ad tech vendors to enhance user recognition, improving audience addressability and monetization.

Follow the steps outlined here.

7. Use ID5's GPID as a first party identifier or PPID (Optional)

ID5 can optionally provide publisher and advertisers with access to a partner-specific version of the ID5 ID, known as the Guarded Publisher ID (GPID). The GPID can be used for various publisher or advertiser purposes, including cross-domain audience building, audience activation, measurement, and attribution. The GPID can also be used as a Publisher Provided Identifier (PPID) in ad servers like Google Ad Manager or AppNexus. Google's PPID, for example, enables publishers to:

- Apply audience-based ad delivery controls, such as frequency capping and sequential ad rotation.
- Enhance audience segmentation and targeting across devices.
- Potentially increase CPMs from Google's buying stack.

You can find out more about the GPID and how to get it enabledhere.

ID5 Prebid User ID Troubleshooting

12/04/2024 3:51 pm EST

Prebid troubleshooting: step-by-step guide

To assist publishers in troubleshooting their Prebid integration, we have created this step-by-step guide, to help them review their integration.

Step 1: Enable Prebid Debug Mode

Make sure to use a new private navigation window.
Enable Prebid debugging mode:

- **Option 1**: Append `pbjs_debug=true` to the URL.
- **Option 2:** Use Prebid debug extension, Professor Prebid - Ensure the extension is enabled in private navigation mode.

Step 2: CMP implementation

If your website operates in a country subject to Data Protection laws, you must have a Consent Management Platform (CMP) on your website properties to collect user consent choices and make them available for any adapters.

On the website's page when the CMP pops up, you can load the Prebid library but you mustn't load any adapters or modules or send bid requests to bidders before obtaining the user's consent.

Step 3: Required modules

To distribute ID5 ID, ensure to include both the Consent Management module (if applicable) and the id5IdSystem submodule, in addition to the other modules you normally include in your prebid library.

To check your modules:

- **Option 1:** Type in your browser Console tab `pbjs.installedModules`
- **Option 2:** Open Professor Prebid, and go to the *Config* tab.

Step 4: ID5 settings inside the Prebid config

All the instructions to set the id5idSystem module into your Prebid Config can be found on ID5 Prebid User ID Module page.

To check Prebid settings:

- **Option 1:** Type in your browser Console tab `pbjs.getConfig()`
- **Option 2:** Open Professor Prebid, go to the *UserID* tab, and then click on *Config*

Step 5 - Call the Prebid elements in the right order

To ensure everything is properly implemented and to send an id5 id on every bid request you send to bidders, you must respect a certain order when you initialize elements within your Prebid wrapper.

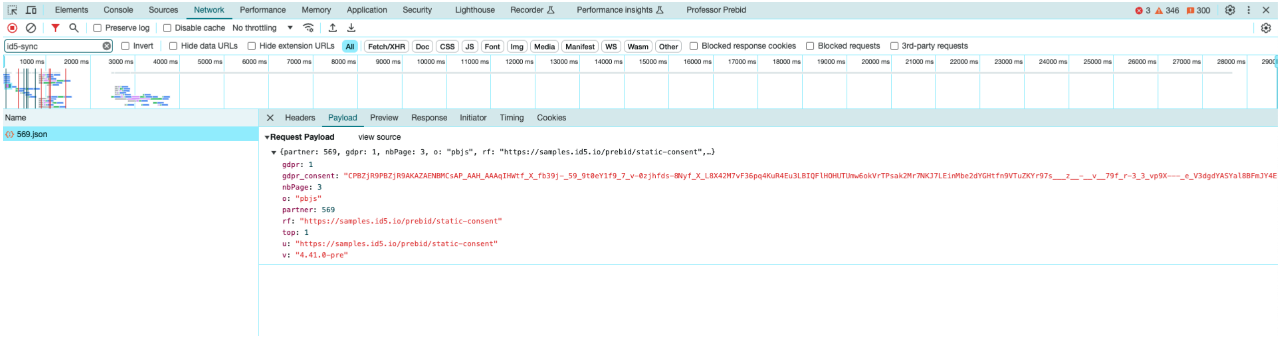
To inspect the order,in a new private navigation window with the browser console open, you should append `&pbjs_debug=true` at the end of the URL, to enable Prebid debug messages in the console.

Please find below the correct order

1. CMP appears - wait for the user's consent
2. Initialization of the `consentManagement module` which fetches user's consent
3. Initialization of the `id5idSystem module` - user consent is passed by the Consent Management module
4. Sending bid requests to bidders with ID5 ID

Step 6: Inspect the ID5 request call

In the Network tab of your browser, search for 'id5-sync' and inspect the request that is named `v3` (on older versions of prebid the request will be named with your ID5 Partner ID).
To check if an ID5 ID was return, you should inspect the reesponse of the request by going to the `Preview` tabe and check out the `universal_uid` paramer.
You can also inspect one of your bidder requests to see if the encrypted ID5 id is correctly passed.



```
▾Request Payload
 ▾ {partner: 569, gdpr: 1, nbPage: 3, o: "pbjs", rf: "https://samples.id5.io/prebid/static-consent",…}
    gdpr: 1
    gdpr_consent: "CPBZjR9PBZjR9AKAZAENBMCsAP_AAH_AAAqIHWtf_X_fb39j-_59_9t0eY1f9_7_v-0zjhfds-8Nyf_X_L8X42M7vF36pq4KuR4Eu3LBIQFlHOHUTUmw6okVrTPsak2Mr7NKJ7LEinMbe2dYGHtfn9VTuZKYr97s___z__-__v__79f_r-3_3_vp9X---_e_V3dgdYASYal8BFmJY4E
    nbPage: 3
    o: "pbjs"
    partner: 569
    rf: "https://samples.id5.io/prebid/static-consent"
    top: 1
    u: "https://samples.id5.io/prebid/static-consent"
    v: "4.41.0-pre"
```

ID5 Identity Insights

11/26/2025 7:40 am EST

ID5 Prebid Identity Insights

> Identity Insights is enabled through ID5's Analytics Adapted for Prebid, available for Prebid.js version 7.27.0 or higher

To help publishers better understand the value of working with ID5, we have launched Identity Insights - an ID5 analytics adapter for Prebid. With just a few additional lines of configuration, ID5 can capture prebid event data to provide publishers with insights into the value of the ID5 ID to their business. For now, insights will be provided in the form of a report shared by the ID5 publisher support team.

Enabling Identity Insights

To enable ID5 Identity Insights within Prebid, you will need to include the ID5 analytics adapter when you build Prebid:

```
gulp build –modules=userId,id5IdSystem,id5AnalyticsAdapter
```

In addition to including the ID5 Analytics Adapter in your prebid build, you will also need to ensure you enable analytics (this is in addition to the configuring the ID5 Prebid User ID module):

```
pbjs.enableAnalytics({
  provider: 'id5Analytics',
  options: {
    partnerId: 173    // change to the Partner Number you received from ID5
  }
});
```

Configuring the ID5 User ID Module for Identity Insights

The ID5 Analytics Adapter requires the ID5 User ID submodule to be configured in Prebid.js to capture event data effectively.

You'll need to enable A/B testing in the ID5 User ID submodule to compare performance metrics (e.g., bid CPM, response rate) with and without the ID5 ID.

Below is a simplified configuration for the ID5 User ID submodule, including A/B testing, to work with Identity Insights (ensure this is set before enabling analytics or requesting bids):

```
pbjs.setConfig({
  userSync: {
    userIds: [{
      name: 'id5Id',
      params: {
        partner: 173,            // Required: your ID5 Partner Number
        abTesting: {             // Required for Identity Insights
          enabled: true,         // Enable A/B testing
          controlGroupPct: 0.1   // 10% of users in control group (no ID5 ID)
        }
      },
      storage: {
        type: 'html5',           // Required
        name: 'id5id',           // Required
        expires: 90,             // Storage duration in days
        refreshInSeconds: 7200   // Refresh ID every 2 hours
      }
    }],
    auctionDelay: 250            // Optional: max auction delay in ms
  }
});
```

For a complete list of configuration options for the ID5 User ID module, including details on externalModuleUrl, GDPR support, or advanced features like TrueLink, refer to the ID5 Prebid User ID Module documentation.

Notes:

- A/B Testing is needed for using Identity Insights, as it allows you to directly compare performance between users who receive an ID5 ID and a control group that does not.
- The `partnerId` in the `pbjs.enableAnalytics` call must match the **partner** number provided in the `userIds` configuration.

Checking Your Implementation

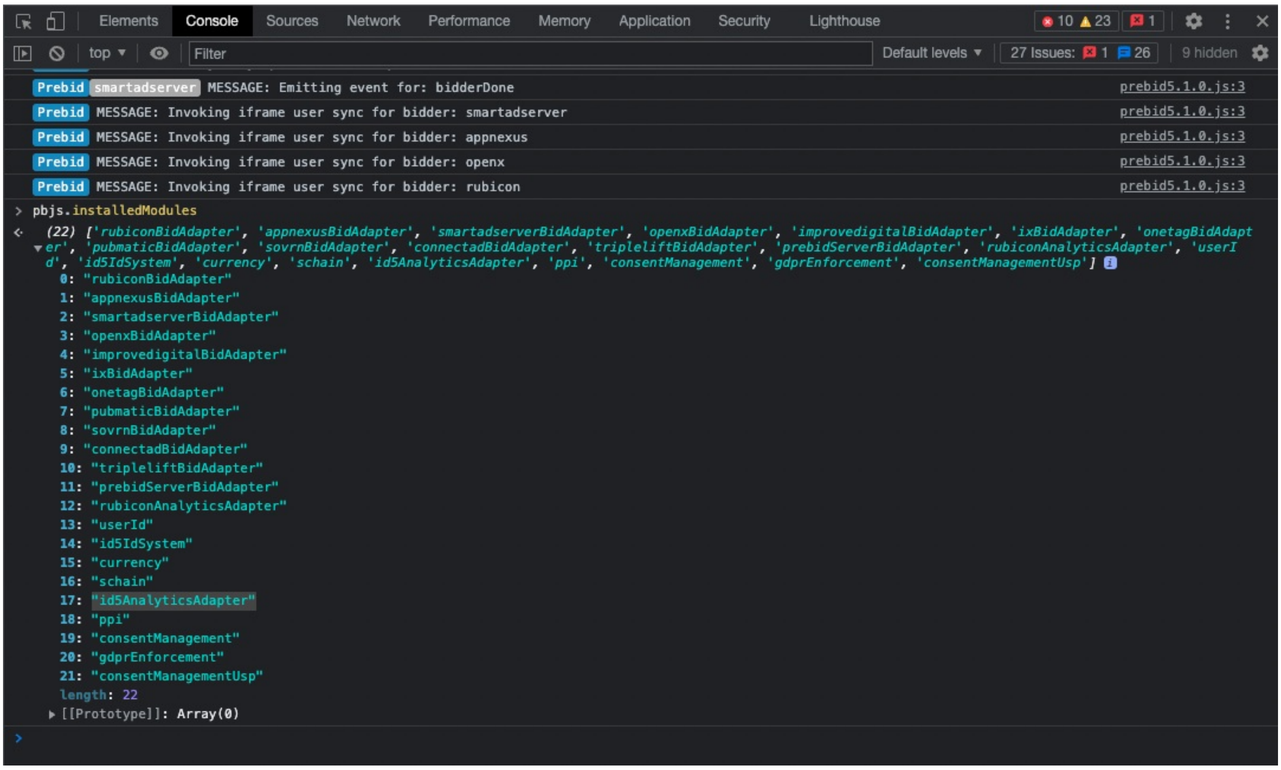
How to Check if the Prebid Modules Are Installed Correctly

1. Open a fresh incognito Chrome page, block 3rd party cookies and open the Developer Tools (Right Click -> Inspect)

2. Load a web page where Prebid with the ID5 module is setup;

3. Move to the “Console” and type: `pbjs.installedModules` . This will return all the modules from your prebid configuration;

4. Among all modules returned, you should be able to see `id5AnalyticsAdapter` . Seeing the id5AnalyticsAdapter will mean that the ID5 Identity Insights were correctly installed:



```
Prebid smartadserver MESSAGE: Emitting event for: bidderDone          prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: smartadserver    prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: appnexus         prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: openx            prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: rubicon          prebid5.1.0.js:3
> pbjs.installedModules
<   (22) ['rubiconBidAdapter', 'appnexusBidAdapter', 'smartadserverBidAdapter', 'openxBidAdapter', 'improvedigitalBidAdapter', 'ixBidAdapter', 'onetagBidAdapt
  ▾ er', 'pubmaticBidAdapter', 'sovrnBidAdapter', 'connectadBidAdapter', 'tripleliftBidAdapter', 'prebidServerBidAdapter', 'rubiconAnalyticsAdapter', 'userI
    d', 'id5IdSystem', 'currency', 'schain', 'id5AnalyticsAdapter', 'ppi', 'consentManagement', 'gdprEnforcement', 'consentManagementUsp']
      0: "rubiconBidAdapter"
      1: "appnexusBidAdapter"
      2: "smartadserverBidAdapter"
      3: "openxBidAdapter"
      4: "improvedigitalBidAdapter"
      5: "ixBidAdapter"
      6: "onetagBidAdapter"
      7: "pubmaticBidAdapter"
      8: "sovrnBidAdapter"
      9: "connectadBidAdapter"
      10: "tripleliftBidAdapter"
      11: "prebidServerBidAdapter"
      12: "rubiconAnalyticsAdapter"
      13: "userId"
      14: "id5IdSystem"
      15: "currency"
      16: "schain"
      17: "id5AnalyticsAdapter"
      18: "ppi"
      19: "consentManagement"
      20: "gdprEnforcement"
      21: "consentManagementUsp"
      length: 22
    ▸ [[Prototype]]: Array(0)
>
```

How to Check if the ID5 Analytics Adapter Is Configured Correctly

1. Open a fresh incognito Chrome page, block 3rd party cookies and open the Developer Tools (Right Click -> Inspect);

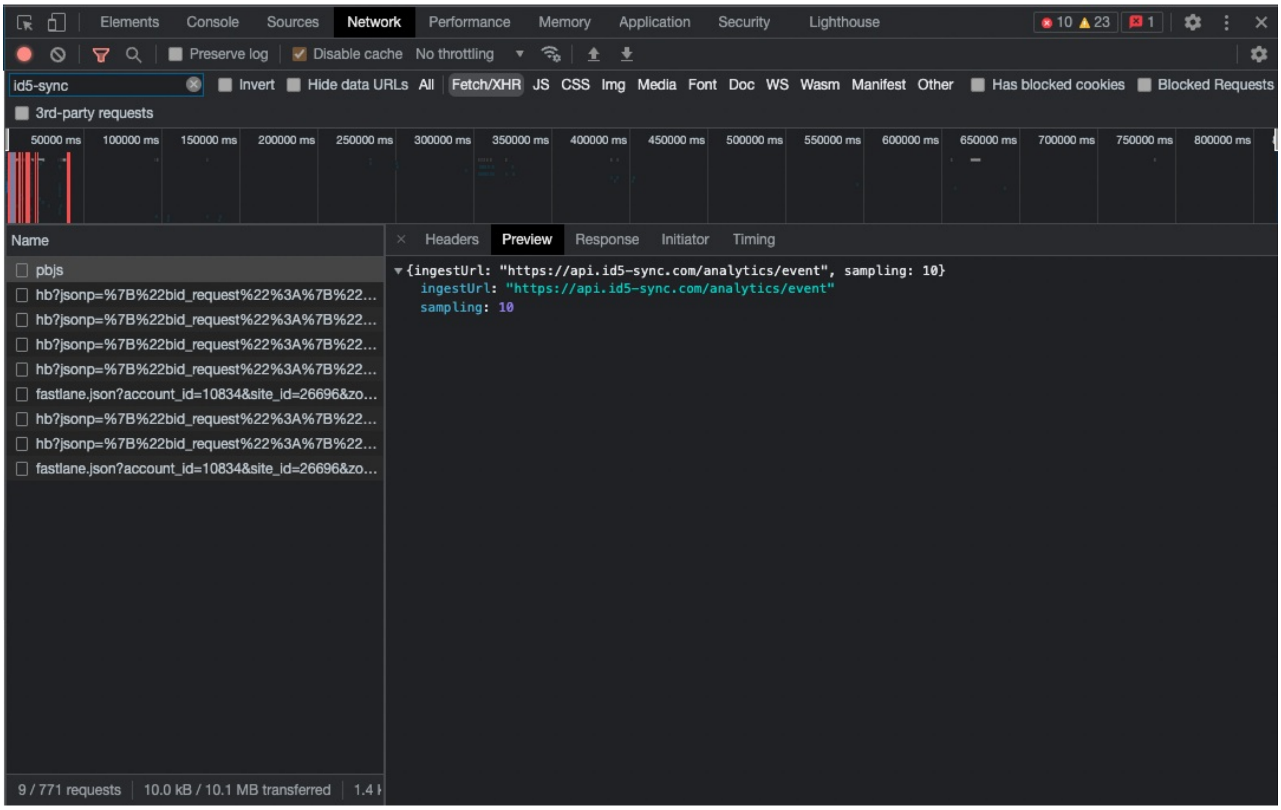
2. Load a web page where Prebid is configured with the ID5 module setup;

3. On the “Network” tab filter the calls on type XHR and/or `id5-sync` word.

4. You should now see a call named `{your_partner_id}.json` and another one named `pbjs`. The call named `{your_partner_id}.json` should retrieve the ID5 ID. The call named `pbjs` is made by the analytics module;

5. Clicking on the call and after clicking on “Preview” will allow you to see the response from ID5: `{ingestUrl: "https://api.id5-sync.com/analytics/event", sampling: 10}`

6. Seeing the `pbjs` call and the response will mean that the implementation is correct.



- pbjs
- hb?jsonp=%7B%22bid_request%22%3A%7B%22...
- hb?jsonp=%7B%22bid_request%22%3A%7B%22...
- hb?jsonp=%7B%22bid_request%22%3A%7B%22...
- hb?jsonp=%7B%22bid_request%22%3A%7B%22...
- fastlane.json?account_id=10834&site_id=26696&zo...
- hb?jsonp=%7B%22bid_request%22%3A%7B%22...
- hb?jsonp=%7B%22bid_request%22%3A%7B%22...
- fastlane.json?account_id=10834&site_id=26696&zo...

```
▼{ingestUrl: "https://api.id5-sync.com/analytics/event", sampling: 10}
   ingestUrl: "https://api.id5-sync.com/analytics/event"
   sampling: 10
```

9 / 771 requests | 10.0 kB / 10.1 MB transferred | 1.4

Client-side Fetch Endpoint

12/17/2025 3:08 pm EST

Overview

The ID5 Client-side Fetch Endpoint can be used to retrieve an ID5 ID for a single user from the user's browser. ID5 uses this endpoint in our Prebid.js User Id Module and the ID5 JS API. The usage and use case of this endpoint have to be confirmed by the ID5 team. This range of use cases for this endpoint is limited as it will come with a series of limitations.

Request

Example URL

> https://id5-sync.com/g/v2/{PARTNER}.json

Request Type

HTTP POST with JSON body is the preferred method as it eliminates any query string length limitations. However, if you cannot support POST, you may use a GET request and simply use the parameters as query string key/values instead of a JSON body.

Request Headers

`Content-Type: text/plain`

Partner Number

The value `{PARTNER}` in the above example url will be replaced by an ID5-provided Partner Number. This value will be static for you once we set you up in our system. You may use the example URL above during testing with the Partner Number 173. If you haven't already been assigned a Partner Number, please contact us to request one.

Available Parameters

Request Body

Name	Required	Description
partner	x	Partner Number provided by ID5 (same as the value used in the querystring)
gdpr		0 or 1 if gdpr applies or not
gdpr_consent		TCF consent string, required if gdpr is 1
gpp_sid		The GPP (IAB Global Privacy Platform) section ID(s) string in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation

Name	Required	Description
gpp		A valid IAB Global Privacy Platform consent string. If the string is missing, misconstructed, or otherwise invalid, we will treat the request as if it has no consent string and process accordingly.
v	x	Version of code calling us (i.e. Prebid.js version)
o	x	Origin of caller. For this endpoint the value will be `client-side-fetch-api`
provider		Provider of the service (value to be provided by ID5)
rf		Referer URL *Web traffic only*
u	x	Page URL *Required for web traffic. Can be set to a Universal Link or Android App Link for mobile app *
appid	x	Mobile App Bundle ID *Required for mobile app traffic. Not to be confused with Mobile AD IDs (MAIDs) which must be sent in the pd field for mobile app traffic.*
top	x	0 or 1 whether the top window was accessible
s		ID5 Signature - the string returned in the response that is stored by the caller and sent back to ID5 on all requests. See below for details about the Signature
pd		Partner Data - a URL-safe base64 encoded string that contains any deterministic data available, such as hashed email or SSO token. Learn how to populate this field.
allowed_vendors		Only needed if gdpr_consent is not available and consent is required in the user's jurisdiction. An array of strings which represents ID5 partners which are consented for user identification purposes. The strings can be either the IAB GVL ID of the partner (e.g. "131" indicates consent for ID5) or the ID5 partner ID in the form "ID5-xxx" with xxx being the partner ID (e.g. "ID5-478").
att		0 or 1 on iOS app inventory only. If the user selected "Ask App not to Track", set the value to `1` , otherwise omit the field or pass in `0` .
segments		The segment ids a user may belong to and the destination platform that the segments should be pushed to. Only certain destination platforms are supported and there are backend configurations that need to be made in both ID5's and the destination platform's systems before this feature can be used. Please reach out to your ID5 representative or contact@id5.io for more information and to get started. The segments value should be an array of Segment objects (see below) i.e. `[{ "destination": "999", "ids": [ "12345", "67890" ] }]`

Segment Object

Name	Required	Type	Description	Example
destination	x	string	The destination platform. Should be the IAB Vendor ID	`'999'`
ids	x	string array	List of segment ids to add the user to	`[ '12345', '67890' ]`

Example Request

POST: https://id5-sync.com/g/v2/173.json

```
{
  "partner": "173",
  "v": "3.8.0",
  "o": "pbjs",
  "rf": "https://google.com",
  "u": "https://www.bbc.com/sport/football/scores-fixtures",
  "top": 1,
  "s": "1e74c8d77f4196311f90613ddac55062",
  "pd": "MT1iNTBjYTA4MjcxNzk1YThlN2U0MDEyODEzZjIzZDUwNTE5M2Q3NWMwZjJlMmJiOTliYWE2M2FhODIyZjY2ZWQ
  "gdpr": 1,
  "gdpr_consent": "BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA",
  "gpp_sid": "2",
  "gpp_string": "DBABMA~BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA",
}
```

Response

Body

Name	Description
created_at	Timestamp when the user ID was first created
id5_consent	Boolean that indicates if ID5 had proper consent on the request to process the user's personal data. See below for more information about how ID5 handles requests with and without consent. *This field will be deprecated in v3 in favor of the privacy object*
signature	ID5 Signature - a string that must be stored by the caller and sent back to ID5 on all future requests. See below for details about the Signature
original_uid	A 1st party user ID that will be stable for this user on the domain. This is for reference only for the publisher and should not be shared with other partners. The value will be encrypted and will change periodically even for the same user on the same domain (while the underlying value is stable). If ID5 did not have consent, then the value will be `"0"`
universal_uid	The UID that is to be used for sharing with other parties. The value will be encrypted and will change periodically even for the same user on the same domain. If ID5 did not have consent, then the value will be `"0"`
ids	Container for all identity providers returned by ID5 in OpenRTB-compatible format See the ids object below.
link_type	See details here
ext	See the extension object below.
privacy	An object containing privacy information. See the privacy object below.

IDS Object

The `ids object` provides identifier data for the ID5 ID and any other Extended Identifiers (EIDs) received from ID5.

Each sub-object is named (e.g., `id5id` for the ID5 Universal ID) and contains an OpenRTB-compatible EID structure. Additional third-party identifiers may be included based on enabled services, such as Real-Time Bid Enrichment.

For example, the **ids object** might include:

- `id5id` : The ID5 Universal ID.
- `euid` : European Unified ID.
- `id5-[provider]` Other providers like PubMatic, Magnite, Xandr, TTD, etc.
    - For example: `id5-ttd` : The Trade Desk ID (enriched via ID5)

Each identifier contains an `eid object` that mirrors the structure of OpenRTB's eids field, enabling direct use in bid requests. For enriched IDs, provenance fields such as **mm** (match method), **matcher**, and **inserter** may be added to improve transparency and compliance with IAB best practices.

Name	Required	Type	Description	Format	Example
id5id	x	object	The container for the ID5 Universal ID. For details, see the EID object below.		

EID Object

Name	Required	Type	Description	Format	Example
source	x	string	Source or technology provider responsible for the set of included IDs. Expressed as a top-level domain.		id5-sync.com
uids	x	object array	An array of extended ID UID objects from the given source. Refer to Object: UIDS.		
mm	For enriched IDs	integer	The match method used by the matcher to establish the ID connection (e.g., exact match, probabilistic, or IP-based). This promotes transparency in identity resolution processes. Refer to AdCOM 1.0 Matching Methods	enum	2
matcher	For enriched IDs	string	The domain of the technology provider responsible for matching or bridging the ID, as defined by the mm value.		id5-sync.com
inserter	For enriched IDs	string	The canonical domain name of the entity (e.g., publisher, SSP, or wrapper) that added the EID to the bid request.		publisher-domain.com

UIDS Object

Name	Required	Type	Description	Format	Example
id	x	string	The identifier for the user. For ID5, the value equals the response field: `universal_uid`		
atype	x	integer	Type of user agent the match is from. Refer to AdCOM Agent Types.	enum	1
ext		object	An extension object for passing additional metadata about this specific ID. Further information on ID5 metadata is available here.		

Privacy Object

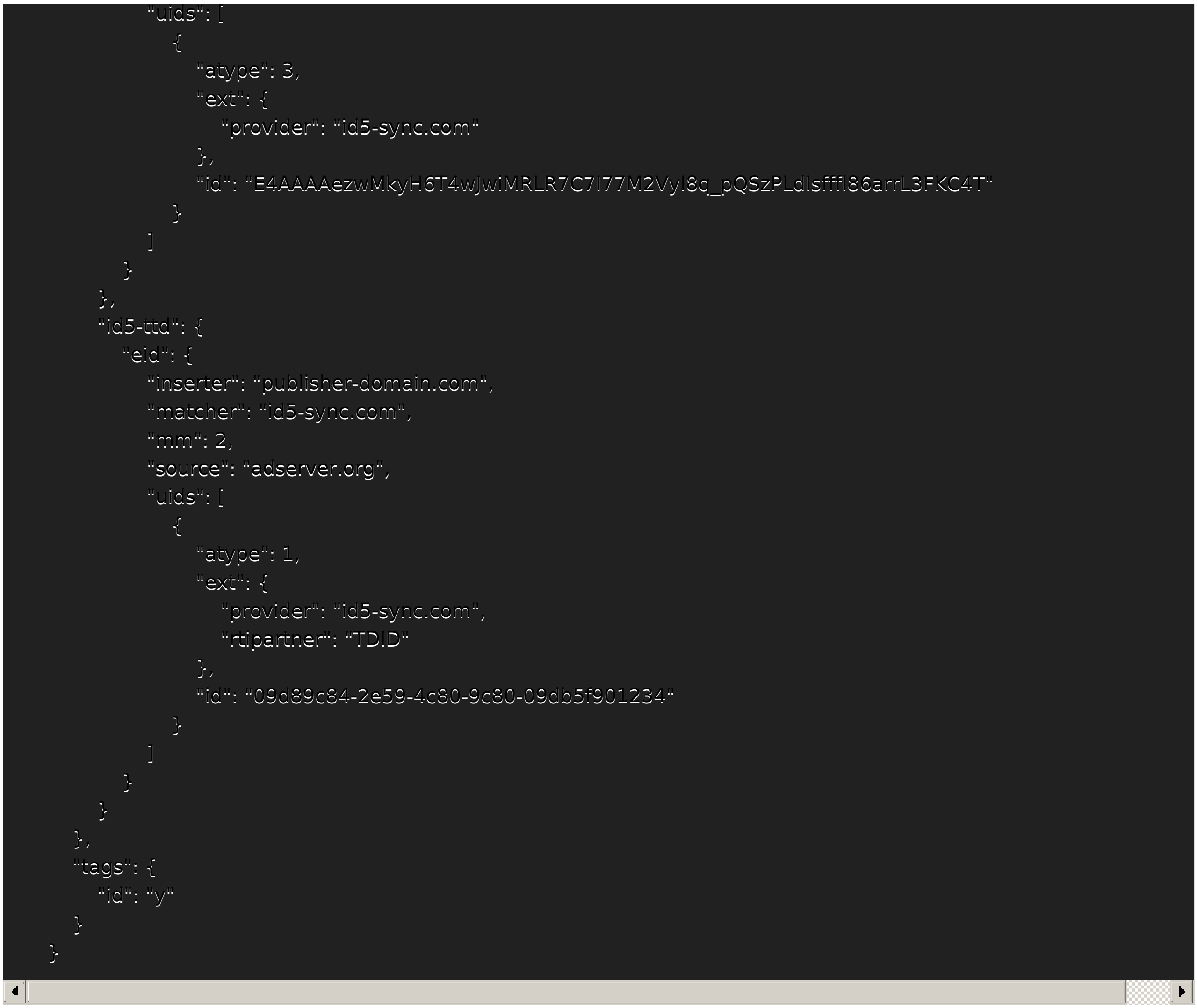
Name	Required	Type	Description	Format	Example
jurisdiction	x	string	The legal jurisdiction applicable to the request (e.g. "gdpr", "ccpa", etc), based on the location the request was made from	enum	gdpr
id5_consent	x	boolean	Indicates if ID5 had proper consent on the request to process the user’s personal data. See below for more information about how ID5 handles requests with and without consent.		

ext Object

Name	Type	Description	Example
linktype	integer	See details here	1

Example Response

```
{
  "signature": "ID5_Ai2IErsoGiPV_gDEAXzoHx-xCBtQpaFrvtL4_Ruqj96oy_",
  "created_at": "2025-12-10T22:57:58.301685366Z",
  "id5_consent": true,
  "original_uid": "ID5*8_-5ZK5QZgA3shDOGEoEn11eVdpJDxDOGEoEn11eVdr__",
  "universal_uid": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
  "link_type": 2,
  "cascade_needed": true,
  "privacy": {
    "jurisdiction": "other",
    "id5_consent": true
  },
  "ext": {
    "linkType": 2,
    "pba": "qdkDLpErAPvRtUnzGYRQs0rkUjfa++Bk33JcG4XcEOcRCVjZKxRfXdkb0guCP+BWJBG91kxQJc94EslaqELvlg
  },
  "cache_control": {
    "max_age_sec": 7200
  },
  "ids": {
    "id5id": {
      "eid": {
        "source": "id5-sync.com",
        "uids": [
          {
            "atype": 1,
            "ext": {
              "linkType": 2,
              "pba": "Fhqkw5e7uf4ei8WElXviXDGQnqqkVeEgVWijP20OAngDPxw=="
            },
            "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__"
          }
        ]
      }
    },
    "euid": {
      "eid": {
        "source": "euid.eu",
```



```
                "uids": [
                    {
                        "atype": 3,
                        "ext": {
                            "provider": "id5-sync.com"
                        },
                        "id": "E4AAAAezwMkyH6T4wJwiMRLR7C7l77M2Vyl8q_pQSzPLdIsfffl86arrL3FKC4T"
                    }
                ]
            }
        },
        "id5-ttd": {
            "eid": {
                "inserter": "publisher-domain.com",
                "matcher": "id5-sync.com",
                "mm": 2,
                "source": "adserver.org",
                "uids": [
                    {
                        "atype": 1,
                        "ext": {
                            "provider": "id5-sync.com",
                            "rtipartner": "TDID"
                        },
                        "id": "09d89c84-2e59-4c80-9c80-09db5f901234"
                    }
                ]
            }
        }
    },
    "tags": {
        "id": "y"
    }
}
```

ATTENTION
We recommend configuring your API response parsers to ignore any unrecognized fields. This is a common best practice that ensures your parsing logic remains forward-compatible with future changes and can easily handle dynamic fields supported by OpenRTB.

ID5 Signature

The ID5 Signature will be returned on every response from ID5 and contains all "user state" information necessary to support cross-domain reconciliation. As an example, this could include the following pieces of data:

- Original UID value (an encrypted first party ID for this user on this domain/publisher)
- Cookie Birthdate
- Last Seen Timestamp (from this domain/publisher)
- Current ID5 ID value (encrypted)
- Link Type

The Signature is used only by ID5 (it will be encrypted with a private key) and must be passed in every subsequent request to ID5.

How ID5 Handles Privacy

If ID5 has the necessary legal basis to process the user's data, ID5 will:

- Attempt to read/write our 3rd party to access/store our ID
- Attempt to link the publisher's user ID (original_uid) with user IDs seen on other publishers in order to produce a more valuable universal_uid

If ID5 does NOT have a legal basis to process the user's data, ID5 will:

- NOT read or write any cookies
- NOT provide a link between the publisher's user ID (original_uid) and other user IDs seen on other publishers
- Reply with a user ID of `"0"`

Server-side Fetch Endpoint

12/17/2025 9:46 am EST

Overview

The ID5 S2S Fetch Endpoint can be used to retrieve an ID5 ID for a single user via a server-side call from a publisher/brand's server. This allows you to reduce page latency and ensure the ID is available at the time of the auction since it can be delivered with the page content.

Request

Example URL

> https://id5-sync.com/gs/v2/{PARTNER}.json

Request Type

HTTP POST with JSON body is the preferred method as it eliminates any query string length limitations. However, if you cannot support POST, you may use a GET request and simply use the parameters as query string key/values instead of a JSON body.

Request Headers

`Content-Type: application/json; charset=UTF-8`

Partner Number

The value `{PARTNER}` in the above example url will be replaced by an ID5-provided Partner Number. This value will be static for you once we set you up in our system. You may use the example URL above during testing with the Partner Number 173. If you haven't already been assigned a Partner Number, please contact us to request one.

Available Parameters

Request Body

Name	Required	Description
partner	x	Partner Number provided by ID5 (same as the value used in the querystring)
gdpr		0 or 1 if gdpr applies or not
gdpr_consent		TCF consent string, required if gdpr is 1
gpp_sid		The GPP (IAB Global Privacy Platform) section ID(s) string in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation

Name	Required	Description
gpp		A valid IAB Global Privacy Platform consent string. If the string is missing, misconstructed, or otherwise invalid, we will treat the request as if it has no consent string and process accordingly.
v	x	Version of code calling us (i.e. Prebid.js version)
o	x	Origin of caller. For this endpoint the value would be `server-side-fetch-api`
provider		Provider of the service (value to be provided by ID5)
rf		Referer URL (Deprecated - use **ref** instead) *Web traffic only*
ref		Referer URL. The URL of the previous web page from which the user navigated to the current page *Web traffic only*
tml		The top-level or highest-level location object in the browser's Document Object Model (DOM) hierarchy. It represents the URL of the current web page, specifically the URL of the top-level window or tab in which the page is loaded *Web traffic only*
u	x	Page URL *Required for web traffic. Can be set to a Universal Link or Android App Link for mobile app.*
appid		Mobile App Bundle ID *Not to be confused with Mobile AD IDs (MAIDs) which must be sent either in the pd field or in the `maid` parameter.* *Required for mobile app traffic. Body parameter takes precedence over pd parameter.*
maid		Mobile AD ID. This it the Google Advertising ID (GAID) on Android systems or the Apple ID for Advertising (IDFA) on iOS systems. *Mobile app traffic only. Body parameter takes precedence over pd parameter.*
top	x	0 or 1 whether the top window was accessible
s		ID5 Signature - the string returned in the response that is stored by the caller and sent back to ID5 on all requests. See below for details about the Signature
pd		Partner Data - a URL-safe base64 encoded string that contains any deterministic data available, such as hashed email or SSO token. Learn how to populate this field.
ipv4	x	The IPv4 address of the end-user’s device.
ipv6		The IPv6 address of the end-user's device.
ua	x	The user agent string of the end-user’s device.
ts	x	The timestamp of the user’s visit to the page in ISO 8601 timestamp format in UTC timezone (e.g. `2020-09-23T07:37:11Z`). This value must be within 60 minutes of the time that the server request is being made.

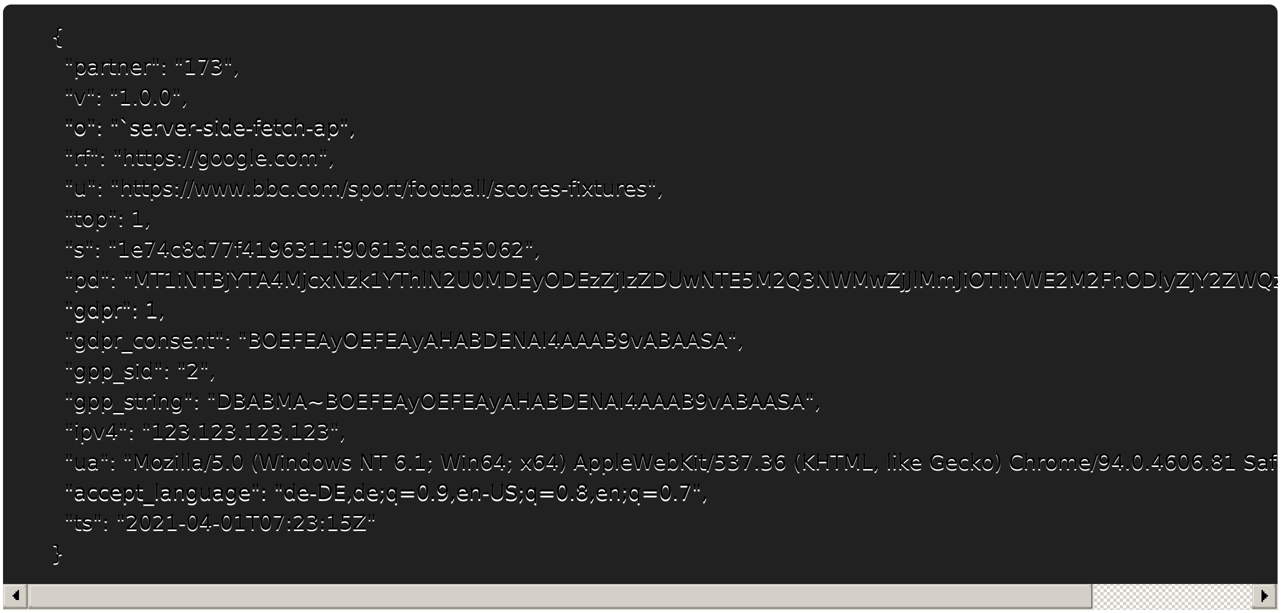
Name	Required	Description
allowed_vendors		Only needed if gdpr_consent is not available and consent is required in the user's jurisdiction. An array of strings which represents ID5 partners which are consented for user identification purposes. The strings can be either the IAB GVL ID of the partner (e.g. "131" indicates consent for ID5) or the ID5 partner ID in the form "ID5-xxx" with xxx being the partner ID (e.g. "ID5-478").
att		0 or 1 on iOS app inventory only. If the user selected "Ask App not to Track", set the value to `1` , otherwise omit the field or pass in `0` .
accept_language		A string representing languages accepted by end-user device, for web traffic value should come from end-user browser `Accept-Language` header. The parameter is not a technical requirement, but we strongly racommend using it in the requests.
segments		The segment ids a user may belong to and the destination platform that the segments should be pushed to. Only certain destination platforms are supported and there are backend configurations that need to be made in both ID5's and the destination platform's systems before this feature can be used. Please reach out to your ID5 representative or contact@id5.io for more information and to get started. The segments value should be an array of Segment objects (see below) i.e. `[{ "destination": "999", "ids": [ "12345", "67890" ] }]`

Segment Object

Name	Required	Type	Description	Example
destination	x	string	The destination platform. Should be the IAB Vendor ID	`'999'`
ids	x	string array	List of segment ids to add the user to	`[ '12345', '67890' ]`

Example Request

> POST: https://id5-sync.com/gs/v2/173.json



```
{
  "partner": "173",
  "v": "1.0.0",
  "o": "`server-side-fetch-ap",
  "rf": "https://google.com",
  "u": "https://www.bbc.com/sport/football/scores-fixtures",
  "top": 1,
  "s": "1e74c8d77f4196311f90613ddac55062",
  "pd": "MT1iNTBjYTA4MjcxNzk1YThlN2U0MDEyODEzZjIzZDUwNTE5M2Q3NWMwZjJlMmJiOTllYWE2M2FhODIyZjY2ZWQ
  "gdpr": 1,
  "gdpr_consent": "BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA",
  "gpp_sid": "2",
  "gpp_string": "DBABMA~BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA",
  "ipv4": "123.123.123.123",
  "ua": "Mozilla/5.0 (Windows NT 6.1; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/94.0.4606.81 Saf
  "accept_language": "de-DE,de;q=0.9,en-US;q=0.8,en;q=0.7",
  "ts": "2021-04-01T07:23:15Z"
}
```

Response

Body

Name	Description
created_at	Timestamp when the user ID was first created
id5_consent	Boolean that indicates if ID5 had proper consent on the request to process the user's personal data. See below for more information about how ID5 handles requests with and without consent. *This field will be deprecated in v3 in favor of the privacy object*
signature	ID5 Signature - a string that must be stored by the caller and sent back to ID5 on all future requests. See below for details about the Signature
original_uid	A 1st party user ID that will be stable for this user on the domain. This is for reference only for the publisher and should not be shared with other partners. The value will be encrypted and will change periodically even for the same user on the same domain (while the underlying value is stable). If ID5 did not have consent, then the value will be `"0"`
universal_uid	The UID that is to be used for sharing with other parties. The value will be encrypted and will change periodically even for the same user on the same domain. If ID5 did not have consent, then the value will be `"0"`
ids	Container for all identity providers returned by ID5 in OpenRTB-compatible format See the ids object below.
link_type	See details here
ext	See the extension object below.
privacy	An object containing privacy information. See the privacy object below.
gpId	Guarded Publisher ID (see more here)

IDS Object

The `ids object` provides identifier data for the ID5 ID and any other Extended Identifiers (EIDs) received from ID5.

Each sub-object is named (e.g., `id5id` for the ID5 Universal ID) and contains an OpenRTB-compatible EID structure. Additional third-party identifiers may be included based on enabled services, such as Real-Time Bid Enrichment.

For example, the ids object might include:

- `id5id` : The ID5 Universal ID.
- `euid` : European Unified ID.
- `id5-[provider]` Other providers like PubMatic, Magnite, Xandr, TTD, etc.
  - For example: `id5-ttd` : The Trade Desk ID (enriched via ID5)

Each identifier contains an `eid object` that mirrors the structure of OpenRTB's eids field, enabling direct use in bid requests. For enriched IDs, provenance fields such as **mm** (match method), **matcher**, and **inserter** may be added to improve transparency and compliance with IAB best practices.

Name	Required	Type	Description	Format	Example
id5id	x	object	The container for the ID5 Universal ID. For details, see the EID object below.		

EID Object

Name	Required	Type	Description	Format	Example
source	x	string	Source or technology provider responsible for the set of included IDs. Expressed as a top-level domain.		id5-sync.com
uids	x	object array	An array of extended ID UID objects from the given source. Refer to Object: UIDS.		
mm	For enriched IDs	integer	The match method used by the matcher to establish the ID connection (e.g., exact match, probabilistic, or IP-based). This promotes transparency in identity resolution processes. Refer to AdCOM 1.0 Matching Methods	enum	2
matcher	For enriched IDs	string	The domain of the technology provider responsible for matching or bridging the ID, as defined by the mm value.		id5-sync.com
inserter	For enriched IDs	string	The canonical domain name of the entity (e.g., publisher, SSP, or wrapper) that added the EID to the bid request.		publisher-domain.com

UIDS Object

Name	Required	Type	Description	Format	Example
id	x	string	The identifier for the user. For ID5, the value equals the response field: `universal_uid`		
atype	x	integer	Type of user agent the match is from. Refer to AdCOM Agent Types.	enum	1
ext		object	An extension object for passing additional metadata about this specific ID. Further information on ID5 metadata is available here.		

Privacy Object

Name	Required	Type	Description	Format	Example
jurisdiction	x	string	The legal jurisdiction applicable to the request (e.g. "gdpr", "ccpa", etc), based on the location the request was made from	enum	gdpr
id5_consent	x	boolean	Indicates if ID5 had proper consent on the request to process the user’s personal data. See below for more information about how ID5 handles requests with and without consent.		

ext Object

Name	Type	Description	Example
linktype	integer	See details here	1

Example Response

```
{
  "signature": "ID5_Av8zi61rmK5gRFD05LKl0x_0P_ngldY-pUfSuA3BNX4ugobUHJZ",
  "created_at": "2025-12-10T23:25:30.816257398Z",
  "id5_consent": true,
  "original_uid": "ID5*K45RAHYhjmTvw_iqwDvs-4Uvvb6RfviqwDvs-4Uvvb7__",
  "universal_uid": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
  "link_type": 2,
  "cascade_needed": false,
  "privacy": {
    "jurisdiction": "other",
    "id5_consent": true
  },
  "ext": {
    "linkType": 2,
    "pba": "gfWhJn0AkNHP0yXsoSmXocZxmu6ggoi41GY0X=="
  },
  "cache_control": {
    "max_age_sec": 7200
  },
  "ids": {
    "id5id": {
      "eid": {
        "source": "id5-sync.com",
        "uids": [
          {
            "atype": 1,
            "ext": {
              "linkType": 2,
              "pba": "gfWhJn0AkNHP0yXsoSmXocZxmu6ggoi41GY0X=="
            },
            "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__"
          }
        ]
      }
    },
    "euid": {
      "eid": {
        "source": "euid.eu",
        "uids": [
          {
            "atype": 3,
            "ext": {
              "provider": "id5-sync.com"
            },
            "id": "E4AAAAezwMkyH6T4wJwiMRLR7C7I77M2VyI8q_pQSzPLdlsfffl86arrL3FKC4T"
          }
        ]
      }
    },
    "id5-ttd": {
      "eid": {
        "inserter": "publisher-domain.com",
        "matcher": "id5-sync.com",
        "mm": 2,
        "source": "adserver.org",
        "uids": [
          {
            "atype": 1,
            "ext": {
              "provider": "id5-sync.com",
              "rtipartner": "TDID"
            },
            "id": "09d89c84-2e59-4c80-9c80-09db5f901234"
          }
        ]
      }
    }
  },
  "tags": {
    "id": "y"
  }
}
```

ATTENTION
We recommend configuring your API response parsers to ignore any unrecognized fields. This is a common best practice that ensures your parsing logic remains forward-compatible with future changes and can easily handle dynamic fields supported by OpenRTB.

ID5 Signature

The ID5 Signature will be returned on every response from ID5 and contains all "user state" information necessary to support cross-domain reconciliation. As an example, this could include the following pieces of data:

- Original UID value (an encrypted first party ID for this user on this domain/publisher)
- Cookie Birthdate
- Last Seen Timestamp (from this domain/publisher)
- Current ID5 ID value (encrypted)
- Link Type

> The Signature is used only by ID5 (it will be encrypted with a private key) and must be passed in every subsequent request to ID5.

How ID5 Handles Privacy

If ID5 has the necessary legal basis to process the user’s data, ID5 will:

- Attempt to read/write our 3rd party to access/store our ID
- Attempt to link the publisher’s user ID (original_uid) with user IDs seen on other publishers in order to produce a more valuable universal_uid

If ID5 does NOT have a legal basis to process the user’s data, ID5 will:

- NOT read or write any cookies
- NOT provide a link between the publisher’s user ID (original_uid) and other user IDs seen on other publishers
- Reply with a user ID of `"0"`

Partner Data Streaming Service

01/08/2025 5:56 am EST

Partner Data Streaming

Partners with an existing client-side or server-side ID5 ID integration can leverage the Partner Data Streaming service to obtain a map of their first-party data—such as hashed emails or first-party IDs—to ID5 IDs. This solution enables partners to translate audiences built from their first-party data into ID5 IDs, facilitating audience activation without the need for legacy identifiers.

Additionally, an enhanced version of this service is available, where ID5 provides a mapping of first-party data to both the ID5 IDs returned via the on-page or in-app ID5 integration and all connected ID5 IDs belonging to the same individuals from ID5's cross-device graph. This capability enables the transformation of device-based segments into people-based segments, enhancing audience reach.

There are two different ways to leverage the Partner Data Streaming service:

1. **Basic - Map first-party data to ID5 IDs**, including only the ID5 IDs returned to the requests from your digital properties.

2. **Enhanced - Expand the original mapping of your first-party data to ID5 IDs with the ID5 Graph.** In this case, the mapping will include ID5 IDs associated with the provided signal and ALL connected ID5 IDs found in the ID5 cross-device graph.

Delivery Method

ID5 will deliver the data to an S3 bucket under a configurable prefix (eg. `/id5-streaming/hem-to-id5/v1`) partitioned by the hour, based on UTC time.

The mapping file is delivered in a compressed CSV format (using gzip compression) without headers, using commas (`,`) as separators and without quotes unless necessary. Filenames are auto-generated and non configurable. Only one single signal type can be delivered per prefix.

The file contains the following columns:

- `partner signal`
- `ID5 ID`
  The ID5 ID is not encrypted.
- `timestamp`
  The timestamp represents the time of fetch request and is formatted using the ISO-8601 format.

Example

- Filename and decompressed content:
  S3 Object: `s3://<bucket name>/id5-streaming/hem-to-id5/v1/DATE=2024-04-02/HOUR=05/io.id5.delivery.streaming.hardsignals.csv.1535+0+0000302308.csv.gz`

- Content:

```
3d2cc927a259a372d31a02f7439bff3cc6d19ee404e9581da91c5479a386c042,ID5-1572fm_IPWcz
61bdfa012d6bc3b2a46ad3272498f525f2d2551217c9c721b53a08c37f61b5e9,ID5-ZHMO_iTVSN4
3ba5d82b8cd087c5eb3fb82954ee907156b386a1113fc7f306cd7336e407de03,ID5-bafePfLpB9ws
a3f9b9a77616d8f74a4736a58bb93b36fd248b7dfc8a69a86ab0d6dbb13cab8d,ID5-0000x-an_AF2
```

The data is delivered in a streaming fashion and there is no expected late data, i.e., the delivery follows the real time rather than the record creation time. Therefore, means there could be fluctuations in the volume of data for a certain hour that are larger than the natural traffic volume fluctuations.

Partner Signals Endpoint

01/08/2025 6:12 am EST

Overview

The Partner Signals endpoint can be used to retrieve ID5 IDs in bulk using hard signals such as hashed email or mobile advertising ID that you have. If ID5 has observed the signal before, an existing ID5 ID will be returned; for signals that have not been observed before, new ID5 IDs will be created.

> When a new ID5 ID is generated from a signal that ID5 has not previously encountered, the user will remain unaddressable until ID5 observes this signal across its global publisher network.

Request

Example URL

> https://api.id5-sync.com/partners/v1/{PARTNER}/signals?token={TOKEN}&dry_run={DRY_RUN}

Request Type

HTTP POST with JSON body is the only supported method

Request Headers

`Content-Type: application/json; charset=UTF-8`

Partner Number

The value `{PARTNER}` in the above example url must be replaced by your Partner Number provided by ID5. This value will be static for you once we set you up in our system. You may use the example URL above during testing with the Partner Number 173. If you haven't already been assigned a Partner Number, please contact us to request one.

Limitations

> A maximum of 1,000 users can be included in a single request.

Available Parameters

Querystring

Name	Description
token	A permanent security token provided by ID5

Name	Description
dry_run	A true/false flag indicating if ID5 IDs should be created as a result of onboarding signals such as hashed emails. True means ID5 IDs will NOT be created for signals that have NOT been previously be seen by ID5. False means new ID5 IDs will be created for signals that have NOT been previously seen by ID5. Defaults value is FALSE when not present. ***Not Required***.

Request Body

Name	Type	Required	Description
users	array	x	Array of ***Request User Objects***

Request User Object

Name	Type	Description	Example
email_sha256	string	Email hashed with SHA-256[1]	`f97ea86ed181...`
phone_number_sha256	string	Phone Number hashed with SHA-256[2]	`60b0ba62a305...`
cross_partner_user_id	string	Cross Partner User ID value *(i.e. a user id that could be used across ID5 Partner Numbers / Accounts)*	`e3206fbc-b2f1-11ed-afa1-0242ac120002`
cross_partner_user_id_source	string	Cross-Partner User ID Source *(static value will be provided by ID5)*	`partner123-1pid`
idfa	string	Apple ID for Advertising (IDFA) *(lowercased)*	`ea7583cd-a667-48bc-b806-42ecb2b48606`
gaid	string	Google Advertising ID (GAID) *(lowercased)*	`cdda802e-fb9c-47ad-9866-0794d394c912`
country_alpha2	string	ISO 3166-1 alpha-2 country code associated with the user. Defaults to "AA" (i.e. globally applicable) if not supplied	
partner_user_id	string	Partner-Specific User ID Value *(i.e. a user id that is specific to a single ID5 Partner Number / Account)*	`e3206fbc-b2f1-11ed-afa1-0242ac120002`

- [1] See Normaling emails prior to hashing for more details
- [2] See Normaling phone numbers prior to hashing for more details

Example Request

> POST: https://api.id5-sync.com/partners/v1/173/signals?token=AABBCC

```
{
 "users": [
  {
   "email_sha256": "4592092e1061c7ea85af2aed194621cc17a2762bae33a79bf8ce33fd0168b8
  },
  {
   "country_alpha2": "NL",
   "email_sha256": "a150e219c0f8f3ad73f21a78c9376b15cb9ae96e36959f5406ed836f517f746
  },
  {
   "country_alpha2": "AA",
   "email_sha256": "g150e219c0f8f3ad73f21a78c9376b15cb9ae96e36959f5406ed836f517f746
  },
  {
   "country_alpha2": "AA",
   "partner_user_id": "0x112233",
   "email_sha256": "g150e219c0f8f3ad73f21a78c9376b15cb9ae96e36959f5406ed836f517f746
  }
 ]
}
```

Copy

Response

HTTP Response Codes

Code	Description
200 - OK	The request has been accepted.
400 - Bad Request	The request was unacceptable, most likely due to invalid parameters.
401 - Unauthorized	No valid API token provided.
403 - Forbidden	The API token does not have the permission to perform the reques
429 - Too Many Requests	Too many requests hit the API too quickly.

Body

Code	Type	Description
users	array	Array of ***Response User Objects***
error	object	***Error Object***

Response User Object

Name	Type	Description
uid	string	the ID5 ID associated with this user
email_sha256	string	Hashed email from the Request
phone_number_sha256	string	Hashed phone number from the request
cross_partner_user_id	string	Cross Partner User ID value from the request

Name	Type	Description
cross_partner_user_id_source	string	Cross-Partner User ID Source from the request
idfa	string	Apple ID for Advertising (IDFA) from the request
gaid	string	Google Advertising ID (GAID) from the request
country_alpha2	string	ISO 3166-1 alpha-2 country code associated with the user. Defaults to “AA” (i.e. globally applicable) if not supplied
partner_user_id	string	Partner-Specific User ID Value from the request
error	object	Error Object for given user

Error Object

Name	Type	Description
code	string	For some errors that could be handled programmatically, a short string indicating the error code reported. Any of ***Error Codes***.
message	string	A human-readable message providing more details about the error.
type	string	Any of ***Error Types***.

Error Codes

Name	Description
api_token_invalid	No token has been supplied.
api_token_not_authorized	The provided token does not have access to perform this method.
partner_id_invalid	The request provided an unknown partner id.
sha256_length_invalid	The length of the expected SHA-256 is not 64 characters.
country_alpha2_invalid	The length of the expected ISO 3166 alpha-2 string is not two characters.
request_format_invalid	The provided JSON body contains invalid syntax.
user_objects_invalid	The provided JSON body contains less than 1 or more than 1,000 ***Request User Objects***.

Error Types

Name	Description
validation_error	Errors triggered when failing to validate fields.
invalid_request_error	Arises when the request has invalid parameters.
authentication_error	Failure to properly authenticate yourself in the request.
rate_limit_error	Too many requests hit the API too quickly.

Examples

Success Response

```
{
 "users": [
   {
     "uid": "ID5-234",
     "country_alpha2": "AA",
     "email_sha256": "4592092e1061c7ea85af2aed194621cc17a2762bae33a79bf8ce33fd0168b8
   },
   {
     "uid": "ID5-342",
     "country_alpha2": "NL",
     "email_sha256": "a150e219c0f8f3ad73f21a78c9376b15cb9ae96e36959f5406ed836f517f746
   },
   {
     "uid": "ID5-178",
     "country_alpha2": "AA",
     "email_sha256": "g150e219c0f8f3ad73f21a78c9376b15cb9ae96e36959f5406ed836f517f746
   },
   {
     "uid": "ID5-178",
     "country_alpha2": "AA",
     "partner_user_id": "0x112233",
     "email_sha256": "g150e219c0f8f3ad73f21a78c9376b15cb9ae96e36959f5406ed836f517f746
   }
 ]
}
```

Copy

Error Response

```
{
 "users": [
   {
     "error": {
       "code": "country_alpha2_invalid",
       "message": "'A' does not conform to ISO 3166-1 alpha-2",
       "type": "validation_error"
     },
     "email_sha256": "4592092e1061c7ea85af2aed194621cc17a2762bae33a79bf8ce33fd0168b8
     "country_alpha2": "A"
   },
   {
     "error": {
       "code": "sha256_length_invalid",
       "message": "'150e219c0f8f3ad73f21a78c9376b15cb9ae96e36959f5406ed836f517f746s' dc
       "type": "validation_error"
     },
     "email_sha256": "150e219c0f8f3ad73f21a78c9376b15cb9ae96e36959f5406ed836f517f746s'
     "country_alpha2": "NL"
   }
 ],
 "error": {
   "code": "user_objects_invalid",
   "message": "Rejected all user objects due to invalidation errors",
   "type": "validation_error"
 }
}
```

Mobile In-App Integration

12/19/2025 3:21 am EST

Overview

We recommend that you deploy ID5 in mobile in-app environments via a server to server integration. We do support alternative integration pathways depending on your requirements. If required, please reach out to your ID5 customer services representative.

To ensure accurate cross-domain and cross-device reconciliation, clients should provide signals, such as hashed emails and MAIDs in the request. We also expect you to store the 'signature' provided in our response on the user's device and provision it to us in future requests. This is integral to an optimal set up since it helps us re-identify consenting users even if their signals change as well as respect opt out requests.

Below are general instructions on how to retrieve an ID5 ID server-side for mobile app inventory and make it available in bid requests to your demand partners. The auction should be delayed in order to retrieve the user's privacy preferences and the ID5 ID prior to sending out bid requests; the amount you delay may vary and so we recommend making it configurable for optimization purposes.

Process Flow

All the server-to-server requests should be made based on user event in the app and synchronously with them.

1. Check the stored cache for an available ID5 ID
    - ***IF*** there is no cached ID
      OR if the ID needs to be refreshed (we recommend a cache of 2 hours)
      OR if the user's privacy preferences have changed:
        - Initialize a new HTTP POST request to the ID5 endpoint. If you previously had a stored response for a given user on their device, then subsequent requests must include the "signature" as part of the request to ID5;
        - Store the response from ID5 locally (either in local storage or in a database on the server);
    - ***ELSE*** if there is a valid, up-to-date value in cache:
        - Pull the latest ID5 ID response from the cache

2. Using the response from step 1 above (from the request or cache), prepare the bid request data.
    - Extract the **eid object(s)** from the ids structure (e.g., from `ids.id5id.eid` for the ID5 Universal ID, and any additional enriched IDs if services like Real-Time Bid Enrichment are enabled).

3. Include this data in each bid request to your demand partners as an eids array in the user object. The

EID structure is already formatted for direct use in OpenRTB bid requests. For more information on how this is typically done, including handling provenance fields for enriched IDs, review the OpenRTB EID Enrichment Guide.

Caching the response

The response we return for the request will need to be cached as some of the response data needs to be used in future requests for the users. Use the `ts` parameter sent in the request in order to set a TTL for the cache refresh and a TTL for the cache deletion.

- The TTL for the cache refresh should be set to 8 hours. After the 8 hours, on the back of a user event in the app, a new request to ID5 should be made and the cached data refreshed using the data from the API response.
- The TTL for the cache deletion should be set to 30 days. The TTL for the cache deletion should be refreshed with every response from the API. If there will not be a user event in the app, in the 30 days time window, the data should be deleted.

Building Server-Side Request

Server-Side Fetch endpoints for in-app

> **Global**
>
> https://api.id5-sync.com/ga/v1

Request Type

HTTP POST with JSON body.

Request Headers

`Content-Type: application/json`

Partner Number

The `PARTNER` in the request body will be an ID5-provided Partner Number. This value will be static for you once we set you up in our system. You may use the endpoint during testing with the Partner Number 173. If you haven't already been assigned a Partner Number, please contact us to request one.

Server-Side Request Parameters

Request Body

Name	Required	Type	Description	Format	Example
ts	x	string	Timestamp in form of string which extends the ISO-8601 extended offset date-time format to add the time-zone	`yyyymmddThhmmss<ffffff>+|-hhmm`	`2013-02-01T12:52:34+09:00`
partner	x	integer	Partner Number provided by ID5	int32	123

Name	Required	Type	Description	Format	Example
bundle	x	string	A platform specific application identifier intended to be unique to the app. On Android, this should be a bundle or package name. On iOS, it is typically a numeric ID.		com.foo.mygame
ver	x		Application version		
provider		string	Provider of the service (value to be provided by ID5)		
ip	x	string	IPv4 address closest to device	ipv4 dot-decimal	
ua	x	string	The User Agent of the device's default browser		Mozilla/5.0 (Linux; Android 11; moto e20 Build/RONS31.267-88-3; wv) AppleWebKit/537.36 (KHTML, like Gecko) Version/4.0 Chrome/109.0.5414.118 Mobile Safari/537.36
signature	after initial call	string	The ID5 signature from a previous call, cached on the device or your server-side		
gdpr		integer	1 if gdpr applies to this request, 0 otherwise		
gdpr_consent		string	(where applicable) the TCF compliant consent string or see 'allowed_vendors'		
allowed_vendors		string array	ID5 Partner identifiers (starting with 'ID5-') or IAB Vendor IDs of vendors allowed to use the ID5ID		['ID5-78','134']
us_privacy		string	US Privacy Consent		1YNN
gpp_sid		string	The GPP section ID(s) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up		6,7

Name	Required	Type	Description	Format	Example
			to 2 values, separated by a comma. More information in GPP documentation		
gpp_string		string	A valid IAB Global Privacy Platform consent string.		DBABzw~1---~BAAAAAAAAQA.QA
name		string	App name (may be aliased at the publisher's request)		
domain		string	Domain of the app		mygame.example.com
maid		string	The device identifier (IDFA in Apple systems, GAID in Android systems)	uuid	
maid_type		string	idfa or gaid		idfa
hem		string	sha256 hash of the cleansed e-mail address. Learn how to cleanse the data here.	sha256	f97ea86ed181d60b0ba62a30579f1e10ad71eaf21b548e173de75718065c533f
phone		string	sha256 hash of the cleansed phone number	sha256	
idfv		string	Apple ID for Vendors	uuid	3fa85f64-5717-4562-b3fc-2c963f66afa6
puid		string	Partner specific user ID		
ipv6		string	The IPV6 of the device	ipv6	2001:0db8:5b96:0000:0000:426f:8e17:642a
country		string	Country the user is located in	ISO-3166-1-alpha-2	AD
region		string	Region code using ISO-3166-2; 2-letter state code if USA	ISO-3166-2; 2-letter state code if USA	
city		string	City using United Nations Code for Trade & Transport Locations format	United Nations Code for Trade & Transport Locations format	
att	x (for iOS requests)	boolean	If the user selected "Ask App not to Track", set the value to 1, otherwise omit the field or set the value to 0. Also omit the field for all non-IOS requests.	boolean	1 / 0
accept_language		string	A string representing languages accepted by end-user device, should be compatible with browser Accept-Language header	Accept-Language header format	de-DE,de;q=0.9,en-US;q=0.8,en;q=0.7

Name	Required	Type	Description	Format	Example
			Language header.		
segments		objects array	The segment ids a user may belong to and the destination platform that the segments should be pushed to. Only certain destination platforms are supported and there are backend configurations that need to be made in both ID5's and the destination platform's systems before this feature can be used. Please reach out to your ID5 representative or contact@id5.io for more information and to get started.	Array of segment objects (see below Segment object)	[{ "destination": "999", "ids": ["12345", "67890"] }]

Segment Object

Name	Required	Type	Description	Example
destination	x	string	The destination platform. Should be the IAB Vendor ID	'999'
ids	x	string array	List of segment ids to add the user to	['12345', '67890']

Response Body

Name	Required	Type	Description	Format	Example
created_at	x	string	Timestamp in the form of a string that extends the ISO-8601 extended offset date-time format to include the time-zone	yyyymmddThhmmss<ffffff>+|-hhmm	2013-02-01T12:52:34+09:00
original_uid	x	string	A first-party user ID that remains stable for this user on the domain. It is intended for publisher reference only and should not be shared with other partners. The value will be encrypted and may change periodically, even for the same user on the same domain, while the underlying value remains stable. If ID5 lacks consent, then the value will be "0".		

Name	Required	Type	Description	Format	Example
universal_uid	x	string	This is the UID used for sharing with other parties. The value will be encrypted and will change periodically, even for the same user on the same domain. If ID5 does not have consent, then the value will be "0".		
ids	x	object	Container for all identity providers returned by ID5 in OpenRTB-compatible format See the ids object below.		
privacy	x	object	An object containing privacy information See the privacy object below.		
signature	x	string	The ID5 Signature is a string that must be stored by the caller (either cached on the device or your server-side) and sent back to ID5 with all future requests. See below for details about the Signature.		
ext	x	object	See the extension object below.		
gpId	x	string	Guarded Publisher ID (see more here)		

IDS Object

The `ids object` provides identifier data for the ID5 ID and any other Extended Identifiers (EIDs) received from ID5.

Each sub-object is named (e.g., `id5id` for the ID5 Universal ID) and contains an OpenRTB-compatible EID structure. Additional third-party identifiers may be included based on enabled services, such as Real-Time Bid Enrichment.

For example, the **ids object** might include:

- `id5id` : The ID5 Universal ID.
- `euid` : European Unified ID.
- `id5-[provider]` Other providers like PubMatic, Magnite, Xandr, TTD, etc.
  - For example: `id5-ttd` : The Trade Desk ID (enriched via ID5)

Each identifier contains an `eid object` that mirrors the structure of OpenRTB's eids field, enabling direct use in bid requests. For enriched IDs, provenance fields such as **mm** (match method), **matcher**, and **inserter** may be added to improve transparency and compliance with IAB best practices.

Name	Required	Type	Description	Format	Example
id5id	x	object	The container for the ID5 Universal ID. For details, see the EID object below.		

EID Object

Name	Required	Type	Description	Format	Example
source	x	string	Source or technology provider responsible for the set of included IDs. Expressed as a top-level domain.		id5-sync.com
uids	x	object array	An array of extended ID UID objects from the given source. Refer to Object: UIDS.		
mm	For enriched IDs	integer	The match method used by the matcher to establish the ID connection (e.g., exact match, probabilistic, or IP-based). This promotes transparency in identity resolution processes. Refer to AdCOM 1.0 Matching Methods	enum	2
matcher	For enriched IDs	string	The domain of the technology provider responsible for matching or bridging the ID, as defined by the mm value.		id5-sync.com
inserter	For enriched IDs	string	The canonical domain name of the entity (e.g., publisher, SSP, or wrapper) that added the EID to the bid request.		publisher-domain.com

UIDS Object

Name	Required	Type	Description	Format	Example
id	x	string	The identifier for the user. For ID5, the value equals the response field: universal_uid		
atype	x	integer	Type of user agent the match is from. Refer to AdCOM Agent Types.	enum	1
ext		object	An extension object for passing additional metadata about this specific ID. Further information on ID5 metadata is available here.		

Privacy Object

Name	Required	Type	Description	Format	Example
jurisdiction	x	string	The legal jurisdiction applicable to the request (e.g. "gdpr", "ccpa", etc), based on the location the request was made from	enum	gdpr

Name	Required	Type	Description	Format	Example
id5_consent	x	boolean	Indicates if ID5 had proper consent on the request to process the user's personal data. See below for more information about how ID5 handles requests with and without consent.		

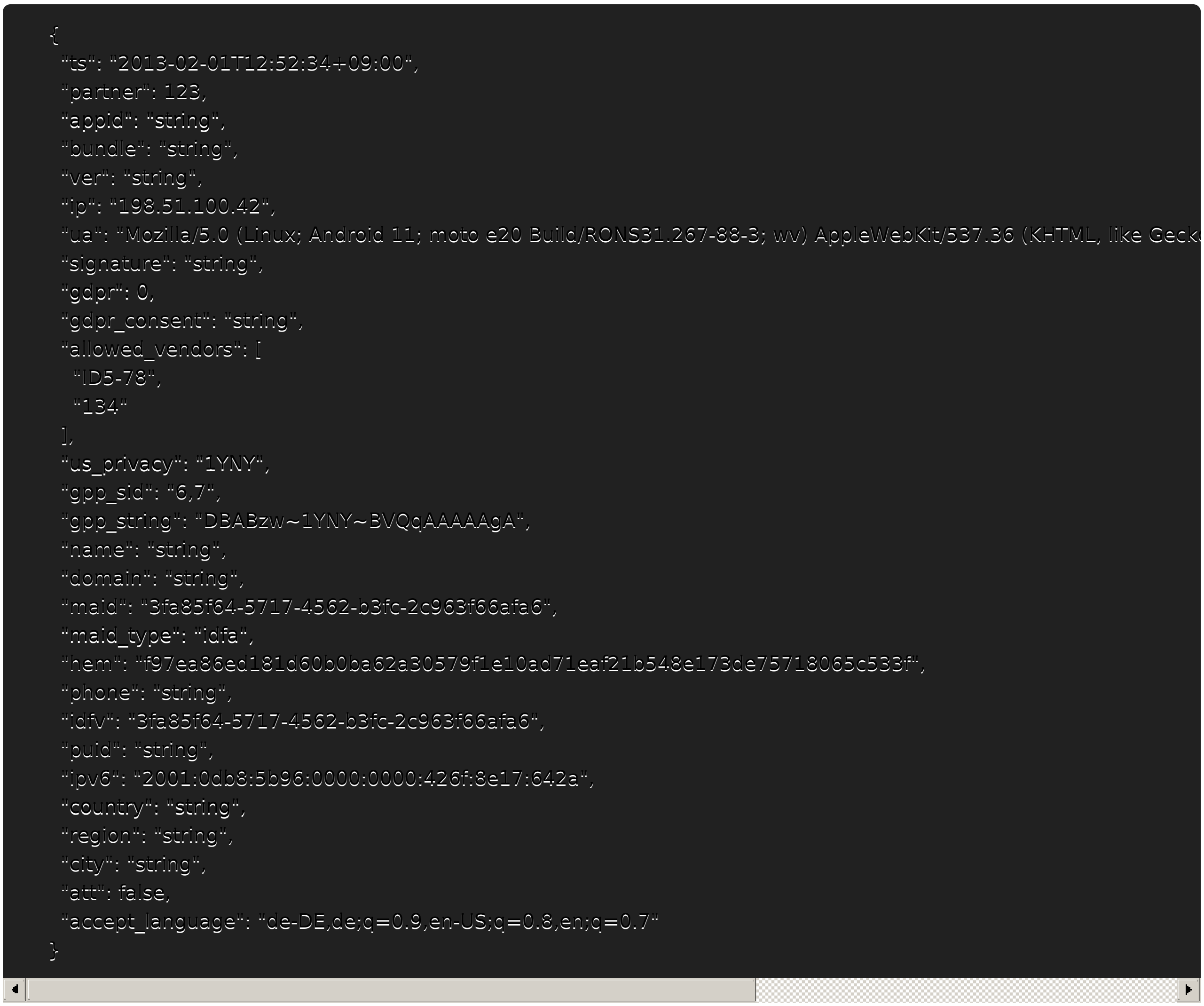
ext Object

Name	Type	Description	Example
linktype	integer	See details here	1

Invalid Request Response

Name	Type	Description	Example
code	string	A code which univocally identifies the error	- partner_id_invalid - sha256_length_invalid - request_format_invalid - user_object_invalid - internal_id5_error
message	string	Human readable message about the error	- unknown partner - failed to parse json POST - missing ua - missing ts - ts older than allowed - invalid ts format - Fetch of ID5 ID disabled. Please contact ID5 to enable it. - Request from a country which is disallowed. Please contact ID5 to enable it.
type	string	A code which identifies the class of error	- validation_error - invalid_request_error - authentication_error

Example Request



```
{
  "ts": "2013-02-01T12:52:34+09:00",
  "partner": 123,
  "appid": "string",
  "bundle": "string",
  "ver": "string",
  "ip": "198.51.100.42",
  "ua": "Mozilla/5.0 (Linux; Android 11; moto e20 Build/RONS31.267-88-3; wv) AppleWebKit/537.36 (KHTML, like Geck
  "signature": "string",
  "gdpr": 0,
  "gdpr_consent": "string",
  "allowed_vendors": [
    "ID5-78",
    "134"
  ],
  "us_privacy": "1YNY",
  "gpp_sid": "6,7",
  "gpp_string": "DBABzw~1YNY~BVQqAAAAAgA",
  "name": "string",
  "domain": "string",
  "maid": "3fa85f64-5717-4562-b3fc-2c963f66afa6",
  "maid_type": "idfa",
  "hem": "f97ea86ed181d60b0ba62a30579f1e10ad71eaf21b548e173de75718065c533f",
  "phone": "string",
  "idfv": "3fa85f64-5717-4562-b3fc-2c963f66afa6",
  "puid": "string",
  "ipv6": "2001:0db8:5b96:0000:0000:426f:8e17:642a",
  "country": "string",
  "region": "string",
  "city": "string",
  "att": false,
  "accept_language": "de-DE,de;q=0.9,en-US;q=0.8,en;q=0.7"
}
```

Example Valid Response

```
{
    "signature": "ID5_Av6Bb_IgWruNEn5NL0oXPId_XpQQrlhpcqhtDWIdPOTjWKhoVLB0L",
    "created_at": "2025-09-03T10:42:24.971937Z",
    "original_uid": "ID5*trUoa2N_pRvB86K94UbYv3rdjwkPUz-z7VFoHe_6psX__",
    "universal_uid": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
    "privacy": {
        "jurisdiction": "other",
        "id5_consent": true
    },
    "ext": {
        "linkType": 3
    },
    "ids": {
        "id5id": {
            "eid": {
                "source": "id5-sync.com",
                "uids": [
                    {
                        "atype": 3,
                        "ext": {
                            "linkType": 3,
                            "pba": "Fhqkw5e7uf4ei8WElXviXDGQnqqkVeEgVWijP20OAngDPxw=="
                        },
                        "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__"
                    }
                ]
            }
        },
        "euid": {
            "eid": {
                "source": "euid.eu",
                "uids": [
                    {
                        "atype": 3,
                        "ext": {
                            "provider": "id5-sync.com"
                        },
                        "id": "E4AAAAezwMkyH6T4wJwiMRLR7C7I77M2Vyl8q_pQSzPLdIsfffl86arrL3FKC4T"
                    }
                ]
            }
        },
        "id5-ttd": {
            "eid": {
                "inserter": "publisher-domain.com",
                "matcher": "id5-sync.com",
                "mm": 2,
                "source": "adserver.org",
                "uids": [
                    {
                        "atype": 1,
                        "ext": {
                            "provider": "id5-sync.com",
                            "rtipartner": "TDID"
                        },
                        "id": "09d89c84-2e59-4c80-9c80-09db5f901234"
                    }
                ]
            }
        }
    }
}
```

Example Invalid Response

```
{
  “code”: “partner_id_invalid”,
  “message”: “unknown partner”,
  “type”: “invalid_request_error”
}
```

ATTENTION
We recommend configuring your API response parsers to ignore any unrecognized fields. This is a common best practice that ensures your parsing logic remains forward-compatible with future changes and can easily handle dynamic fields supported by OpenRTB.

ID5 Signature

The ID5 Signature will be returned on every response from ID5 and contains all "user state" information necessary to support cross-domain reconciliation. As an example, this could include the following pieces of data:

- Original UID value (an encrypted first party ID for this user on this domain/publisher)
- Cookie Birthdate
- Last Seen Timestamp (from this domain/publisher)
- Current ID5 ID value (encrypted)
- Link Type

> The Signature is used only by ID5 (it will be encrypted with a private key) and must be passed in every subsequent request to ID5.

Mobile Opt Ins/Opt Outs

User opt in and opt outs can be communicated via our Mobile Opt In/Opt Out endpoint

CTV Integration

12/19/2025 3:23 am EST

Overview

We recommend that you deploy ID5 in CTV environments via a server to server integration. We do support alternative integration pathways depending on your requirements. If required, please reach out to your ID5 customer services representative.

To ensure accurate identity resolution, clients should provide signals, such as hashed emails in the request. We also expect you to store the 'signature' provided in our response on the user's device and provision it to us in future requests for the same user. This is integral to an optimal set up since it helps us re-identify consenting users even if their signals change as well as respect opt out requests.

Below are general instructions on how to retrieve an ID5 ID server-side for CTV inventory and make it available in bid requests to your demand partners. The auction should be delayed in order to retrieve the user's privacy preferences and the ID5 ID prior to sending out bid requests; the amount you delay may vary and so we recommend making it configurable for optimization purposes.

Process Flow

1. Check the stored cache for an available ID5 ID
    - ***IF*** there is no cached ID
      OR if the ID needs to be refreshed (we recommend a cache of 2 hours)
      OR if the user's privacy preferences have changed:
        - Initialize a new HTTP POST request to the ID5 endpoint. If you previously had a stored response for a given user on their device, then subsequent requests must include the "signature" as part of the request to ID5;
        - Store the response from ID5 locally (either in local storage or in a database on the server);
    - ***ELSE*** if there is a valid, up-to-date value in cache:
        - Pull the latest ID5 ID response from the cache

2. Using the response from step 1 above (from the request or cache), prepare the bid request data.
    - Extract the **eid object(s)** from the ids structure (e.g., from `ids.id5id.eid` for the ID5 Universal ID, and any additional enriched IDs if services like Real-Time Bid Enrichment are enabled).

3. Include this data in each bid request to your demand partners as an eids array in the user object. The EID structure is already formatted for direct use in OpenRTB bid requests. For more information on how this is typically done, including handling provenance fields for enriched IDs, review the OpenRTB EID Enrichment Guide.

Caching the response

The response we return for the request will need to be cached as some of the response data needs to be used in future requests for your users. Use the `ts` parameter sent in the request in order to set a TTL for the cache refresh and a TTL for the cache deletion.

- The TTL for the cache refresh should be set to 8 hours. After the 8 hours, on the back of a user event, a new request to ID5 should be made and the cached data refreshed using the data from the API response.
- The TTL for the cache deletion should be set to 30 days. The TTL for the cache deletion should be refreshed with every response from the API. If there will not be a user event in the app, in the 30 days time window, the data should be deleted.

Building Server-Side Request

Server-Side Fetch endpoints for CTV

> **Global**
>
> https://api.id5-sync.com/gc/v1

> **North America**
>
> https://na.id5-sync.com/gc/v1

Request Type

HTTP POST with JSON body.

Request Headers

`Content-Type: application/json`

Partner Number

The `PARTNER` in the request body will be an ID5-provided Partner Number. This value will be static for you once we set you up in our system. You may use the endpoint during testing with the Partner Number 173. If you haven't already been assigned a Partner Number, please contact us to request one.

Server-Side Request Parameters

Request Body

Name	Required	Type	Description	Format	Example
ts	x	string	Timestamp in form of string which extends the ISO-8601 extended offset date-time format to add the time-zone	`yyyymmddThhmmss<ffffff>+|-hhmm`	`2013-02-01T12:52:34+09:00`
partner	x	integer	Partner Number provided by ID5	int32	173
			The store ID of the app		

Name	Required	Type	Description	Format	Example
appid	x	string	re (e.g., Apple App Store, Google Play).		
identifiers	when available	Identifier array	Array of Identifiers For Advertising (IFAs). Each Identifier consists of `id` and `type` . Check Identifier object for supported types	`[{"id":"<ID>", "type": "<TYPE>"}, {<other identifiers if available>}]`	`[{"id":"bfd378ed-483e-4b11-be1e-12a599d042e0", "type": "DPID"}]`
ver	x		Application version		
provider		string	Provider of the service (value to be provided by ID5)		
ip	x	string	IPv4 address closest to device	ipv4 dot-decimal	
ua	x	string	The User Agent of the device's default browser		Mozilla/5.0 (Linux; Android 11; moto e20 Build/RONS31.267-88-3; wv) AppleWebKit/537.36 (KHTML, like Gecko) Version/4.0 Chrome/109.0.5414.118 Mobile Safari/537.36
hardware_code		string	The code pertaining to the device (i.e. TV model)		
signature	when available	string	The ID5 signature from a previous call, cached on the device or your server-side		
gdpr		integer	1 if gdpr applies to this request, 0 otherwise		
gdpr_consent		string	(where applicable) the TCF compliant consent string or see 'allowed_vendors'		
allowed_vendors		string array	ID5 Partner identifiers (starting with 'ID5-') or IAB Vendor IDs of vendors allowed to use the ID5ID		`['ID5-78','134']`
us_privacy		string	US Privacy Consent		`1YNN`
			The GPP section ID(s) in force for the current transaction. In most cases, this field should have a single section ID.		

Name	Required	Type	Description	Format	Example
gpp_sid		string	ions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation		`6,7`
gpp_string		string	A valid IAB Global Privacy Platform consent string.		`DBABzw~1---~BAAAAAAAAQA.QA`
hem		string	sha256 hash of the cleansed e-mail address. Learn how to cleanse the data here	sha256	`f97ea86ed181d60b0ba62a30579f1e10ad71eaf21b548e173de75718065c533f`
phone		string	sha256 hash of the cleansed phone number	sha256	
idfv		string	Apple ID for Vendors	uuid	`3fa85f64-5717-4562-b3fc-2c963f66afa6`
ipv6		string	The IPV6 of the device	ipv6	`2001:0db8:5b96:0000:0000:426f:8e17:642a`
country		string	Country the user is located in	ISO-3166-1-alpha-2	`AD`
region		string	Region code using ISO-3166-2; 2-letter state code if USA	ISO-3166-2; 2-letter state code if USA	
city		string	City using United Nations Code for Trade & Transport Locations format	United Nations Code for Trade & Transport Locations format	
accept_language		string	A string representing languages accepted by end-user device, should be compatible with browser Accept-Language header	Accept-Language header format	`de-DE,de;q=0.9,en-US;q=0.8,en;q=0.7`
segments		objects array	The segment ids a user may belong to and the destination platform that the segments should be pushed to. Only certain destination platforms are supported and there are backend configurations that need to be made in both ID5's and the destination platform's systems	Array of segment objects (see below Segment object)	`[{ "destination": "999", "ids": [ "12345", "67890" ] }]`

Name	Required	Type	Description	Format	Example
			before this feature can be used. Please reach out to your ID5 representative or contact@id5.io for more information and to get started.		
ottid	deprecated	string	The user ID provided by the OTT/OEM. This will be the equivalent of an hard signal 3rd party cookie.		
ctvid	deprecated	string	The specific user id for the CTV ecosystem the user is observed in, as received by the CTV/OTT/Publisher provider		`00000000-34sd-gfss-sd54-12345678abcd`
ctvid_type	deprecated	string	CTV ID type		`tifa`
puid	deprecated	string	Partner specific user ID		

Identifier Object

Name	Required	Type	Description	Example
id	x	string	The IFA value, usually in the UUID format. Should be lowercased	`bfd378ed-483e-4b11-be1e-12a599d042e0`
type	x	string	The type of identifier provided, case insensitive. Supported values: AAID - Android TV RIDA - Roku AFAI - Amazon Fire IDFA - Apple tvOS MSAI - Xbox/Microsoft DPID - Generic device platform ID PPID - Publisher provided ID SSPID - SSP provided ID SESSIONID - Short-lived session ID UNKNOWN - any other value will be treated as UNKNOWN type	`DPID`

Segment Object

Name	Required	Type	Description	Example
destination	x	string	The destination platform. Should be the IAB Vendor ID	`'999'`
ids	x	string array	List of segment ids to add the user to	`[ '12345', '67890' ]`

Response Body

Name	Required	Type	Description	Format	Example
created_at	x	string	Timestamp in the form of a string that extends the ISO-8601 extended offset date-time format to include the time-zone	`yyyymmddThhmmss<ffffff>+|-hhmm`	`2013-02-01T12:52:34+09:00`
original_uid	x	string	A first-party user ID that remains stable for this user on the domain. It is intended for publisher reference only and should not be shared with other partners. The value will be encrypted and may change periodically, even for the same user on the same domain, while the underlying value remains stable. If ID5 lacks consent, then the value will be "0".		
universal_uid	x	string	This is the UID used for sharing with other parties. The value will be encrypted and will change periodically, even for the same user on the same domain. If ID5 does not have consent, then the value will be "0".		
ids	x	object	Container for all identity providers returned by ID5 in OpenRTB-compatible format See the ids object below.		
privacy	x	object	An object containing privacy information See the privacy object below.		
signature	x	string	The ID5 Signature is a string that must be stored by the caller (either cached on the device or your server-side) and sent back to ID5 with all future requests. See below for details about the Signature.		

Name	Required	Type	Description	Format	Example
ext	x	object	See the extension object below.		
gpId	x	string	Guarded Publisher ID (see more here)		

IDS Object

The ids object provides identifier data for the ID5 ID and any other Extended Identifiers (EIDs) received from ID5.

Each sub-object is named (e.g., id5id for the ID5 Universal ID) and contains an OpenRTB-compatible EID structure. Additional third-party identifiers may be included based on enabled services, such as Real-Time Bid Enrichment.

For example, the **ids object** might include:

- id5id : The ID5 Universal ID.
- euid : European Unified ID.
- id5-[provider] Other providers like PubMatic, Magnite, Xandr, TTD, etc.
  - For example: id5-ttd : The Trade Desk ID (enriched via ID5)

Each identifier contains an eid object that mirrors the structure of OpenRTB's eids field, enabling direct use in bid requests. For enriched IDs, provenance fields such as **mm** (match method), **matcher**, and **inserter** may be added to improve transparency and compliance with IAB best practices.

Name	Required	Type	Description	Format	Example
id5id	x	object	The container for the ID5 Universal ID. For details, see the EID object below.		

EID Object

Name	Required	Type	Description	Format	Example
source	x	string	Source or technology provider responsible for the set of included IDs. Expressed as a top-level domain.		id5-sync.com
uids	x	object array	An array of extended ID UID objects from the given source. Refer to Object: UIDS.		
mm	For enriched IDs	integer	The match method used by the matcher to establish the ID connection (e.g., exact match, probabilistic, or IP-based). This promotes transparency in identity resolution processes. Refer to AdCOM 1.0 Matching Methods	enum	2
matcher	For enriched IDs	string	The domain of the technology provider responsible for matching or bridging the ID, as defined by the mm value.		id5-sync.com
inserter	For enriched IDs	string	The canonical domain name of the entity (e.g., publisher, SSP, or wrapper) that added the EID to the bid request.		publisher-domain.com

UIDS Object

Name	Required	Type	Description	Format	Example
id	x	string	The identifier for the user. For ID5, the value equals the response field: `universal_uid`		
atype	x	integer	Type of user agent the match is from. Refer to AdCOM Agent Types.	enum	1
ext		object	An extension object for passing additional metadata about this specific ID. Further information on ID5 metadata is available here.		

Privacy Object

Name	Required	Type	Description	Format	Example
jurisdiction	x	string	The legal jurisdiction applicable to the request (e.g. "gdpr", "ccpa", etc), based on the location the request was made from	enum	gdpr
id5_consent	x	boolean	Indicates if ID5 had proper consent on the request to process the user's personal data. See below for more information about how ID5 handles requests with and without consent.		

ext Object

Name	Type	Description	Example
linktype	integer	See details here	1

Invalid Request Response

Name	Type	Description	Example
code	string	A code that univocally identifies the error	- partner_id_invalid - sha256_length_invalid - request_format_invalid - user_object_invalid - internal_id5_error
message	string	Human-readable message about the error	- unknown partner - failed to parse json POST - missing ua - missing ts - ts older than allowed - invalid ts format - Fetch of ID5 ID disabled. Please contact ID5 to enable it. - Request from a country that is disallowed. Please contact ID5 to enable it.
type	string	A code that identifies the class of error	- validation_error - invalid_request_error - authentication_error

Example Request

```
curl "https://api.id5-sync.com/gc/v1" -X POST -H 'Content-Type: application/json' -d '{
  "ts": "2023-09-19T12:32:34+02:00",
  "partner": 173,
  "ver": "1.0",
  "ip": "4.5.6.7",
  "ua": "Mozilla/5.0 (Linux; Android 11; moto e20 Build/RONS31.267-88-3; wv) AppleWebKit/537.36 (KHTML, like Gec
  "appid": "ABCDE12345.com.example.foo",
  "gpp_sid": "2",
  "gpp_string": "DBAA",
  "accept_language": "de-DE,de;q=0.9,en-US;q=0.8,en;q=0.7",
  "identifiers": [{"id": "bfd378ed-483e-4b11-be1e-12a599d042e0", "type":"DPID"},{"id": "ID-12345", "type":"PPID"}]
}'
```

Example Valid Response

```
{
  "created_at": "2025-11-14T16:12:20.968Z",
  "original_uid": "ID5*KDdqfh7p46U_Eb_xD8-9lWYkX2xsHEQqpJP2YNzKqC7__",
  "privacy": {
    "id5_consent": true,
    "jurisdiction": "gdpr"
  },
  "signature": "ID5_AoPiwhPFUccYOQLCwfbQTEbMTk85rQD10hAZYixkNlZeozXos46w4uqpJqq",
  "universal_uid": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
  "ext": {
    "linkType": 2
  },
  "ids": {
    "id5id": {
      "eid": {
        "source": "id5-sync.com",
        "uids": [
          {
            "atype": 1,
            "ext": {
              "linkType": 2,
              "pba": "Fhqkw5e7uf4ei8WElXviXDGQnqqkVeEgVWiJP20OAngDPxw=="
            },
            "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__"
          }
        ]
      }
    },
    "euid": {
      "eid": {
        "source": "euid.eu",
        "uids": [
          {
            "atype": 3,
            "ext": {
              "provider": "id5-sync.com"
            },
            "id": "E4AAAAezwMkyH6T4wJwiMRLR7C7I77M2VyI8q_pQSzPLdIsfffl86arrL3FKC4T"
          }
        ]
      }
    },
    "id5-ttd": {
      "eid": {
```

```
      "eid": {
        "inserter": "publisher-domain.com",
        "matcher": "id5-sync.com",
        "mm": 2,
        "source": "adserver.org",
        "uids": [
          {
            "atype": 1,
            "ext": {
              "provider": "id5-sync.com",
              "rtipartner": "TDID"
            },
            "id": "09d89c84-2e59-4c80-9c80-09db5f901234"
          }
        ]
      }
    }
  }
}
```

Example Invalid Response

```
{
  "code": "partner_id_invalid",
  "message": "unknown partner",
  "type": "invalid_request_error"
}
```

ATTENTION
We recommend configuring your API response parsers to ignore any unrecognized fields. This is a common best practice that ensures your parsing logic remains forward-compatible with future changes and can easily handle dynamic fields supported by OpenRTB.

ID5 Signature

The ID5 Signature will be returned on every response from ID5 and contains all "user state" information necessary to support cross-domain reconciliation. As an example, this could include the following pieces of data:

- Original UID value (an encrypted first party ID for this user on this domain/publisher)
- Cookie Birthdate
- Last Seen Timestamp (from this domain/publisher)
- Current ID5 ID value (encrypted)
- Link Type

> *The Signature is used only by ID5 (it will be encrypted with a private key) and must be passed in every subsequent request to ID5.*

Passing Signals to ID5

09/11/2025 4:55 am EDT

What is Partner Data?

Partner Data includes all signals provided by partners that assist ID5 in accurately identifying users. By sharing additional information, you improve the precision, stability, and effectiveness of user identification. To ensure the highest-quality ID5 ID and unlock the full potential of your addressable audience, we recommend providing as many user signals as possible via the Partner Data (PD) string.

Why Share More Signals?

With browsers increasingly obfuscating signals to protect user privacy, it is vital to proactively share robust data to maintain addressability and maximize user recognition.

Recommended Next Steps:

- **Share Core Signals**: Ensure IP address and user agent are always included in the PD string.
- **Include Additional Signals**: Contribute hashed emails, mobile ad IDs, or other identifiers for users who have provided consent. These signals help strengthen user identity resolution and deliver better outcomes across your properties.
- **Explore Custom Signals**: If you have specific signals that could enhance ID5's ability to reconcile users across your properties, please reach out to your ID5 representative. We will provide tailored advice on how to integrate them effectively.

How is Partner Data Used?

Signals passed in the ID5 ID request are used to inform ID5 ID connections across domains. "Hard signals", such as hashed email addresses, take priority for cross-domain linking purposes, and help to train ID5's probabilistic algorithm. Publisher provided signals, such as IP address and user agent, may be used in ID5's probabilistic algorithm when ID5 determines that they may be more accurate than those that ID5 can source directly from the HTTP request. ID5 requires sha256 hashing & URL-safe base64 encoding to ensure that personally-identifiable information isn't transmitted in the ID5 ID call.

Supported Partner Data Keys

Key	Description	Required	Example
0	Other	Optional	
1	SHA256 Hashed Email[1]	Recommended	`f97ea86ed181d60b0ba62a30579f1e10ad71eaf21b548e173de75718065c5`
2	SHA256 Hashed Phone Number[2]	Recommended	`f687e4a1be889a45c13e417f77cb9bff9c67f46e35fd68d936e6b01a933ecbc`
3	Cross-Partner User ID Value	Optional	`e3206fbc-b2f1-11ed-afa1-0242ac120002` *(a user id that could be used across ID5 Partner Numbers / Accounts)*
4	Cross-Partner User ID Source *(hard-coded value will be provided by ID5)*	Optional	`super-pub-identifier`
5	Partner-Specific User ID Value	Optional	`e3206fbc-b2f1-11ed-afa1-0242ac120002` *(i.e. a user id that is specific to a single ID5 Partner Number / Account)*
6	Apple ID for Advertising (IDFA) *(lowercased)*	MAIDs should only be sent via the pd string for mobile web traffic where available. Please use our mobile app specific endpoint for in app traffic. Documentation here	`ea7583cd-a667-48bc-b806-42ecb2b48606`

Key	Description	Required	Example
7	Google Advertising ID (GAID) *(lowercased)*	MAIDs should only be sent via the pd string for mobile web traffic where available. Please use our mobile app specific endpoint for in app traffic. Documentation here	`cdda802e-fb9c-47ad-9866-0794d394c912`
8	Full URL	Recommended	`https://id5.io/solutions/?partner_type=publisher`
9	Domain	Recommended	`id5.io`
10	IPv4 Address of the end-user's device	Recommended	`77.99.190.227`
11	IPv6 Address of the end-user's device	Optional	`2001:0db8:85a3:000:000:8a2e:0370:7334`
12	User Agent String of the end-user's device	Recommended	`Mozilla/5.0 (Windows NT 6.1; Win64; x64) AppleWebKit/537.36 (KHTML, lik Gecko) Chrome/94.0.4606.81 Safari/537.36`
13	Is Burner Email[3]	Optional	`false`
14	Apple ID for Vendor (IDFV) *(lowercased)*	Recommended (when available)	`f325g3gb-12fc-352f-c6c3-dz52f0f690d8`
15	**DEPRECATED** ~~CTV ID~~	CTV IDs can be sent when integrating our ctv specific endpoint for ctv traffic. Documentation here	
16	**DEPRECATED** ~~CTV ID Type~~	CTV IDs can be sent when integrating our ctv specific endpoint for ctv traffic. Documentation here	
17	An IAB TechLab Tokenization Framework token (e.g. uid2)	Optional	`AdvertisingTokenmZ4dZgeuXXl6DhoXqbRXQbHlHhA96l....`

> **ATTENTION**
> If any of the signals is not available at the moment of the PD string creation, please leave key out of the PD string. Don't include keys for which you don't have the values or include default values you set.

- [1] See below for instructions on "Normalizing Emails Prior to Hashing"
- [2] See below for instructions on "Normalizing Phone Numbers Prior to Hashing"
- [3] A flag for whether the hashed email provided is a burner email (boolean). As emails are provided to ID5 in hashed form, ID5 is unable to determine whether provided hashed emails are "burner" emails. Publishers can use this flag to signal to ID5 whether the provided email should be treated as a "burner" email. If you're unsure how to determine if an email is a burner, we recommend you simply send `true` for all icloud email addresses

Deriving the Partner Data (pd) Value

The general procedure to build a PD string is:

1. Normalize any values that need to be hashed, like emails, (see details below for how to) and then `sha256` hash them

2. URL-encode each value using UTF-8 charset (according to RFC 3986, or at the very least, in JS using a function like `encodeURIComponent`)

3. Create the raw pd string containing the keys and the URL-encoded value, using querystring formatting (order does not matter)
    - e.g. `<key1>` = `<value1>` & `<key2>` = `<value2>` ...

4. URL-safe base64 (RFC 4648) the entire raw PD string (using a function in JS like `btoa()`)

5. Once you have the encoded PD string, it can be passed into the `pd` field in any of our integrations (i.e.: PD parameter for our Prebid integration or JS API integration)

Normalizing Hashed Inputs

Because ID5 doesn't see the original raw values for some of the signals we accept (e.g. hashed emails, hashed phone numbers), you will need to normalize them first. Normalizing the raw values before hashing them ensures that the signals sent by you and other partners will always be the same, ensuring the ID5 IDs can be properly linked.

Normalizing Emails Prior to Hashing

Prior to hashing an email address, you must normalize the string by removing unnecessary characters:

1. Remove leading and trailing spaces

2. Convert all ASCII characters to lowercase

3. Please find below an example with email accounts ending in `@gmail.com` . You can apply this method to all the email accounts:
    a. Remove `.` (ASCII code 46) from the username of the email address
        - e.g. `jane.smith@gmail.com` normalizes to `janesmith@gmail.com`

    b. Remove `+` (ASCII code 43) and all subsequent characters from the username of the email address
        - e.g. `janesmith+test@gmail.com` normalizes to `janesmith@gmail.com`

Normalizing Phone Numbers Prior to Hashing

Phone numbers should be normalized to the E.164 format, which is an international phone number format to ensure global consistency and uniqueness. When normalizing with the E.164 format, the result should be no more than 15 digits in length, prior to hashing.

1. Remove all spaces, hyphens, parentheses, or other special characters

2. Format the phone number as follows: `[+][country code][subscriber number including area code]`
    - e.g. `+111 22 333-44-555` normalizes to `+1112233344555`

    - e.g. `+1 (222) 333-4444` normalizes to `+12223334444`

Example

Here is an example to show you how to generate a PD string, given you have the following raw signals to share:

- Email = `Jane.Smith+test@gmail.com`
- IPv4 = `77.99.190.227`
- IPv6 = `2001:0db8:85a3:000:000:8a2e:0370:7334`
- UA = `Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/105.0.0.0 Safari/537.36`

PD Creation Steps

Step 1: Normalize and Hash Inputs

In this example, we only need to normalize the email address. Following the instructions above ("Normalize Emails Prior to Hashing"), the result is `janesmith@gmail.com` , which when sha256 hashed, becomes `9a0f2978ccf8af196d24f627062a2d4054c9da92e9d998a514bda4a01a3cfec7`

Step 2: URL-encode the Values

- **Email (key 1)**

```
9a0f2978ccf8af196d24f627062a2d4054c9da92e9d998a514bda4a01a3cfec7
```

- **IPv4 (key 10)**

```
77.99.190.227
```

- **IPv6 (key 11)**

```
2001%3A0db8%3A85a3%3A000%3A000%3A8a2e%3A0370%3A7334
```

- **UA (key 12)**

```
Mozilla%2F5.0%20(Windows%20NT%2010.0%3B%20Win64%3B%20x64)%20AppleWebKit%2F537.36%20(KHTML%2C%20like%20
```

Step 3: Create Raw PD String

```
1=9a0f2978ccf8af196d24f627062a2d4054c9da92e9d998a514bda4a01a3cfec7&10=77.99.190.227&11=2001%3A0db8%3A85a3%3A00
```

Step 4: URL-safe base64 Raw PD String

```
MT05YTBmMjk3OGNjZjhhZjE5NmQyNGY2MjcwNjJhMmQ0MDU0YzlkYTkyZTlkOTk4YTUxNGJkYTRhMDFhM2NmZWM3JjEwPTc3Ljk5LjE5MC4y
```

Sample Javascript Implementation

Here is just one approach to generate the PD string, but there are numerous other ways to accomplish the same result. Here we're using the same inputs as the example above.

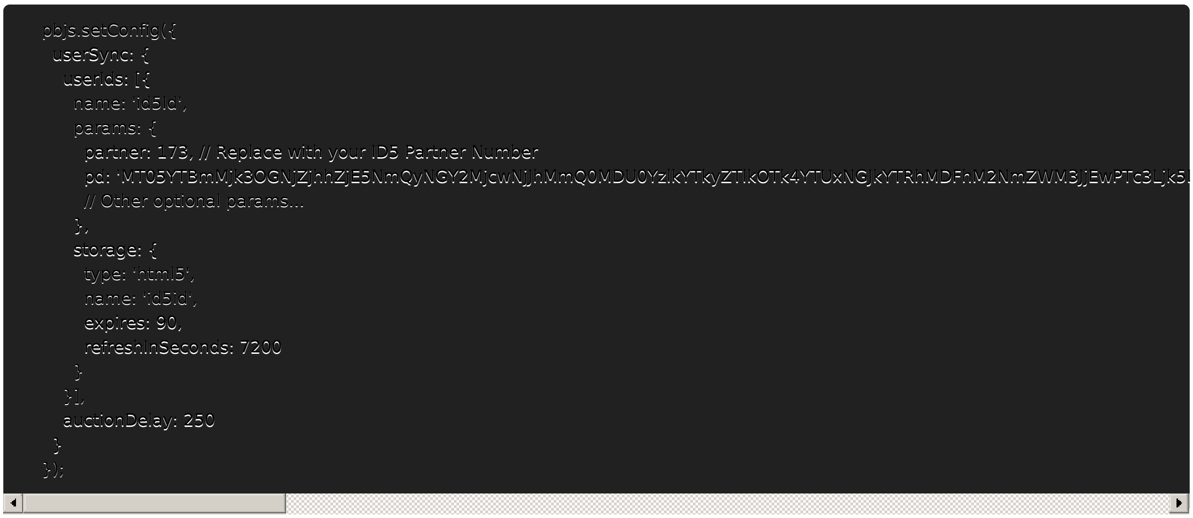
```
// get these values from your webserver or the browser's apis
const ipv4  = '77.99.190.227',
      ipv6  = '2001:0db8:85a3:000:000:8a2e:0370:7334',
      ua    = 'Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/105.0.0.0 Safari/537.36',
      email = 'jane.Smith+test@domain.com'; // alternatively, normalize and then sha256 server-side and return the hashed value

// normalize the email string with normalizeEmail() from  https://github.com/validatorjs/validator.js/blob/master/src/lib/normalizeEmail.js
const cleansedEmail = normalizeEmail(email);

// set the keys and URL-encode each value
const pdKeys = {
       1: CryptoJS.SHA256(cleansedEmail), // requires the crypto-js package https://www.npmjs.com/package/crypto-js
      10: encodeURIComponent(ipv4),
      11: encodeURIComponent(ipv6),
      12: encodeURIComponent(ua),
}

// convert the key/values into a querystring format
const pdRaw = Object.keys(pdKeys).map(key => key + '=' + pdKeys[key]).join('&');

// base64 encode the raw string; this is the final value you can pass into the pd field
const pdString = btoa(pdRaw);
```

Sample Prebid.js Implementation

The Partner Data (PD) string you generate following the instructions in this guide can be directly integrated into various ID5 implementations, including the Prebid.js User ID Module. This allows you to pass additional user signals to ID5 during the ID request process, enhancing user identification and addressability within Prebid auctions.

In Prebid.js, the PD string is supplied via the **pd** parameter in the **userIds** configuration for the **id5Id submodule**. This ensures that the signals are securely transmitted and used by ID5 to generate or refresh the ID5 ID before bids are requested.

Quick reference



```
pbjs.setConfig({
  userSync: {
    userIds: [{
      name: 'id5Id',
      params: {
        partner: 173, // Replace with your ID5 Partner Number
        pd: 'MT05YTBmMjk3OGNjZjhhZjE5NmQyNGY2MjcwNjJhMmQ0MDU0YzlkYTkyZTlkOTk4YTUxNGJkYTRhMDFhM2NmZWM3JjEwPTc3Ljk5
        // Other optional params...
      },
      storage: {
        type: 'html5',
        name: 'id5Id',
        expires: 90,
        refreshInSeconds: 7200
      }
    }],
    auctionDelay: 250
  }
});
```

ATTENTION
For full details and examples on setting up the **Prebid.js User ID Module**, refer to the ID5 Prebid User ID Module wiki

Adobe Experience Cloud

01/09/2025 4:14 pm EST

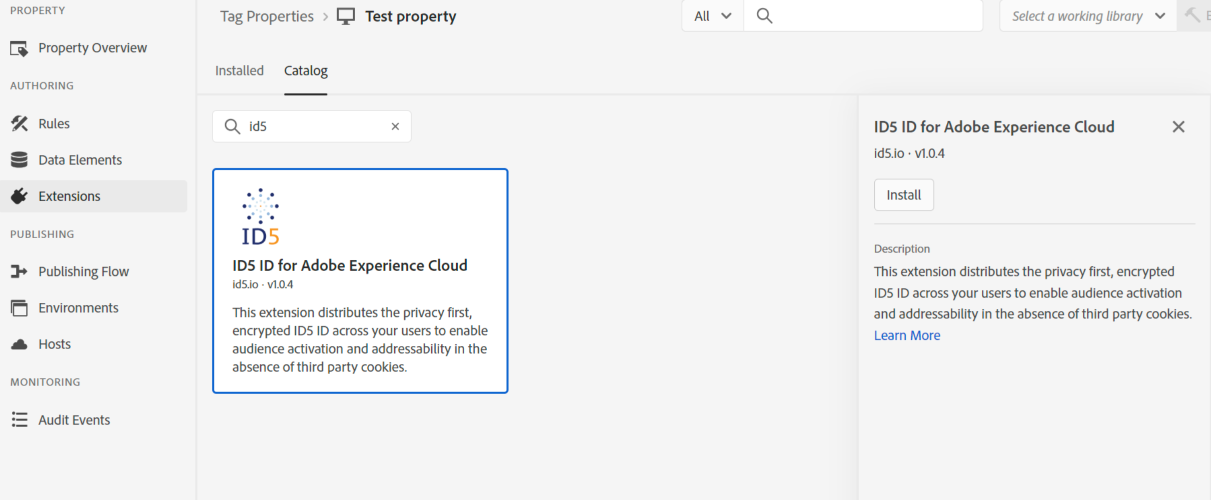
Adobe Experience Cloud

Overview

Partners using Adobe Advertising, Adobe Audience Manager and Adobe Real-Time CDP can utilize the 'ID5 extension for Adobe Experience Cloud' in the Adobe Exchange marketplace to seamlessly deploy the ID5 ID across their media properties. By implementing the ID5 extension, media owners will be able to seamlessly transform signals from both authenticated and unauthenticated site visitors into precise, universal, and consented ID5 IDs and securely distribute them to authorized advertising partners.

Integration Steps

1. Install the 'ID5 ID for Adobe Experience Cloud' within the Adobe Experience Platform Data Collection.



ID5 ID for Adobe Experience Cloud
id5.io · v1.0.4

This extension distributes the privacy first, encrypted ID5 ID across your users to enable audience activation and addressability in the absence of third party cookies.

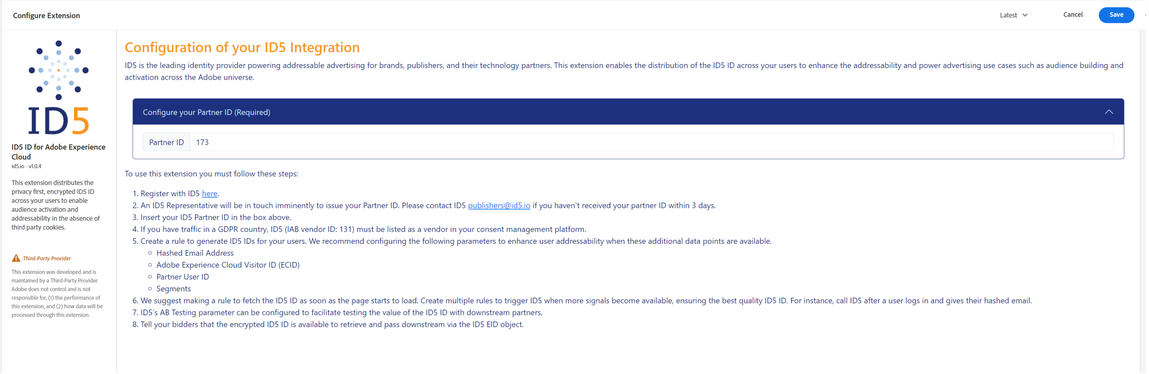
ID5 ID for Adobe Experience Cloud
id5.io · v1.0.4

Description
This extension distributes the privacy first, encrypted ID5 ID across your users to enable audience activation and addressability in the absence of third party cookies.

2. Sign Up with ID5 using the following link https://id5.io/universal-id/adobe-experience-platform/

3. An ID5 Representative will be in touch with your ID5 Partner ID.

4. Configure the ID5 integration in the 'ID5 for Adobe Experience Cloud' application including:
   - Input your ID5 Partner ID



ID5 ID for Adobe Experience Cloud
id5.io · v1.0.4

This extension distributes the privacy first, encrypted ID5 ID across your users to enable audience activation and addressability in the absence of third party cookies.

Third-Party Provider

This extension was developed and is maintained by a Third-Party Provider. Adobe does not control and is not responsible for, (1) the performance of this extension, and (2) how data will be processed through this extension.

Configuration of your ID5 Integration

ID5 is the leading identity provider powering addressable advertising for brands, publishers, and their technology partners. This extension enables the distribution of the ID5 ID across your users to enhance the addressability and power advertising use cases such as audience building and activation across the Adobe universe.

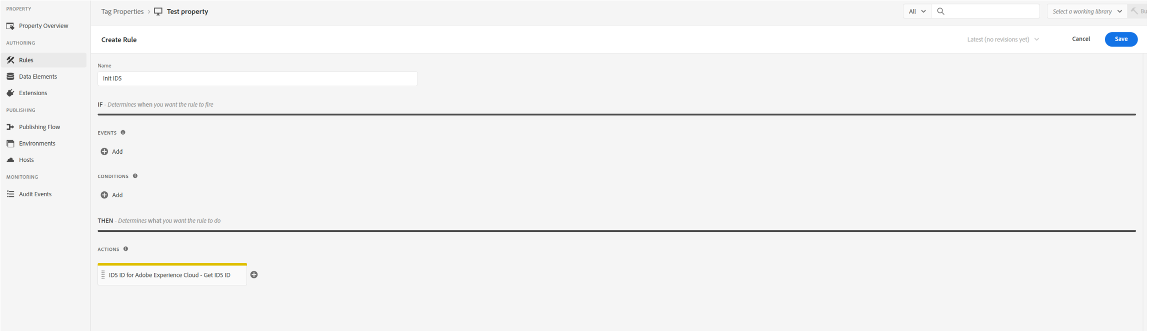
Configure your Partner ID (Required)

Partner ID 173

To use this extension you must follow these steps:

1. Register with ID5 here.
2. An ID5 Representative will be in touch imminently to issue your Partner ID. Please contact ID5 publishers@id5.io if you haven't received your partner ID within 3 days.
3. Insert your ID5 Partner ID in the box above.
4. If you have traffic in a GDPR country, ID5 (IAB vendor ID: 131) must be listed as a vendor in your consent management platform.
5. Create a rule to generate ID5 IDs for your users. We recommend configuring the following parameters to enhance user addressability when these additional data points are available.
   - Hashed Email Address
   - Adobe Experience Cloud Visitor ID (ECID)
   - Partner User ID
   - Segments
6. We suggest making a rule to fetch the ID5 ID as soon as the page starts to load. Create multiple rules to trigger ID5 when more signals become available, ensuring the best quality ID5 ID. For instance, call ID5 after a user logs in and gives their hashed email.
7. ID5's AB Testing parameter can be configured to facilitate testing the value of the ID5 ID with downstream partners.
8. Tell your bidders that the encrypted ID5 ID is available to retrieve and pass downstream via the ID5 EID object.

   - Create a rule with GET ID5 ID action as soon as the page loads as well as additional rules to call ID5 when additional signals like hashed email become available.



Create Rule

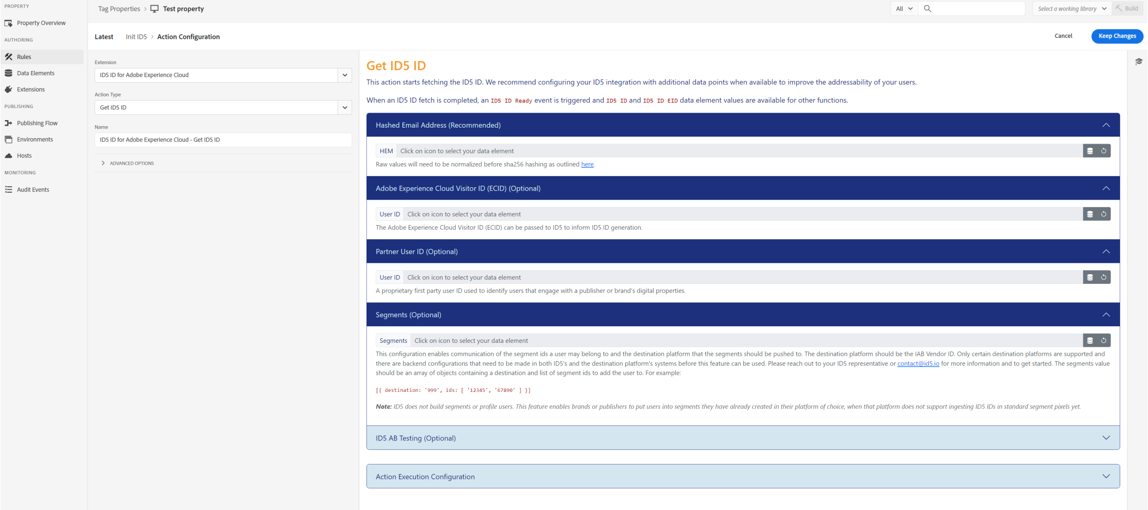
Name: Init ID5

IF - *Determines when you want the rule to fire*

THEN - *Determines what you want the rule to do*

ID5 ID for Adobe Experience Cloud - Get ID5 ID

- Configure the relevant parameters to ensure your integration passes hashed emails (HEMS), Adobe Experience Cloud Visitor ID (ECID), Partner User ID and Segments where applicable. Optionally configure ID5's AB Testing parameter to facilitate testing the value of the ID5 ID. A 95:5 split is sufficient.



Extension: ID5 ID for Adobe Experience Cloud

Action Type: Get ID5 ID

Name: ID5 ID for Adobe Experience Cloud - Get ID5 ID

Get ID5 ID

This action starts fetching the ID5 ID. We recommend configuring your ID5 integration with additional data points when available to improve the addressability of your users.

When an ID5 ID fetch is completed, an `ID5 ID Ready` event is triggered and `ID5 ID` and `ID5 ID EID` data element values are available for other functions.

Hashed Email Address (Recommended)

HEM: Click on icon to select your data element

Raw values will need to be normalized before sha256 hashing as outlined here.

Adobe Experience Cloud Visitor ID (ECID) (Optional)

User ID: Click on icon to select your data element

The Adobe Experience Cloud Visitor ID (ECID) can be passed to ID5 to inform ID5 ID generation.

Partner User ID (Optional)

User ID: Click on icon to select your data element

A proprietary first party user ID used to identify users that engage with a publisher or brand's digital properties.

Segments (Optional)

Segments: Click on icon to select your data element

This configuration enables communication of the segment ids a user may belong to and the destination platform that the segments should be pushed to. The destination platform should be the IAB Vendor ID. Only certain destination platforms are supported and there are backend configurations that need to be made in both ID5's and the destination platform's systems before this feature can be used. Please reach out to your ID5 representative or contact@id5.io for more information and to get started. The segments value should be an array of objects containing a destination and list of segment ids to add the user to. For example:

```
[{ destination: '999', ids: [ '12345', '67890' ] }]
```

Note: *ID5 does not build segments or profile users. This feature enables brands or publishers to put users into segments they have already created in their platform of choice, when that platform does not support ingesting ID5 IDs in standard segment pixels yet.*

ID5 AB Testing (Optional)

Action Execution Configuration

5. Upon implementation, the encrypted ID5 ID will be accessible through the ID5ID and ID5ID EID DataElements. Adobe provides several storage options for DataElement values, such as storing them in a JavaScript variable or localStorage. Developers should choose one of these options and pass the ID5 ID to bidders using a custom script or another appropriate method. If a bidder has its own extension within the Adobe platform, the encrypted ID5 ID can also be passed by implementing a separate rule. Bidders should be notified that the encrypted ID5 ID is available for retrieval and should be passed downstream via the EID Object.

Amazon (APS) Integration

10/24/2024 6:29 am EDT

Publisher Integration of the ID5 ID via Amazon Publisher Services

Amazon's APS is the leading suite of cloud services that helps publishers build, monetize, and grow their digital media business. Read below for a step-by-step guide that takes you through the full integration process.

1. **Submit questionnaire** - Answer a handful of questions about your company and tech setup. ID5 will need these details to get your integration started. This questionnaire is provided by Amazon and is filled in on their website.

2. **Sign the trial agreement** - One of Amazon's Account Managers will be in touch to discuss the integration process with you, along with providing ID5's ID agreement document.

3. **Add to CMP** - Add ID5 as an approved vendor to your Consent Management Platform (CMP). Our vendor ID is `131`.

4. **Account setup** - Following the creation of your ID5 account, you will now have the opportunity to customize your settings. These settings are updated within Amazon TAM.

5. **Your service begins** - The integration is now complete and ready for action.

Google Secure Signals

09/08/2025 10:30 am EDT

What is Google Secure Signals?

Google Secure Signals enables publishers to deploy the ID5 ID and make it available as a secure signal on RTB requests through Authorized Buyers, Open Bidding and SDK bidding. Signals will only be generated and shared at the Publishers explicit instruction and only with the bidders the publisher has permitted to receive the signals. Publishers benefit by bringing their identity strategy to their Google tech stack with a lightweight integration, resulting in more addressable inventory and improved monetization.

Publisher Integration

1. For publishers to integrate with ID5 through Google Secure Signals, a Partner Number will be needed from ID5 Partner Number. This can be requested by signing up with ID5 on our website).

2. Sign in to Google Ad Manager.

3. Click **Admin**, then Global settings, and then Ad exchange account settings.
4. In the "**Secure signal sharing**" section, click the toggle on to allow secure signal sharing and click Save.
5. Click **Inventory**, then **Secure Signals**, this will show you a list of secure signals you can share.
6. Toggle ID5 **on**
7. For web integrations, there are a few integration options:

- a) Deploy the signal collection script for an existing Prebid UserID module. Under "Signal collection deployment", select Prebid UserID module. This will enable Google to collect the ID5 ID from your current Prebid UserID deployment of the ID5 ID. If you haven't done so already, to receive the most valuable ID5 IDs, ensure you are passing ID5 additional signals, such as hashed email.

- b) Google can deploy the signal collection script for you by selecting **Google deploy** under "**Signal collection deployment**". For this to work, add the following code to the `<head>` part of your website:

  ```
  window.ID5EspConfig = {
    partnerId: 123 // 123 should be modified with your own partnerId
  };
  ```

  Note, this integration does not support the provision of additional signals like hashed emails to ID5 and, therefore, may reduce ID precision.

- c) Under "**Signal collection deployment**", select the "**Publisher deploy**" option, deploy the ID5 JS API with GSS provider enabled. The benefit of this option is that you can provide ID5 additional signals, such as hashed email, resulting in more valuable ID5 IDs.

9. Under "**Signal collection deployment**", select Share to share secure signals on **non-personalized (NPA) ad requests**.
10. To share secure signals with bidders, click **Delivery**, then **Demand channel settings**.
11. Under the "**Default settings**" tab, click **Secure signal sharing**.
12. Turn **on** the toggle for the desired demand channels. Bidders can now receive the secure signals you share with them.

> Bidders must choose whether they want to receive a signal (from any publisher) when it's available. We recommend reaching out to your main bidders and letting them know to pick up the encrypted ID5 ID.

You can read more about Google's Secure Signals here.

Signal Obfuscation

06/04/2025 3:27 pm EDT

How Publishers Can Future-Proof Their Addressability Strategy

Browsers and Operating Systems are taking incremental steps to obfuscate identification signals from third parties. From the recent release of Apple's iOS15, which introduced features including Hide my IP and Private Relay, to Google's announcement that it is planning to reduce the granularity of information presented in user-agent strings on its Chrome browser.

While the removal of traditional identifiers and limiting of signals informing identity resolutions should guarantee higher protection of people's privacy and publisher data, it also poses a challenge. Many players currently rely on these signals for cross-domain and cross-device reconciliation. Apple's recent release of iOS15 has resulted in a rising number of requests where a user's true IP, which contributes to ID creation, is not available to ad tech platforms.

How ID5 Is Mitigating These Challenges

Our mission at ID5 is to help media owners grow sustainable revenue. We have been working alongside publishers and their technology partners to facilitate maximum addressability, monetization, and yield in a privacy-first manner since 2017. We prize our role as a trusted partner to publishers and we want to continue to empower them to address users effectively and minimize the impact of current and upcoming signal restrictions. This is why we have developed an action plan to ensure that our publishers can benefit from a strong, reliable and privacy-first ID.

Supporting additional signals

ID5 supports additional key-values in the pd field for all of its client-side integrations, including Prebid.js, Amazon's APS, and Google ESP. These key-values include:

- IP address
- Domain
- URL
- User agent string

These signals, in addition to the other signals we support, play a vital role in facilitating the reliable identification of users. We strongly encourage publishers to pass these signals to ID5 in the pd string, as detailed in the **Passing Partner Data to ID5** documentation.

By leveraging ID5's ability to ingest additional signals, publishers can benefit from an ID offering maximum accuracy and scale, in addition to standing the test of time if further signal restrictions for ad tech platforms come into play.

TrueLink Integration

03/14/2025 8:42 am EDT

Introduction to TrueLink

TrueLink is an advanced client-side integration method designed to enhance your existing ID5 setup, whether you're using the standard ID5 JS API or a Prebid implementation (version 9.2.0 and above). By implementing TrueLink, ID5 generates a persistent cross-domain signal for individual users within a specific browser, fully independent of third-party cookies. This is achieved by redirecting users through an ID5-operated domain and storing the ID as a first-party cookie. ID5 leverages this deterministic signal to enhance user identification and produce a high-quality ID5 ID.

Since the ID5 ID is informed by signals derived from the TrueLink integration, publishers may want to optionally want to access a publisher first-party user identifier called the ID5 Guarded Publisher ID (GPID). The GPID is a publisher specific version of the ID5 ID which remains unique for a user across their owned and operated properties within a given browser environment. It's quality is implicitly linked to the provision of signals such as hashed emails and TrueLink signals. The GPID can be used to facilitate use cases such as cross-domain audience building and activation, all without relying on third-party cookies. It may also be used as a PPID within Google Ad Manager.

> During the beta phase and for a limited time, partners with owned and operated inventory integrating TrueLink can optionally access and use a partner-specific version of the TrueLink ID as a PPID. However, please note that since TrueLink is currently supported only in web environments, its coverage is more limited compared to the GPID.

Integrating TrueLink

Library Source

The TrueLink bootstrap JavaScript library source code is accessible via a private GitLab repository. To obtain access, kindly contact your ID5 Representative and provide the email addresses of the users who require access to the repository.

We compile a minified, public version of the library directly from the repository and host it on our CDN at the following location: https://cdn.id5-sync.com/bootstrap/id5-bootstrap.js.

> You should not use the library directly from our CDN. The TrueLink bootstrap library needs to be served through the domain of the webpage.

Integration Guidelines

> A TrueLink integration cannot be used independently of an ID5 integration via JS API or Prebid.

1. The TrueLink bootstrap library must be served through a first-party domain. So if the webpage is `your-domain.com` or `sub.your-domain.com` the bootstrap library should be made available at eg. `your-domain.com/id5-bootstrap.js` or `your-domain.com/assets/boot.js` (the `path` part does not matter). The ways this can be achieved are described in the first-party hosting section.

2. The bootstrap library should be loaded and initialized in the `<head>` section of the webpage, ideally before any other scripts, so the redirect (if it's needed) will happen as fast as possible and the browser won't start rendering content. It is required to pass your ID5 partner ID to the init method. For example, if your ID5 partner ID is `99`:

   ```
   <head>
     <title>Your domain</title>
     <script type="application/javascript" src="https://your-domain.com/id5-bootstrap.js"></sc
     <script type="application/javascript">
       window.id5Bootstrap.initTrueLinkId(99)
     </script>
   </head>
   ```

3. The script will register a global object `window.id5Bootstrap` with method `initTrueLinkId` which should be called directly after including the script. Calling `initTrueLinkId` does few things:

   - The process checks whether ID5 has previously obtained consent on the page and whether the user has consented to ID5 (in applicable regions). If the user has consented and the TrueLink ID is either absent or requires a refresh, the redirect process will proceed. However, if there is no consent information or if the user hasn't consented to ID5, the redirect process will be terminated.

   - Checks if there is a first-party cookie with the TrueLink ID - if yes (and it isn't expired), it returns, if not - it redirects the user to ID5 TrueLink server (https://id5-sync.com/true-link) which will redirect back to the original page with encrypted TrueLink ID in the URL.

   - Checks if there is a TrueLink ID the URL - if yes, it sets it as a first-party cookie and returns.

4. In parallel with the TrueLink bootstrap library, you must be running an ID5 ID integration using the latest version of ID5 JS API, available through our CDN or using our module in Prebid.
   If you run the ID5 ID integration via our Prebid User ID Module, you must run **Prebid.js v8.33.0** or higher and you should provide the `externalModuleUrl` parameter to the our identity module.

> The id5-bootstrap.js operates using encrypted values of the TrueLink ID, which change with each call to the TrueLink endpoint even if the underlying value remains the same. These encrypted values are not intended for direct use. Instead, you should obtain the decrypted TrueLink ID using the ID5 API library methods like described in the example below.

Serving id5-bootstrap.js as First-Party

The TrueLink integration library id5-bootstrap.js must be served as a "first-party" script in order to be able to work. In this sections we document a few possibilities.

Proxy Method (Preferred)

We suggest proxying the TrueLink id5-bootstrap.js library version provided by ID5 through our CDN. This involves fetching the contents of the id5-bootstrap.js script from the CDN on demand or periodically and serving it as a regular asset on your domain.

Alternatively you can set up a proxy rule on your serving or load-balancing infrastructure.

The method for accomplishing this depends heavily on your specific technology stack. If you encounter any issues or have questions, please don't hesitate to reach out to us with a description of your tech stack so we can offer assistance.

This method is preferred since you will benefit from improvements ID5 makes to the id5-bootstrap.js library automatically.

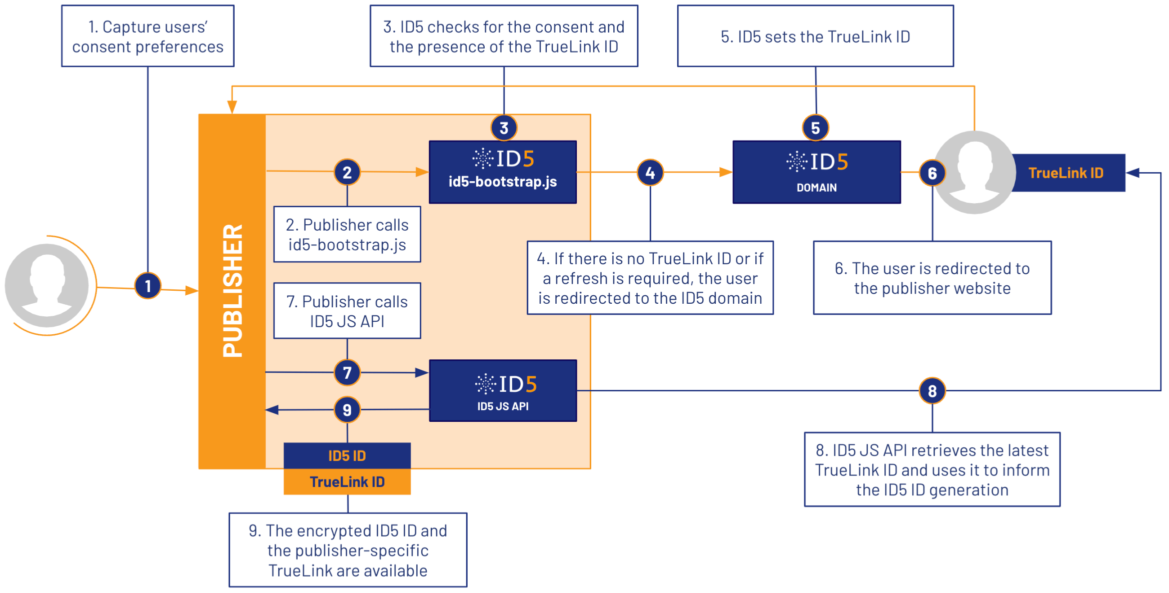
Static Method

An alternative method to achieve first-party hosting is to either copy the TrueLink id5-bootstrap.js library from our CDN or build it from source and then serve the content as you would for any other javascript asset on your webpage.

While this method gives you full control over the contents of the id5-bootstrap.js library, you will be required to update the contents of the script whenever ID5 makes changes to it (to introduce new functionality, bugfixes, etc.) as we don't support outdated integrations.

TrueLink Workflow

The below workflow describes how the TrueLink ID is generated and made available. Please note, users will only be redirected if there is no TrueLink ID set or it requires refreshing. Initially, ID5 only plans to refresh the TrueLink ID once per user per 7 days but may adjust this.


1. Capture users' consent preferences
3. ID5 checks for the consent and the presence of the TrueLink ID
5. ID5 sets the TrueLink ID
PUBLISHER
ID5 id5-bootstrap.js
ID5 DOMAIN
TrueLink ID
2. Publisher calls id5-bootstrap.js
4. If there is no TrueLink ID or if a refresh is required, the user is redirected to the ID5 domain
6. The user is redirected to the publisher website
7. Publisher calls ID5 JS API
ID5 ID5 JS API
ID5 ID
TrueLink ID
8. ID5 JS API retrieves the latest TrueLink ID and uses it to inform the ID5 ID generation
9. The encrypted ID5 ID and the publisher-specific TrueLink are available
1
2
3
4
5
6
7
8
9

Demo Pages

To illustrate how ID5 creates the encrypted and publisher-specific TrueLink IDs for users across publisher media properties, we created the following demo pages - Domain A and Domain B. To see the demo, please start with Domain A and follow the step-by-step commentary to learn more about the actions taking place on each page.

Guarded Publisher ID

03/14/2025 8:37 am EDT

Introduction to Guarded Publisher ID (GPID)

ID5 is offering partners a license to the Guarded Publisher ID, a publisher specific first-party cross-domain identifier. The GPID is a partner specific version of the ID5 ID which remains unique for a user across a owned and operated properties within a given browser environment. It's quality and stability is implicitly linked to the provision of signals such as hashed emails and TrueLink signals. It is especially useful as a first party user identifier for media owners or brands with multiple owned and operated properties with a limited amount of authenticated traffic.

Since the GPID is derived from the ID5 ID but it will not have cross-publisher user reconciliation properties. This means that the same user will have a different GPID on other publishers' domains or apps. The GPID will expire after 90 days in order to protect user's privacy.

The GPID can be used to facilitate use cases such as:

- Cross domain audience building and activation
- Campaign optimisation and frequency capping
- Measurement
- As a Publisher Provided ID (PPID) in an ad server such as Google Ad Manager, Xandr.

The GPID is at its most accurate and stable when publishers:

- Share additional signals like hashed email as described here
- Implement an ID5 TrueLink integration alongside their standard ID5 deployment

Publishers with a Prebid.js integration

Using GPID as PPID in Prebid v9.31 or higher.

Guarded publisher ID is provided as PPID and can be natively used in Prebid after version 9.31. To use it, the `gpid.id5-sync.com` needs to be provided as a ppid source in prebid userSync configuration.

> This implementation will only work if the `externalModuleUrl` is configured in our UserIds Prebid module.

```
pbjs.setConfig({
  userSync: {
    ppid: 'gpid.id5-sync.com',
    userIds: [],  //userIds modules should be configured here
  }
});
```

Publishers with an ID5 JS API Integration

> This is sample code only and may need some modification in your production environment.

```
var id5Callback = function (id5Status) {
// ... existing callback code


// pick up the gpid
  var ppid = id5Status.getGpId();
  if (ppid) {
// pass the gpid as PPID to GPT tag
    window.googletag.pubads().setPublisherProvidedId(ppid);
  }
};
var id5Status = ID5.init({ partnerId: 173 }).onUpdate(id5Callback);
```

Publisher Provided ID (PPID) Provisioning

04/03/2025 10:01 am EDT

Publisher Provided ID (PPID) Provisioning

Some monetization and ad serving platforms like Google and Xandr supporting the passing of a Publisher Provided Identifier (PPID). Google’s PPID, for example, allows publishers to send Google Ad Manager an identifier for use in frequency capping, audience segmentation and audience targeting, sequential ad rotation, and other audience-based ad delivery controls across devices. Provision of a PPID can increase CPMs from Google’s buying stack.

Some publishers have expressed interest in injecting a decrypted ID5 ID into the PPID field, however, there are some challenges with doing this:

- PPID is expected to be a publisher first party ID. The ID5 ID has cross publisher and cross-domain reconciliation properties.
- User’s privacy choices are managed through encryption of the ID5 ID and only vendors with consent are able to decrypt the ID.
- Decryption should not take place client side as this could expose secret keys

ID5 Solutions

The Guarded Publisher ID (GPID) as a PPID

ID5 is offering partners with an ID5 ID deployment a license to the Guarded Publisher ID, a publisher specific first-party cross-domain identifier. The GPID is a partner specific version of the ID5 ID which remains unique for a user across a owned and operated properties within a given browser environment. It's quality and stability is implicitly linked to the provision of signals such as hashed emails and TrueLink signals. You can read more about the GPID and how to retrieve it here.

Google PPID Integration

04/03/2025 10:32 am EDT

PPID

To learn more about Google's PPID product and ID5's solution, pleaseread this first before continuing with the integration below.

Integrate ID5's GPID as Google PPID

Once the steps to register with ID5 as described in the previous page are completed, follow the directions below to retrieve the gpid and pass it as a PPID to Google.

> The below code is for reference purposes only and should be reviewed and modified before being published.

Publishers with a Prebid.js integration:

```
// this function is used to ensure the gpid is available before attempting to read it
pbjs.getUserIdsAsync().then(function (userIds) {
  // pick up the gpid from local storage
  var ppid = JSON.parse(decodeURIComponent(window.localStorage.getItem('id5id'))).gp;

  // pass the gpid as PPID to GPT tag
  window.googletag.pubads().setPublisherProvidedId(ppid);
});
```

Publishers with a ID5 JS API integration:

```
var id5Callback = function (id5Status) {
  // ... existing callback code

  // pick up the gpid
  var ppid = id5Status.getGpId();
  if (ppid) {
    // pass the gpid as PPID to GPT tag
    window.googletag.pubads().setPublisherProvidedId(ppid);
  }
};
var id5Status = ID5.init({ partnerId: 173 }).onUpdate(id5Callback);
```

ID5 JS API Lite

04/01/2025 4:14 am EDT

ID5 JS API Lite

ID5 JS API Lite is a reduced-functionality version of the standard ID5 JS API. Unlike the full API, which facilitates a comprehensive set of identity-related functions, the Lite version is purposefully built to perform a single operation - retrieving an encrypted ID5 ID that has been previously generated by another ID5 integration present on the same page. Compatible ID5 integrations include the standard ID5 JS API, ID5 Prebid module, Amazon Publisher Services (APS), and Google ESP.

ID5 JS API Lite does not perform ID generation, user consent handling, or any additional identity-related processes. It is intended solely for scenarios where ID retrieval is required without the need for full-featured API capabilities.

> If no other qualifying ID5 integration has been executed on the page, ID5 JS API Lite will not be able to retrieve an ID5 ID.

Who is it for?

ID5 JS API Lite is designed for partners with specific technical or operational constraints, such as:

- Scenarios where a minimal integration footprint is critical, for example, when deploying from within a creative.
- Situations where partners need to access an existing encrypted ID5 ID but are unable or prefer not to manage user consent directly.

Example Use Cases

The ID5 JS API Lite is approved for use in a defined set of scenarios, including:

1. Campaign Measurement
Advertisers, ad servers, or measurement providers may deploy ID5 JS API Lite within a creative to collect existing encrypted ID5 IDs and associate them with campaign events such as impressions, clicks, and conversions. This enables accurate campaign performance analysis and ROI measurement in environments where cookies are unavailable or restricted. [Learn more]

2. Activation and Measurement Under Constraints
Certain vendors may require access to existing encrypted ID5 IDs without generating new ones due to legal or technical limitations. For instance, vendors operating within an i-frame may be unable to directly fulfill ID5's contractual obligations regarding user consent collection. In such cases, ID5 JS API Lite can be used to retrieve IDs already generated elsewhere on the page.

ID5 Javascript API Workflow

Here's a step-by-step guide to integrating ID5 effectively. After configuring your ID5 JS API to retrieve the ID5 ID, you can share it with partners on your page using a single JavaScript variable. Partners can then transmit the ID5 ID to their platforms via existing tags or pixels to communicate user identity.

The ID5 ID serves as a key to build and activate audiences, optimize campaigns, and measure performance, even in cookie-less environments. This helps publishers future-proof their user addressability and sustain advertising revenue streams.

1. Register with ID5

The ID5 ID is free to distribute but requires a simple registration with us. If you don’t already have an account with ID5, please visit our website to sign up and request your ID5 Partner Number.

2. Integrate the ID5 JS API Lite

> We recommend that you monitor our releases in order to stay up-to-date with any changes to the library.

The ID5 JS API is an open-source library, available on GitHub: https://github.com/id5io/id5-api.js. All documentation for building and installing the library will be maintained in GitHub, but please reach out to support@id5.io if you have any questions or need help.

ID5 ID Lookup (non-contribution) Mode

02/05/2026 3:45 am EST

ID5 ID Lookup (non-contribution) Mode

ID5 supports retrieving ID5 ids in an ID Lookup mode which does not contribute to the ID5 ecosystem by modifying certain behaviors, like:

- not dropping new 3rd party cookies
- not storing new signals coming from ID Lookup Requests in the ID5 datasets
- not processing any request data for machine learning or model creation

Enabling the ID Lookup Mode

For the ID Lookup Mode to work, it needs to be enabled on partner level and on request level.

To enable it on Partner level please contact your ID5 representative. When ID Lookup Mode is enabled on partner level this partner can only make requests in ID Lookup Mode - other requests will be treated as invalid.

To enable it on request level, you need to configure the `idLookupMode` when initializing the ID5 module of your integration

ID5 Javascript Library

To enable the `idLookupMode` you need to pass the flag when initializing the module, like this:

```
ID5.init({
          partnerId: <yourPartnerId>,
          idLookupMode: true,
          <otherConfigurationProperties>
      }).onUpdate(<callback>);
```

If you enable the `idLookupMode` on the module configuration level but not enable it on the partner level - the request will be treated as invalid. For more detail about ID5 Javascript library please visit it's documentation.

ID5 Prebid module

At the moment `idLookupMode` is supported only when using the external module. To enable it, following properties need to be set:

```
pbjs.setConfig({
  userSync: {
    userIds: [{
      name: 'id5Id',
      params: {
        partner: <yourPartnerId>, // change to the Partner Number you received from ID5
        externalModuleUrl: 'https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js',
        idLookupMode: true,
        //<otherParameters>
      },
      storage: {
        type: 'html5',         // "html5" is the recommended storage type
        name: 'id5id',         // "id5id" is the recommended storage name
        expires: 90,           // storage lasts for 90 days
        refreshInSeconds: 7200   // refresh ID every 2 hours to ensure it's fresh
      }
    }],
    auctionDelay: 50           // 50ms maximum auction delay, applies to all userId modules
  }
});
```

For more information about ID5 Prebid module please visit it's documentation.

Lookup Mode limitations

Due to limited capabilities, Lookup mode has certain limitations:

- its not always possible to generate an ID5ID, even if the partner have the necessary consent - if a new ID would be created, instead a response with id "0" is returned
- signals provided in publisher data cannot always be used for identity reconciliation. If the signal was not seen by the ID5 previously, it won't be used to generate new associations with the user
- new 3rd party cookies are not created, which means that in cookie supporting browsers the ID5ID in ID Lookup Mode may show degraded performance compared to regular usage

Decryption Algorithm

06/11/2025 10:17 am EDT

ID5 encrypts the ID that we return in order to enforce the privacy preferences of the consumer and publisher. The algorithm used to decrypt an ID string is computationally inexpensive, only consisting of several XOR operations.

Decryption Key API

In order to perform the decryption, ID5 makes the following elements available via a Decryption Key API:

Name	Format	Description
PartnerKey1	byte[10]	First partner-specific decryption key
PartnerKey2	byte[4]	Second partner-specific decryption key
PartnerKeyId	unsigned short (2 bytes)	ID of PartnerKey, value in the range of [0 - 65535]

The Partner Keys are rotated on a regular basis and we recommend checking for new keys twice a day. When a key rotation occurs, ID5 provides both the old and new keys long enough to ensure all IDs received through the bid stream or data integrations can be decrypted with one of the sets.

> Note: you must **URL-safe base64 decode** the keys that you receive from the Key Management API in order to get the binary `key1` (10 bytes) and `key2` (4 bytes)

Encrypted ID Structure

In its simplest form, the encrypted ID can be defined as follows:

```
base64( [A] ([B1][C1][D1])...([Bn][Cn][Dn]) )
```

where `[A]` is common and the Block of `[B1][C1][D1]` is repeated for every authorized key that may decrypt the ID.

Let’s dive into what each of the components represent:

Common Block

Name	Format	Composition
A	byte[32]	UID (byte form) xor KEY
Key Block	16 bytes	repeated for every authorized key, see below

Key Block

Name	Format	Composition
B	unsigned short (2 bytes)	PartnerKeyId
C	byte[10]	Z xor PartnerKey1
D	byte[4]	KEY xor CRC32(Z) xor PartnerKey2

This results in an encrypted ID that has the following expanded structure:

```
[UID xor KEY] ( [PartnerKeyId & PartnerKeyId1][Z1 xor PartnerKey1][KEY xor CRC32(Z1) xor Partr
```

To better understand what each of these elements mean, see the table below:

Name	Format	Description
UID	byte[32]	UID in byte form
KEY	byte[4]	Random bytes generated at each call
PartnerKeyId	unsigned short (2 bytes)	ID of PartnerKey, value in the range of [0 - 65535]
Z	byte[10]	Random bytes generated at each call for every partner
PartnerKey1	byte[10]	Provided by ID5, rotated regularly
PartnerKey2	byte[4]	Provided by ID5, rotated regularly
CRC32(Z)	byte[4]	A cyclic redundancy check on Z to further randomize the encrypted string

Steps to Decrypt

1. First, base64decode the string received

2. Skip the first 32 bytes (UID xor KEY), and start with the first Partner Block. In the block, read in as one unsigned number (in Java, a 4-byte int would be needed to store the value; in languages that support a 16-bit unsigned data type, it can be used directly) the first 2 bytes in big endian order (= most significant byte at the lowest address and least significant byte at the highest address). This is the PartnerKeyId value. Check if you have a PartnerKey with this ID that has not expired; if yes, you can use it to decrypt. If not, skip to the next Partner Block and repeat. If you reach the end and do not find any PartnerKeyId that you have, you do not have authorization to decrypt this ID.

3. Using PartnerKey1 of the corresponding PartnerKey, perform an XOR operation on the next 10 bytes to expose Z

4. Perform a CRC-32 on Z to generate CRC32(Z). Convert the result (a 32 bit unsigned value) to a 4 byte array in big endian order.

5. Using PartnerKey2, perform an XOR operation on that 4 byte array.

6. With the result, perform another XOR operation on the last 4 bytes of the Partner Block to expose KEY

7. Use KEY to perform an XOR operation on the first 32 bytes of the ID string to retrieve UID in byte form[1]

8. Of the retrieved 32 bytes, convert the first 4 bytes (0-3) to string (which should contain 4 ASCII characters, called the "prefix"), and then base64encode (url/filename safe, without padding) the remaining 28 bytes to retrieve a 38-character string "suffix". Concatenate "prefix" + "suffix" to form the UID string

9. Concatenate the string "ID5-" with the UID string

10. You now have the stable, persistent ID5 Universal ID value that can be used for logging, bidding, data storage, etc.

[1] KEY (4 bytes) needs to be repeated to match length of 32 bytes before performing the XOR, as follows:
    UID[0]UID[1]UID[2]UID[3]UID[4]...UID[29]UID[30]UID[31]
xorKEY[0]KEY[1]KEY[2]KEY[3]KEY[0]...KEY[1] KEY[2] KEY[3]

Example Decryption Implementation

For a more complete reference implementation in Java or Python, please visit https://github.com/id5io/universal-id-decryption-java or https://github.com/id5io/universal-id-decryption-python.

> You must first request access to the repository by emailingsupport@id5.io with the GitHub handles for the relevant people on your team.

```
@Log
class DecryptorImpl implements Decryptor {

    private static final String ID5_PREFIX = "ID5-";
    private static final String ID5_ENCRPYT_PREFIX = "ID5*";

    private static final int UID_PREFIX_LENGTH = 4;
    private static final int UID_SUFFIX_LENGTH = 28;

    static final int A_SIZE = UID_PREFIX_LENGTH + UID_SUFFIX_LENGTH;

    static final int PARTNER_BLOCK_SIZE = 16;

    @Override
    public String decrypt(@NonNull String encryptedStrWithPrefix, @NonNull Map<Integer, Partne
        String encryptedStr = encryptedStrWithPrefix.substring(ID5_ENCRPYT_PREFIX.length());

        byte[] decodedBytes = base64Decode(encryptedStr);

        byte[] key = getKey(decodedBytes, partnerKeyMap);

        if (key == null) {  // no partner block with my partnerKeyId found
            return null;
        }

        byte[] A = Arrays.copyOfRange(decodedBytes, 0, A_SIZE);

        byte[] uid = xor(A, repeatToFillLength(key, A.length));

        return ID5_PREFIX + new String(Arrays.copyOfRange(uid, 0, UID_PREFIX_LENGTH), Standar
            + base64EncodeToString(Arrays.copyOfRange(uid, UID_PREFIX_LENGTH , uid.length));
    }

    private static byte[] getKey(byte[] decodedBytes, Map<Integer, PartnerKey> partnerKeyMa
        LocalDate todayUtc = LocalDate.now(ZoneOffset.UTC);

        for (int i = A_SIZE; i < decodedBytes.length; i += PARTNER_BLOCK_SIZE) {
            // first 2 bytes - B - partnerKeyId
            int partnerKeyId = Ints.fromBytes((byte) 0, (byte) 0, decodedBytes[i], decodedBytes[i +

            PartnerKey partnerKey = partnerKeyMap.get(partnerKeyId);
            if (partnerKey == null) {   // don't have the key
                continue;
            }
            if (expired(todayUtc, partnerKey.getExpiry())) {
                log.warning("Key with ID " + partnerKeyId + " has expired and should be discarded");
                continue;
            }

            // next 10 bytes - C
            byte[] C = Arrays.copyOfRange(decodedBytes, i + 2, i + 12);

            // last 4 bytes - D
            byte[] D = Arrays.copyOfRange(decodedBytes, i + 12, i + 16);


            byte[] Z = xor(partnerKey.getKey1(), C);

            return xor(D, xor(crc32(Z), partnerKey.getKey2()));
        }

        return null;
    }

    static boolean expired(LocalDate todayUtc, Expiry expiry) {
        if (todayUtc.getYear() != expiry.getYear()) {
            return todayUtc.getYear() > expiry.getYear();
        }
        return todayUtc.getDayOfYear() > expiry.getDayOfYear();
    }
}
```

Handling "Fixed" ID5 IDs

In some scenarios, ID5 may return a "fixed" ID5 ID. These "fixed" IDs should be ignored and NOT passed on to other vendors. These ID5 IDs should be excluded from:

- Segment building
- Line item targeting where it might be users as a means to frequency cap, optimize campaigns
- In DSP bidding algorithms
- Private marketplaces, programmatic deals
- Measurement of campaign events

What Types of "Fixed" ID5 IDs Are There?

Encrypted ID of `"0"`

There are a number of instances where ID5 will return an encrypted ID of `"0"`. These include:

- The user has not given ID5 their consent
- The user has opted out

- ID5 detected the request originated from a bot
- The publisher is running an AB test and the user has been placed in a control group

Decrypted ID for Unrecognized Users

ID5 sometimes receives requests from publishers for an ID5 ID, but we do not receive enough signals to resolve the identity of this user with a sufficient level of confidence. We call these "unrecognized users". To help our clients spend their advertising dollars as efficiently as possible, upon decryption, we will return a fixed ID of `ID5-UNRECOGNIZED----------------------------w`for "unrecognized users".

Decryption Key API

06/23/2025 2:17 pm EDT

Overview

ID5 encrypts the ID that we return in order to enforce the privacy preferences of the consumer and publisher. In order to perform the decryption, keys must be pulled via our Decryption Key API as detailed below.

The Partner Keys are rotated on a regular basis and we recommend checking for new keys twice a day. When a key rotation occurs, ID5 provides both the old and new keys long enough to ensure all IDs received through the bid stream or data integrations can be decrypted with one of the sets.

Requests should not be generated in a continuous loop within an application. It is important to retain the keys from the response until the next request is sent.

API Request

Request URL

> https://keys.id5-sync.com/partners/v1/{PARTNER}/keys?token={TOKEN}/

Request Type

HTTP GET

Partner Number

The value `{PARTNER}` in the above example url will be replaced by an ID5-provided Partner Number. This value will be static for you once we set you up in our system. If you haven't already been assigned a Partner Number, please contact us to request one.

Querystring Parameters

Name	Required	Description
token	x	A permanent security token provided by ID5. Please contact ID5 at support@id5.io for your token.
maxCount		Only return the most recent `maxCount` keys. Note: when used together with `maxDaysInPast` , you may not get `maxCount` keys in the response, if there are keys that would be more than `maxDaysInPast` old.
maxDaysInPast		Only return keys for the most recent `maxDaysInPast` days in the past. Note: when used together with `maxCount` , you may not get keys dated back `maxDaysInPast` days, if there are more than `maxCount` keys in that time period.

Note: since usage of either or both of the `maxCount` or `maxDaysInPast` parameters will only

> return the most recent keys, these parameters will require you to manage caching of keys & expirations on your end to maintain a full key set.

Example Request

> GET: https://keys.id5-sync.com/partners/v1/173/keys?token=AABBC

API Response

Body

Name Description
keysetsArray of **Keyset Objects**

> By default we are returning Keys for the past 90 days. With the default response we are returning keys **for the following 5 days**. This will ensure that a decryption client will not be at risk to be unable to decrypt.

Keyset Object

Name	Description
id	PartnerKeyId from the Decryption Process
key1	PartnerKey1 from the Decryption Process
key2	PartnerKey2 from the Decryption Process
expiry	**Expiry Object** describing when this Keyset is valid until

> You must **URL-safe base64 decode** the received key strings to get the binary key1 (10 bytes) and key2 (4 bytes)

Expiry Object

> Expiration occurs at the end of the date listed based on UTC timezone. For example, if the expiration is `2021-08-13` , then the keyset is valid through `2021-08-13T23:59:59 UTC` .

Name	Description
date	Full date that the keyset expires
dayOfYear	Day of year on which the keyset expires. January 1 is considered day 1
year	The year in which the key expires

Example Response

```
{
 "keysets": [
  {
   "id": 3,
   "key1": "fI0uQWaaaaaazdQ",
   "key2": "KICCCA",
   "expiry": {
    "date": "2021-08-13",
    "dayOfYear": 225,
    "year": 2021
   }
  },
  {
   "id": 2,
   "key1": "1234567890",
   "key2": "aaabbb",
   "expiry": {
    "date": "2021-08-12",
    "dayOfYear": 224,
    "year": 2021
   }
  }
 ]
}
```

Bulk Decryption API

10/24/2024 8:36 am EDT

Overview

ID5 encrypts the ID that we return in order to enforce the privacy preferences of the consumer and publisher. Rather than performing the decryption on your own, if you don't need the IDs decrypted in real time, you may choose to use our Bulk Decryption API instead. Using this API, you can send us a set of encrypted ID5 IDs and, if you are allowed to process the user's personal data, we will decrypt it and provide back the ID5 ID.

Request URL

> https://id5-sync.com/partners/v1/{PARTNER}/decryption/batch?token=

Request Type

HTTP POST with JSON body

Request Headers

`Content-Type: application/json`

Partner Number

The value `{PARTNER}` in the above example url will be replaced by an ID5-provided Partner Number. This value will be static for you once we set you up in our system. If you haven't already been assigned a Partner Number, please contact us to request one.

Querystring Parameters

Querystring

Name	Required	Description
token	x	A permanent security token provided by ID5. Please contact ID5 at support@id5.io for your token.

Request Body

> **Note:** A maximum of 10,000 IDs are allowed on a single request. If you have more IDs to decrypt, please send multiple requests.

The body of the request should contain a single JSON object with a key per encrypted ID5 ID. The key can be any unique value that you would like, and the value should be the encrypted ID5 ID. This is done to avoid passing the entire encrypted ID back in the response; instead we will return back an object with the same key and the decrypted ID. See below for an example.

Name	Required	Description
any unique key name	x	The encrypted ID5 ID, sent as a string.

Example Request

> POST: https://id5-sync.com/partners/v1/173/decryption/batch?token=ABC123

```
{
  "1": "ID5*rsuD2O49Tnr",
  "2": "ID5*asdf3kidDFd",
  "3": "ID5*03kdahdIDKf3"
}
```

Response

Body

Name	Description
stats	A **Stats Object**
decryptedIds	A **Decrypted IDs Object**

Stats Object

Name	Description
nbProcessed	Total number of valid records included in the request
nbDecrypted	Number of records decrypted
nbNotDecrypted	Number of records not decrypted

Decrypted IDs Object

Name	Description
unique key name from request	The decrypted ID that matches the encrypted ID with the same key from the request

Example Response

```
{
 "stats": {
  "nbProcessed": 3,
  "nbDecrypted": 2,
  "nbNotDecrypted": 1
 },
 "decryptedIds": {
  "1": "ID5-ZHMOGr6A7",
  "3": "ID5-Sjw-6xJQtdazsH23"
 }
}
```

Ignoring Unrecognized Users

ID5 sometimes receives requests from publishers for an ID5 but we are not provisioned enough signals to resolve the identity of this user with a sufficient level of confidence. We call these ‘unrecognized users'.

To help our clients spend their advertising dollars as efficiently as possible, as of 3rd May 2023, upon decryption, we will return a fixed ID of `ID5-UNRECOGNIZED----------------------------w`for ‘unrecognized users’. We recommend that our partners ignore this ID. This means that this ID5 ID should be excluded from:

- Segment building
- Line item targeting where it might be users as a means to frequency cap, optimize campaigns
- In DSP bidding algorithms
- Private marketplaces, programmatic deals
- Measurement of campaign events

Public Keys API

10/06/2025 6:03 am EDT

Overview

Returns public keys that the requesting partner has access to. These keys can be used in combination with publisher salts retrieved from the Publisher Salts API to convert a decrypted ID5 ID to a Guarded Publisher ID (GPID). The GPID is a publisher specific cross domain, first party identify derived from the ID5 ID.

API Request

Request URL

> https://keys.id5-sync.com/partners/v1/{PARTNER}/publicKeys?token={TOKEN}/

Request Type

HTTP GET

Partner Number

The value `{PARTNER}` in the above example, the URL will be replaced by an ID5-provided Partner Number. This value will be static for you once we set you up in our system. If you haven't already been assigned a Partner Number, please contact us to request one.

Querystring Parameters

Name	Required	Description
token	x	A permanent security token provided by ID5. Please contact ID5 at support@id5.io for your token.

Example Request

> GET: https://keys.id5-sync.com/partners/v1/173/publicKeys?token=AABBC

API Response

Body

Name	Description
gpIdKey	**PublicKey** object used to encrypt Guarded Publisher ID

PublicKey Object

Name	Description

Name	Description
key	String key value

Example Response

```
{
 "gpIdKey": {
   "key": "XYZ-KEY_VALUE"
 }
}
```

Publisher Salts API

10/06/2025 6:01 am EDT

Overview

Returns publisher salts that the requesting partner has access to. These salts can be used to convert a decrypted ID5 ID to a Guarded Publisher ID (GPID). The GPID is a publisher specific cross domain, first party identify derived from the ID5 ID.

API Request

Request URL

> https://keys.id5-sync.com/partners/v1/{PARTNER}/salts?token={TOKEN}

Request Type

HTTP GET

Partner Number

The value `{PARTNER}` in the above example, the URL will be replaced by an ID5-provided Partner Number. This value will be static for you once we set you up in our system. If you haven't already been assigned a Partner Number, please contact us to request one.

Querystring Parameters

Name	Required	Description
token	x	A permanent security token provided by ID5. Please contact ID5 at support@id5.io for your token.

Example Request

> GET: https://keys.id5-sync.com/partners/v1/173/salts?token=AABBC

API Response

Body

Name	Description
salts	Array of **Salt** objects

Salt Object

Name	Description

Name	Description
value	String salt value
partner	The partner to which this salt belongs

Example Response

```
{
  "salts": [{
      "value": "XYZ-KEY_VALUE", "partner": 173
  }]
}
```

ID5 ID > GPID Conversion

10/06/2025 5:59 am EDT

Converting ID5 IDs to GPID

This page provides guidance on how to generate a Guarded Publisher ID (GPID) using the ID5 API. Please contact us to access the sample implementation which is intended for educational purposes and is **not production-ready code**.

Overview

The GPID (Guarded Publisher ID) is a a publisher specific stable identifier derived from the ID5 ID. This sample code demonstrates the process of retrieving an encrypted ID5 ID and converting it to a publisher specific GPID. This involves:

1. Retrieving necessary cryptographic materials from ID5's API

2. Decrypting an encrypted ID5 ID

3. Generating a GPID

Prerequisites to run the example

- Java 17 or higher
- Access to ID5's API (partner ID and token)
- ID5 ID to be converted to GPID
- GPID Partner ID

Dependencies

This project relies on the following dependencies:

- `id5.crypto.decrypt:decryption-java:0.10.0`
- `io.id5.encryption:asymmetric-encryption-java:1.0.0`
- Jackson for JSON processing

GPID Generation Flow

The process to generate a GPID involves several steps:

1. Obtain Partner Keys

Partner keys are used to decrypt the ID5 ID. These are retrieved from the ID5 API:

```
Set<PartnerKey> partnerKeys = getPartnerKeys(partnerId, token);
```

The `getPartnerKeys` method makes an API request to `https://keys.id5-sync.com/partners/v1/{partnerId}/keys` and processes the response to create a set of `PartnerKey` objects.

Partner Keys rotate and should be retrieved from the API daily.

2. Obtain Public Key

The public key is used for asymmetric encoding when generating the GPID and can be retrieved from Public Keys API:

```
String publicKey = getPublicKey(partnerId, token);
```

This method retrieves the public key from `https://keys.id5-sync.com/partners/v1/{partnerId}/publicKeys` .

The public key currently is not rotated. It's recommended to retrieve the public key once and cache it for future use. We may add support for public key rotation in the future, that will be announced in the partner communication.

3. Obtain Salts

Salts are used to ensure uniqueness of the GPID for different publisher partners. They should be retrieved from the Publisher Salts API. An enablement partner such as a Data Management Platform of Customer Data Platform may decrypt and convert ID5 IDs to GPID on behalf of multiple publishers. Such partners must get the ID5 Partner ID for the publishers the intend to do this for and use the Publisher Salts API to retrieve their respective salts.

```
Map<Long, String> salts = getSalts(partnerId, token);
String gpidPartnerSalt = salts.get(gpidPartner);
```

Salts are retrieved from `https://keys.id5-sync.com/partners/v1/{partnerId}/salts` .

The salts currently are not rotated, but can be changed by partners. It's recommended to cache the salts and refresh them once a day.

4. Decrypt ID5 ID

Using the partner keys, decrypt the encrypted ID5 ID. Full instructions on how to decrypt the ID5 ID can be found here:

```
String id5Id = Decryptor.instance().decrypt(encryptedId5Id, partnerKeys);
```

5. Generate GPID

Finally, generate the GPID using the decrypted ID5 ID, public key, and partner salt:

```
AsymmetricEncoder encoder = AsymmetricCiphers.stableAsymmetricEncoder(publicKey);
String gpid = encoder.encode(id5Id, gpidPartnerSalt);
```

Usage Example

The sample can be run with the following command-line arguments (notice that all arguments are enclosed in `"`):

```
./gradlew run --args "<partnerId> <token> <gpidPartnerId> <encryptedId5Id>"
```

Where:

- `<partnerId>` : Your ID5 partner ID
- `<token>` : Your API token for authentication
- `<gpidPartnerId>` : The partner ID for which you want to generate the GPID (can be your partner ID or another partner ID that you have access to)
- `<encryptedId5Id>` : The encrypted ID5 ID that you want to convert to a GPID

Important Notes

1. **This is example code only** and should not be used in production without proper error handling, logging, and security considerations.

2. The API token should be kept secure.

3. Consider implementing caching for partner keys, public keys, and salts to reduce API calls.

4. Implement proper error handling for API failures, network issues, and invalid inputs.

5. In a production environment, you would want to implement retry logic, monitoring, and proper logging.

API Endpoints

The example uses the following ID5 API endpoints:

- `https://keys.id5-sync.com/partners/v1/{partnerId}/keys` - To retrieve partner keys
- `https://keys.id5-sync.com/partners/v1/{partnerId}/publicKeys` - To retrieve public keys
- `https://keys.id5-sync.com/partners/v1/{partnerId}/salts` - To retrieve salts

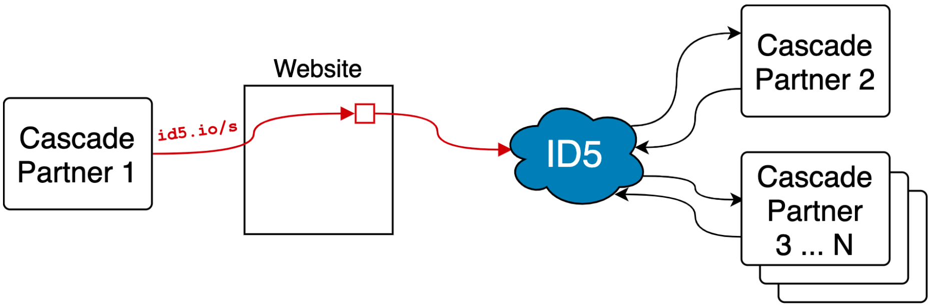
Initiate Cookie Sync to ID5

07/31/2025 9:46 am EDT

Process Overview

While third-party cookies are still in use, ID5 can synchronize with ad tech vendors to enhance user recognition, improving audience addressability and monetization.

ID5 can provide a pixel that can be added to publisher or advertiser pages or dropped alongside other code, like creatives or additional pixels. It can be deployed by a media owner or any ad tech vendor with access to a publisher's page. The pixel sends a request to ID5 with your UID (optional) to initiate a cookie synchronization with approved platforms. ID5 takes user consent into account when determining whether to initiate a cascade and in choosing which platforms to sync cookies with.



1. When you have access to a user's browser (via client-side tags, delivering a creative, etc.), drop our pixel on the page
2. ID5's servers receive the request, store your UID (optional), and determine the best platform to sync with (respecting user privacy choices and your preferences, and optimized by our algorithms)
3. ID5 redirects the request to this platform who in turn redirects back to ID5 with their UID
4. ID5 repeats steps (2) and (3) until we have no more platforms to sync with or the number of cascades you have allowed is reached
5. If you specify a callback URL, ID5 will then call the URL provided

ID5 Cookie Sync Pixel URL with a User ID

https://id5-sync.com/s/**[id5AccountNum]**/**[numCascadesAllowed]**.gif?puid=**[encodedPlatformUid]**&gdpr=**[gdprFlag]**&gdpr_consent=**[tcfConsentString]**&gpp=**[gppConsentString]**&gpp_sid=**[gppApplicableSectio**

URL Path Parameters

Parameter	Type	Description
id5AccountNum	Integer	Your ID account number, provided by ID5
numCascadesAllowed	Integer	Number of additional platform calls allowed on the back of the initial synchronisation call to ID5 (step (4) above). We recommend setting this value to 9.

Querystring Parameters

Parameter	Type	Description
puid	String	Your unique ID for the user, encoded as a url parameter
gdpr	Integer (optional)	Whether or not GDPR applies to this request. Accepted values are 0 or 1.
gdpr_consent	String (optional)	A valid IAB TCF consent string. If the string is missing, misconstructed, or otherwise invalid, we will treat the request as if it has no consent string and process accordingly.
gpp	String (optional)	A valid IAB Global Privacy Platform consent string. If the string is missing, misconstructed, or otherwise invalid, we will treat the request as if it has no consent string and process accordingly.
gpp_sid	String (optional)	The GPP section ID(s) (integers) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation
us_privacy	String (optional)	A valid IAB US Privacy string. If the string is missing, misconstructed, or otherwise invalid, we will treat the request as if it has no US Privacy string and process accordingly.
callback	String (optional)	A URL-encoded url that we will return back to at the end of the cascade chain. If you would like to receive the decrypted ID5 ID in this callback, ID5 can provide a macro in your url where you'd like to receive it. *Please speak with your ID5 Account Manager or contact support@id5.io to enable this feature as this is a paid service.*

Pixels with a Callback

If you'd like to use the callback feature or retrieve the ID5 ID, please inform your ID5 representative so your account can be configured. When performing a user sync with a callback URL, ID5 will cascade through available partners before redirecting to the URL you provided via a 302 redirect. However, in some cases, ID5 will not redirect and will return a 204 response instead.

Cases when ID5 will issue a 204 instead of calling the callback url:

1. You did not have a proper legal basis to process user data (ex: in Europe, you provided a consent string but you did not have consent for Purpose 1)
2. The user has opted out of ID5 (by visiting our Privacy Preferences Center)
3. We detected that the user is blocking third party cookies

Example Implementations

In all examples below, we use `AABBC12345` as the user ID that you would like to send to ID5.

Standard pixel

https://id5-sync.com/s/113/9.gif?puid=AABBC12345&gdpr=1&gdpr_consent=BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA

Pixel with callback

Callback URL: `https://dummyimage.com/600x250&text=HelloWorld`

https://id5-sync.com/s/113/9.gif?puid=AABBC12345&gdpr=1&gdpr_consent=BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA&gpp=DBABMA~BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA&gpp_sid=2&callback=https%3A%2F%2Fdummyimage.com%2F600x250%26text%3DHelloWorld

Pixel with callback receiving the ID5 ID

Callback URL: `https://dummyimage.com/600x250&text=%7BID5UID%7D`

https://id5-sync.com/s/113/9.gif?puid=AABBC12345&gdpr=1&gdpr_consent=BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA&gpp=DBABMA~BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA&gpp_sid=2&callback=https%3A%2F%2Fdummyimage.com%2F600x250%26text%3D{ID5UID}

Initiate by Cookie Sync Pixel URL without a User ID

If you have access to the page you can simply add a pixel tag with URL:

https://id5-sync.com/i/**[id5AccountNum]**/**[numCascadesAllowed]**.gif?gdpr=**[gdprFlag]**&gdpr_consent=**[consent_string]**&us_privacy=**[us_privcacy_string]**&callback=**[callbackUrl]**

or add an iframe with URL:

https://id5-sync.com/iwp/**[id5AccountNum]**/**[numCascadesAllowed]**.html?gdpr=**[gdprFlag]**&gdpr_consent=**[consent_string]**&us_privacy=**[us_privcacy_string]**&callback=**[callbackUrl]**

This endpoint will drop an initial pixel and allows the inclusion of additional pixels, configurable in the ID5 console. For more details or assistance with configuring additional pixels, please contact your ID5 Account Manager or reach out to support at support@id5.io.

URL Path Parameters

Parameter	Type	Description
id5AccountNum	Integer	Your ID account number, provided by ID5
numCascadesAllowed	Integer	Number of additional platform calls allowed on the back of the initial synchronisation call to ID5 (step (4) above). We recommend setting this value to 9.

Querystring Parameters

Parameter	Type	Description
gdpr	Integer (optional)	Whether or not GDPR applies to this request. Accepted values are 0 or 1.
gdpr_consent	String (optional)	A valid IAB TCF consent string. If the string is missing, misconstructed, or otherwise invalid, we will treat the request as if it has no consent string and process accordingly.
gpp	String (optional)	A valid IAB Global Privacy Platform consent string. If the string is missing, misconstructed, or otherwise invalid, we will treat the request as if it has no consent string and process accordingly.

Parameter	Type	Description
gpp_sid	String (optional)	The GPP section ID(s) (integers) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation
us_privacy	String (optional)	A valid IAB US Privacy string. If the string is missing, misconstructed, or otherwise invalid, we will treat the request as if it has no US Privacy string and process accordingly.
callback	String (optional)	A URL-encoded url that we will return back to at the end of the cascade chain. If you would like to receive the decrypted ID5 ID in this callback, include the macro `{ID5UID}` (properly encoded as `%7BID5UID%7D`) in your url where you'd like to receive it). *Please speak with your ID5 Account Manager or contact support@id5.io to enable this feature as this is a paid service.*

Pixel URL

```
https://id5-sync.com/i/113/9.gif
```

Standard Pixel

```
<img src="https://id5-sync.com/i/113/9.gif" style="display:none;" height="0" width="0" id="id5-pixel"/>
```

See a working example on the sample page.

Adding a pixel with JavaScript

```
function firePixel(url) {
let img = new Image();
img.src = url;
}

(function () {
let syncUrl = "https://id5-sync.com/i/113/9.gif"
if (document.readyState !== 'loading') {
  firePixel(syncUrl);
} else {
    document.addEventListener('DOMContentLoaded', function () {
    firePixel(syncUrl);
  });
}
})();
```

See a more advanced example with GDPR consent collecting on the sample page

Adding a pixel as an iFrame

```
<iframe src="https://id5-sync.com/iwp/113/9.html"/>
```

Initiate by ID5-API.JS (Publisher)

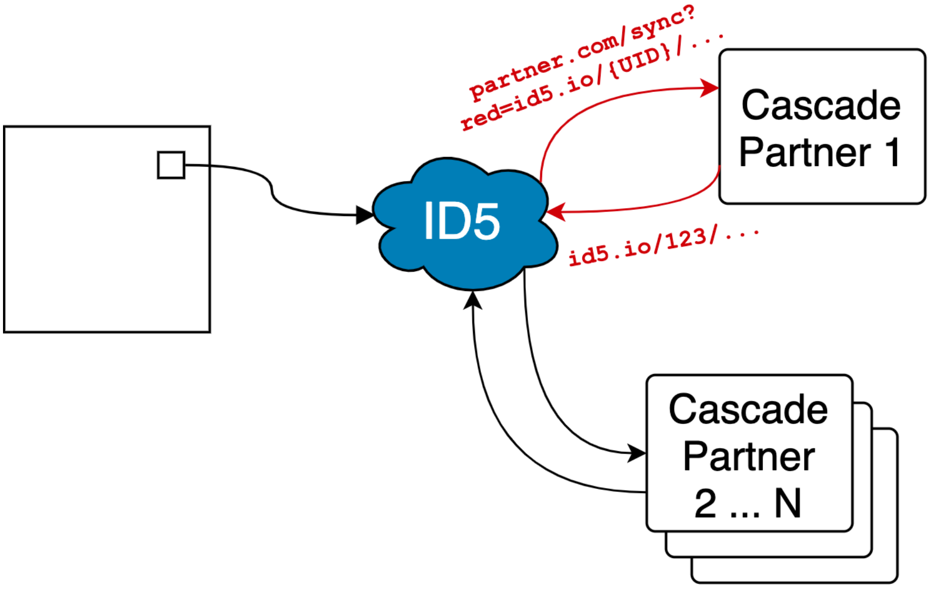
If you have integrated our id5-api.js on your page, user syncing will automatically initiate user syncing once the ID5 ID has been provisioned to the page. No additional user sync integration is required. You can configure the maximum number of syncs using the `maxCascades` property. If you have your own proprietary user ID, you can pass it to the ID5 API via the `partnerUserId` configuration property. More details can be found here.

Receive Cookie Sync from ID5

01/28/2025 2:48 pm EST

Process Overview

As part of our synchronization process, we will need to make requests to your system that will return back to ID5 with your UID. There are several methods supported for this process that are explained in more detail.



1. ID5 will initiate ID synchronizations to you; we refer to these synchronizations as "cascades". In order to receive cascades, you will need to provide ID5 with your cookie sync URL (endpoint). ID5 relies on HTTP redirects (i.e. 302) to handle these cascades.

2. ID5 will call the URL you provide and expect to be called back by redirecting the user to a URL provided by ID5.

> You must always redirect users to the callback URL provided by ID5, even if the user is unknown to your system. If the user is unknown, you should create an identity for this new user and return their new UID to ID5 in the callback, or pass a `0` as the UID.

GDPR Support

ID5 will check that you have consent before performing cookie synchronizations, in addition to checking that ID5 has consent before processing. Within the pixel URL that you provide us during integration setup, you may specify parameters for ID5 to pass you a GDPR flag and an IAB TCF consent string. Typically, the two querystring fields are `gdpr` (with a value of `0` or `1`) and `gdpr_consent` , respectively, but if you have a different setup, please let us know.

If GDPR applies to a particular request, we have a consent string, and you do not have consent, ID5 will not call your pixel. However, if we do call you and you then determine that you do not have proper consent for you to process data, you should still redirect back to ID5 like normal, and pass an empty string as the value for your UID.

Callback URL Options

We support three methods for callback URLs that you must supply us (step 2 in the diagram above). In all cases, we only support making calls to HTTPS endpoints.

1. **Dynamic Callback URL**
    - If you support receiving a dynamic callback URL in the querystring, ID5 will provide a URL containing a macro to be replaced by your UID. This process allows ID5 to update its own synchronization URL without maintenance from you. **This is our recommended implementation.**

2. **Static Callback URL**
    - If you are not able to use a dynamic URL callback in pixel redirection, ID5 can store the state of cascade in cookies or via parameters on the request.
    - *NOTE: this means that you may have to update ID5's callback URL in case of major changes/updates in the process.*

Dynamic Callback URL

In these scenarios, ID5 will dynamically generate a callback URL to our system, providing a mechanism for you to include your UID back to us to complete the sync. We will pass this callback URL in the querystring of the pixel call to your system.

There are three types of callback URLs we can provide:

- Encoded URL with a macro *(recommended)*
- Unencoded URL with a macro
- Appendable encoded URL

Dynamic Callback URL Types

Encoded URL with a Macro

In this scenario, ID5 will call your pixel, passing an encoded URL with a macro into a parameter you define. Your endpoint is expected to decode the URL, replace the macro within the ID5 URL with your UID, and then redirect the browser with a 302 HTTP response to the URL.

URL Syntax

> https://s.platform.com/cookie-sync?callback=**[ENCODEDURL]**
> **{{UID}}**&foo=bar&gdpr_consent=**[TCF_CONSENT_STRING]**&gdpr=**[GDPR_FLAG]**&gpp=**[GPP_CONSENT_STRING]**&gpp_sid=**[GPP_APPLICABLE_SEC**

URL Parameters

Parameter	Type	Description
ENCODEDURL	String	A dynamically generated encoded URL that ID5 will populate in real time during the cascade process
UID	String	UID macro to be replaced with the *encoded* user identifier from your system. This will be placed inside the {ENCODEDURL} value by ID5. The macro text (i.e. `{UID}`) can be any string of text that you will replace with your own ID; this will need to be communicated to ID5 during the pixel set up phase.
TCF_CONSENT_STRING	String	(required in EEA) A valid IAB TCF consent string.
GDPR_FLAG	Integer	(optional) Whether or not GDPR applies to this request. We will send either 0 or 1.
GPP_CONSENT_STRING	String	(optional) A valid IAB Global Privacy Platform consent string.
GPP_APPLICABLE_SECTIONS	String	(optional) The GPP section ID(s) (integers) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation

Unencoded URL with a macro

In this scenario, ID5 will call your pixel, appending an unencoded url with a macro onto your endpoint. Your endpoint is expected to replace the macro within the ID5 URL with your UID and then redirect the browser with a 302 HTTP response to the URL.

URL Syntax

> https://s.platform.com/cookie-sync?callback=**[UNENCODEDURL]**
> **{{UID}}**&foo=bar&gdpr_consent=**[TCF_CONSENT_STRING]**&gdpr=**[GDPR_FLAG]**&gpp=**[GPP_CONSENT_STRING]**&gpp_sid=**[GPP_APPLICABLE_SEC**

URL Parameters

Parameter	Type	Description
UNENCODEDURL	String	A dynamically generated unencoded URL that ID5 will populate in real time during the cascade process
UID	String	UID macro to be replaced with the *encoded* user identifier from your system. This will be placed inside the {ENCODEDURL} value by ID5. The macro text (i.e. `{UID}`) can be any string of text that you will replace with your own ID; this will need to be communicated to ID5 during the pixel set up phase.
TCF_CONSENT_STRING	String	(required in EEA) A valid IAB TCF consent string.
GDPR_FLAG	Integer	(optional) Whether or not GDPR applies to this request. We will send either 0 or 1.
GPP_CONSENT_STRING	String	(optional) A valid IAB Global Privacy Platform consent string.
GPP_APPLICABLE_SECTIONS	String	(optional) The GPP section ID(s) (integers) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation

Appendable encoded URL

In this scenario, ID5 will call your pixel, appending an encoded url without a macro onto your endpoint. Your endpoint is expected to decode the callback URL, append the ID5 URL with your UID, and then redirect the browser with a 302 HTTP response to the URL.

URL Syntax

> https://s.platform.com/cookie-sync?
> foo=bar&gdpr_consent=**[TCF_CONSENT_STRING]**&gdpr=**[GDPR_FLAG]**&gpp=**[GPP_CONSENT_STRING]**&gpp_sid=**[GPP_APPLICABLE_SECTIONS]**&

URL Parameters

Parameter	Type	Description
TCF_CONSENT_STRING	String	(required in EEA) A valid IAB TCF consent string.

Parameter	Type	Description
GDPR_FLAG	Integer	(optional) Whether or not GDPR applies to this request. We will send either 0 or 1.
ENCODEDURL	String	A dynamically generated unencoded URL that ID5 will populate in real time during the cascade process
GPP_CONSENT_STRING	String	(optional) A valid IAB Global Privacy Platform consent string.
GPP_APPLICABLE_SECTIONS	String	(optional) The GPP section ID(s) (integers) in force for the current transaction. In most cases, this field should have a single section ID. In rare occasions where such a single section ID can not be determined, the field may contain up to 2 values, separated by a comma. More information in GPP documentation

Example Implementation

1. ID5 calls your pixel:

> https://s.platform.com/cookie-sync?callback=https%3A%2F%2Fid5-sync.com%2Ftcb%2Ft%3Fpuid%3D{{UID}}&foo=bar&gdpr_consent=BOEFEAyOEFEAyAHABDENAI4AAAB9vABAASA&gdpr=1&gpp=DBABMA~BOEFE

2. You decode the URL and replace `{UID}` with your UID for the user (in this example, ABCDE-12345), then redirect the user to:

> https://id5-sync.com/tcb/t?puid=ABCDE-12345

3. ID5 continues cascading to other platforms

Static Callback URL

In these scenarios, you will hardcode a portion or the entire URL to call back to ID5 after receiving a cookie sync request from us.

There are two types of static callback URLs we support:

- Static Callback URL with Dynamic Parameters *(recommended)*
- Static Callback URL

Static Callback URL Types

- Static Callback URL with Dynamic Parameters
- Static Callback URL

In this scenario, your pixel endpoint will be expected to redirect the browser with a 302 HTTP response to a hardcoded URL that we provide below, while appending any querystring parameters we provided on the call to your servers.

This method is preferred over the normal static callback integration, as it doesn't rely on cookies to store the cascade state.

Callback URL Syntax

> https://id5-sync.com/k/**[id5AccountNum]**.gif?puid=**[encodedPlatformUid]**&**[allQsParamsFromInitialCall]**

Callback URL Parameters

Parameter	Type	Description
id5AccountNum	Integer	Your ID account number, provided by ID5
encodedPlatformUid	String	Your UID for the user, encoded as a url parameter
allQsParamsFromInitialCall	String	One or more querystring parameters that were originally passed to your platform on the request to you. These should not be modified

Example Implementation

1. ID5 calls your pixel:

> https://s.platform.com/cookie-sync?p=123&c=2&ca=8

2. Your pixel would redirect to the following URL

> https://id5-sync.com/k/113.gif?puid=ABCDE-12345&p=123&c=2&ca=8

3. ID5 continues cascading to other platforms

Self-Testing the Cascade

To test the cascade process by yourself, you can emulate the cascade by using the following values as the ID5 redirect URL, placing your UID macro at the end in place of `uidValueHere` :

```
[UNENCODEDURL] = https://id5-sync.com/tcb/t?puid=uidValueHere
[ENCODEDURL] = https%3A%2F%2Fid5-sync.com%2Ftcb%2Ft%3Fpuid%3DuidValueHere
```

The browser should reply with your own user ID. This will allow automated test on both side.

Example Testing

Load your pixel endpoint in a browser, substituting the `[ENCODEDURL]` or `[UNENCODEDURL]` macros from above, making sure to include your UID at the end of our test callback URL.

Receiving the ID5 ID

If you would like to receive the ID5 ID when we cascade to your platform, you will need to provide us with a parameter in your pixel URL that we can pass it into. Simply inform ID5 where we should place the ID5 ID in the querystring and we'll make the necessary updates on our end.

> If you would like to retrieve the ID5 ID, please let your ID5 representative know so we can configure your account accordingly. There may be a commercial impact to turning this on.

Example Receiving the ID5 ID

If you are using an Encoded URL with a macro from above, to receive the ID5 ID your url may look like this instead (adding an `external_id` parameter to the url):

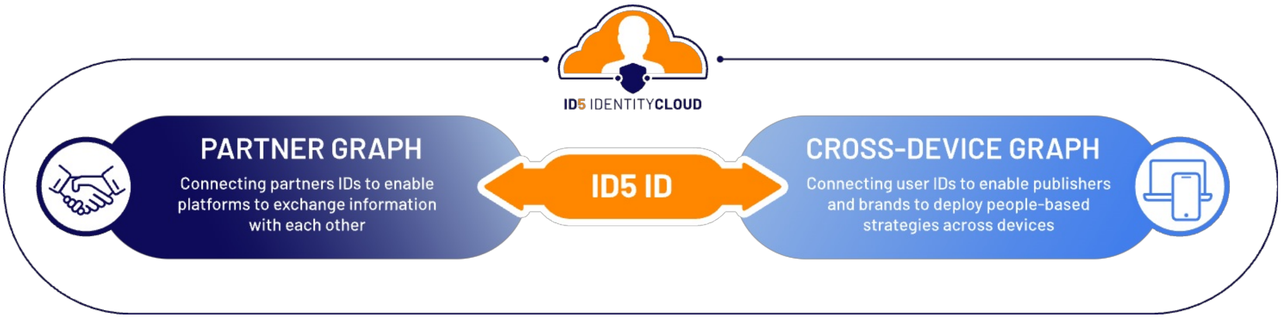
> https://s.platform.com/cookie-sync?callback=https%3A%2F%2Fid5-sync.com%2Ftcb%2Ft%3Fpuid%3D{{UID}}&foo=bar&external_id=ID5*abc123456

Overview of ID5 Identity Graphs

01/16/2025 1:48 pm EST

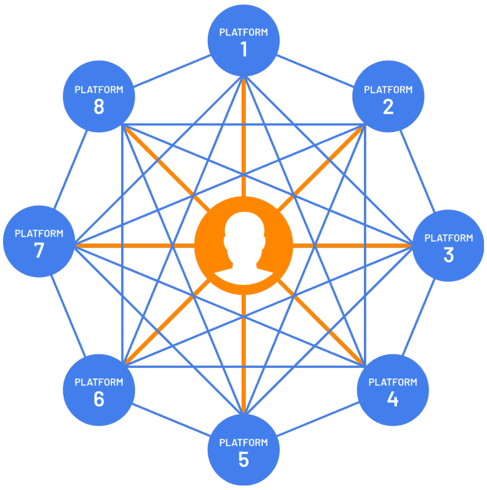
Overview

IdentityCloud includes a Partner Graph and a Cross-Device Graph, both enriched by the ID5 ID.


ID5 IDENTITYCLOUD
PARTNER GRAPH
Connecting partners IDs to enable platforms to exchange information with each other
ID5 ID
CROSS-DEVICE GRAPH
Connecting user IDs to enable publishers and brands to deploy people-based strategies across devices

Partner Graph Overview

ID5's Partner Graph is a centralized graph containing information on how ID5 IDs map to other platforms' cookie-based user IDs and how these different platform user IDs map to each other. By leveraging the ID5 Partner Graph, technology platforms can operate efficiently in cookie-based browsers, while preparing for the post-cookie era, and improve match rates with partners, maximizing advertising results.



Accessing the Partner Graph

Once cookie syncing with ID5 has been implemented, we are able to start delivering user mappings to other platforms. We can deliver these mappings to you in several ways:

> **Streaming File Transfer** | Preconfigured Match Partner UIDs are automatically pushed to you on an incremental basis at regular time intervals

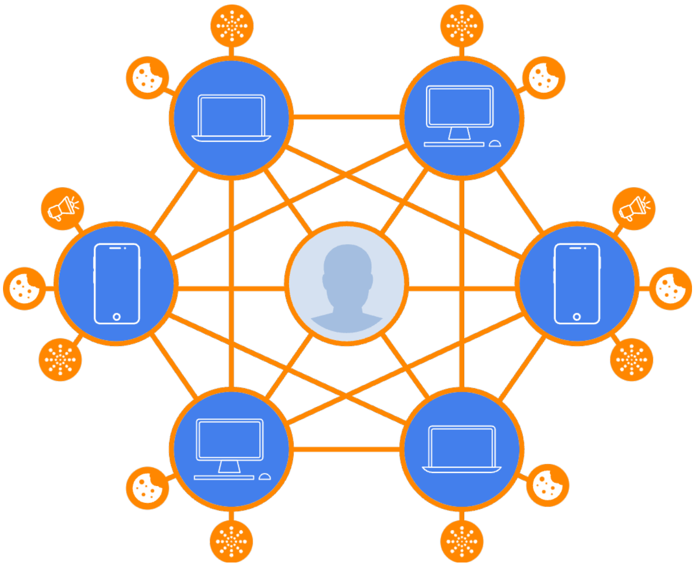
> **File-based UID Matching** | ID5 will match a set of your UIDs provided via an uploaded file to one or more preconfigured Match Partners and return them via file upload

> **Web Service API** | You will make requests to an ID5 endpoint to request user matches to/from a

> preconfigured set of Match Partners for a set of users with near-realtime responses

Cross-Device Graph Overview

ID5's Cross-Device Graph is a privacy-first solution enabling brands and publishers to deploy people-based marketing strategies across devices. It helps brands, ad tech platforms and large publishers to connect different signals (Cookies, MAIDs, CTV ids, etc) to the same individual and/or household. The Cross-Device Graph covers all major European countries. Rather than relying on bidstream data to build its Cross-Device graph, ID5 leverages its direct relationship with publishers to capture consent signals and provide a high quality, privacy-compliant graph.



Accessing the Cross-Device Graph

Typically, cookie syncing is a pre-requisite to the Cross-Device graph (but not always, so speak to your ID5 representative about this).

> **Streaming File Transfer** | ID5 sends the entire graph with pre-configured settings on a weekly basis

Cloud Storage

For both the Partner and Cross-Device graph, we generally rely on an AWS (Amazon Web Service) S3 buckets to exchange data; the S3 Bucket can be provided by ID5 or by you. We also have the option to use a different cloud platform. Please read more on our Client Data-Sharing Specification documentation page.

To comply with the General Data Protection Regulation (GDPR), the AWS S3 bucket must be physically located in a European datacentre (Paris, Dublin or Frankfurt) if it has to handle data related to European users. ID5's platform follows a privacy-by-design principle ensuring that data is protected and that no other piece of information is transferred alongside UIDs.

We recommend that you own the AWS S3 bucket in which pseudonymized UIDs are exchanged. To share the bucket with ID5, you will need to provide ID5 permission via our AWS canonical ID (bucket and permissions can be manually set

> from https://s3.console.aws.amazon.com/ or using the `aws-cli`).

Client Data Sharing Specification

09/09/2025 11:40 am EDT

Exchanging data with ID5

Our main delivery mechanism is to exchange data directly to an AWS S3 bucket or an S3-compatible object storage (e.g., GCS) controlled by the client.

There are several different ways to share data:

1. Client-Hosted Bucket

The preferred method is for clients to host their own S3 or S3-compatible storage. To help with this, ID5 will share our AWS account ID.

The required permissions and examples for select cloud providers are detailed below.

2. ID5-Hosted Buckets (Alternative Option)

For clients unable to host their own S3-compatible storage, we offer an alternative where ID5 hosts the bucket for data sharing.

In this setup, we support two methods for client authentication and access.

Direct IAM User Access

- We can grant permissions directly to the client's AWS account.
- The client can delegate access as required

IAM Role-Based Access

- We provide an IAM role to the client.
- Client applications can then assume the role, gaining the correct permissions to access the bucket.

For either method, we need the client's AWS account ID(s) or canonical user ID(s). The decision between these options will depend on the client's security preferences and existing AWS setup.

For security reasons, ID5 **does not** natively support creating buckets or providing client access via Access and Secret keys.

Data Retention

For all storage hosted by ID5, our data retention policy expires data after 90 days.

Supported Data Formats

We prefer to receive data in Parquet format; however, we also support CSV and JSON, compressed with gzip or ZSTD.

Permissions Details

AWS S3 Bucket Policy Requirements

- Our account ARN is: **arn:aws:iam::243105029713:root**
- We can handle either an entire bucket or a specific prefix.

Permissions needed

- For verification purposes:
  - s3:ListBucket
  - s3:GetObject

- For uploading:
  - s3:PutObject
  - s3:DeleteObject

Policy Example

```
{
  "Version": "2012-10-17",
  "Statement": [
    {
      "Sid": "",
      "Effect": "Allow",
      "Principal": {
        "AWS": "arn:aws:iam::243105029713:root"
      },
      "Action": [
        "s3:GetObject",
        "s3:PutObject",
        "s3:DeleteObject"
      ],
      "Resource": [
        "arn:aws:s3:::bucket-name/some/prefix/*"
      ]
    },
    {
      "Sid": "",
      "Effect": "Allow",
      "Principal": {
        "AWS": "arn:aws:iam::243105029713:root"
      },
      "Action": [
        "s3:ListBucket"
      ],
      "Resource": [
        "arn:aws:s3:::bucket-name"
      ],
      "Condition": {
        "StringLike": {
          "s3:prefix": [
            "some/prefix/*"
          ]
        }
      }
    }
  ]
}
```

Other S3-compatible services

- For S3-compatible services, we require that the client provide us with:
  - The endpoint URL
  - An Access Key ID
  - A Secret Access Key
- The bucket should have a policy equivalent to that granted to an AWS S3 Bucket. E.g. s3:ListBucket, s3:GetObject, s3:PutObject, s3:DeleteObject, etc.

GCP

- For GCP integration, we require the client to generate HMAC keys with matching access to the storage.
- This leverages the interoperability layer offered by GCP.

Azure

- Azure does not offer first-party S3 compatibility, but several open-source services re-expose the API as S3-compatible.

IP Onboarding

01/15/2026 8:55 am EST

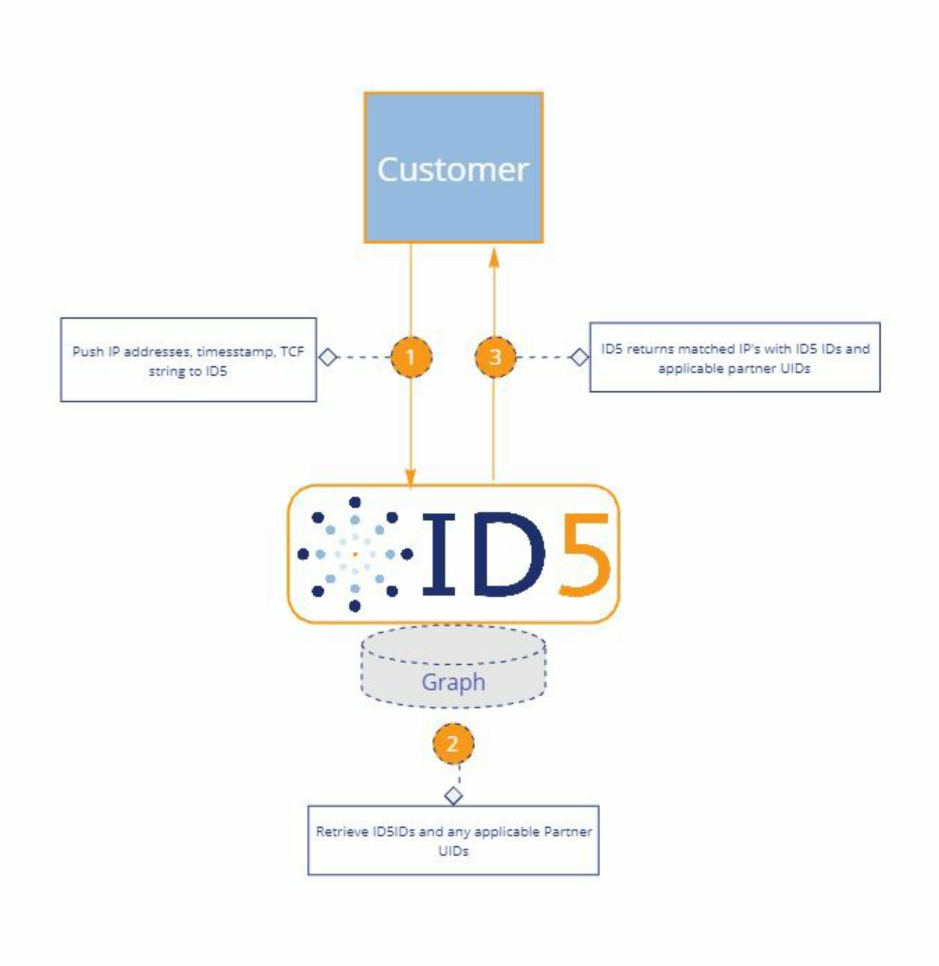
Overview

Customers may have a wealth of collected IP addresses that they would like to translate to online identifiers to faciliate the monetization of cookieless inventory via bid enrichment as well as enable audience building activation use cases. IP onboarding allows customers to connect their IP addresses to ID5 IDs or other applicable Partner User IDs providing a privacy-safe view of their traffic.

How does the IP onboarding work?

A customer can send ID5 a list of consented IP addresses and receive back a matching file with IPs associated with the ID5 IDs and any applicable Partner IDs. Depending on whether the customer desires scale, ID5 can optionally return the most recent ID5 ID seen for an IP in the lookback window or indeed all ID5 IDs seen for a given IP the lookback window (configurable). The IP onboarding can be done on a daily or weekly basis.

Solution Overview


Customer
Push IP addresses, timesstamp, TCF string to ID5
1
3
ID5 returns matched IP's with ID5 IDs and applicable partner UIDs
ID5
Graph
2
Retrieve ID5IDs and any applicable Partner UIDs

1. The customer sends ID5 signal data: IP address, timestamp (optional), and consent string (optional and only for GDPR countries).
2. ID5 matches the signals against its global footprint. ID5 will not create ID5 IDs from IP addresses, simply look up ID5 IDs for a given set of IPs.
3. ID5 returns back to the customer a file with IP addresses matched to ID5 IDs and other Partner User IDs

4. The customer uses the IDs to enrich the bidstream, activate audiences or leverage them for other addressability use cases.

Expected input

Paths

The customer has to make sure the files containing the IPs to match are placed either

- into a separate directory every day with the naming convention `DATE=<ISO date>`
- into one single location which gets overwritten to (frequency of overwrite doesn't matter)

The files can have any name but the file name cannot be used to partition by day.

Examples:

Single directory, files get overwritten. Eg: `/ips/overwritten/all-ips_1.csv` , `/ips/overwritten/all-ips_2.csv` , ...
Separate directories partitioned by day. Eg: `/ips/DATE=2024-04-04/ips_1.csv` , `/ips/DATE=2024-04-04/ips_2.csv` , `/ips/DATE=2024-04-05/ips_1.csv` , ...
Any other partitioning scheme is not acceptable. Eg: `/ips/ips_2024_04_01.csv` , `/ips/ips_2024_04_02.csv` , ...

Format and content

The input format can be either

- Parquet
- CSV with headers, comma separated and optional quotes

We expect the following columns. Column names must be respected.

Field	Type	Description	Sample Value
ip	String	The IP to onboard	`1.1.1.1`
consent_string	String (optional, nullable)	The TCF V2 consent string	`CP9mGvtP9mGvtPIAAAENCZCAAAAAAAAAAAAAAAAAAAA.II7Nd_X__bX9...`
timestamp	String (optional, nullable)	The timestamp associated to the IP in ISO-8601 format	`1994-11-05T13:15:30.114Z`

The timestamp is optional and is not part of the processing but is supported for user convenience: ID5 will copy the content of the timestamp column to the output.

Other

We suggest uploading a _SUCCESS file in the input prefix once upload has completed, so that we know when all files have finished uploading, and don't perhaps start transferring files before completion.

Delivery Frequency

ID5 will deliver the matching file to the customer’s S3 bucket on a daily or weekly basis. The matching happening on a given day will read and write using the date of the previous day / week. For example:

- On a daily match performed on the 5th October 2024, ID5 will read the data of `2024-10-04`
- On a weekly match performed on the 12th September 2024, ID5 will read the data of `2024-09-05`

The delivery date used to name the output files will correspond to that of the input files.

Matching File Content

The columns in the table below are included in the ID5 matching file returned to the customer.

The customer has the option to choose whether to match IP addresses to multiple ID5 IDs or just to the most recent ID5 ID. The customer will receive one data set (which may be comprise of one or multiple files with the same format) with the results of the matching process.

If some ID5 partner cookie matching has been requested, additional rows with ID5 partner user identifiers are delivered into the output data set. So the same ip / id5id pair can be present multiple times but every time with a different partner_id / partner_uid. The fields partner_id / partner_uid will be `null` if no matching ID5 partner identifier is found for that ip / id5id pair.

IPs that cannot be matched (there may be several reasons for that) will not be included in the output.

By default, we will only output the ID5 IDs matched that have had consent via the TCF V2 consent string.

By default, we will output the TCF V2 consent string associated with the ID5 ID, if the input does not already contain it.

Field	Type	Description	Sample Value
ip	String	The IP related to the specific ID/IDs	`1.1.1.1`
id5id	String	The Associated ID5 ID	`ID5-bafePfLpB9wsv5hp-ct4NcB5vIQD-G9MAja-Lm7f1g`
partner_id	Long integer (optional, nullable)	The identifier of the ID5 Partner we matched with	`264`
partner_uid	String (optional, nullable)	The user ID according to the matched partner	`4360196598752625072` (Example for The Trade Desk)
timestamp	String (optional, nullable)	The timestamp passed in the input	`1994-11-05T13:15:30.114Z`
consent_string	String (optional, nullable)	TCF V2 consent string associated with the ID5 ID that was matched	`CP9mGvtP9mGvtPIAAAENCZCAAAAAAAAAAAAAAAAAAAA.II7Nd_X__bX9...`

Output File Formats and Paths

ID5 supports two file formats when delivering the IP matching file: CSV and Parquet. The output will be stored on a partitioned basis using the format:

`<configurable prefix>/DATE=<ISO date>/<some random filename>.[csv.gz|snappy.parquet]`

Examples:

- `/id5/output/DATE=2024-04-09/part-00000-tid-5623552081912624944-0b8fafa8-51a6-4f35-978c-2cd65b4957f3-85138-1-c000.snappy.parquet`
- `/id5/csv_output/DATE=2024-04-07/part-00000-tid-8976522081912665533-ca6f3876-557d-4de3-bf76-32330850a2d8-78652-1-c000.csv.gz`

- Parquet
    - A binary, data efficient file format which will contain all of the supplied data fields in a flat file structure. The files are compressed using the `snappy` algorithm.
- CSV
    - The CSV file contains all of the supplied fields in a flat file structure. The separator is `,` (comma) and the quotes `"` are added only if required. The output files are compressed using the `gzip` algorithm.

      CSV Example

      In this example, we're using the CSV format without timestamps. First row in the example is the headers, second one an ip / id5id which additionally has an ID5 partner cookie match and the third one has no partner cookie match.

      ```
      ip,id5id,partner_id,partner_uid
      67.244.50.69,ID5-ZHMOx88UySFiiNN0lpFvLeZ9yAyhi_P0xfGc9fw7yQ,264,4360196598752625072
      35.137.25.212,ID5-a9ddxNN39ol_silnqpcuG9bYnzrOcmfCt804_cNL0w,,
      ```

MAID Onboarding

03/04/2025 9:50 am EST

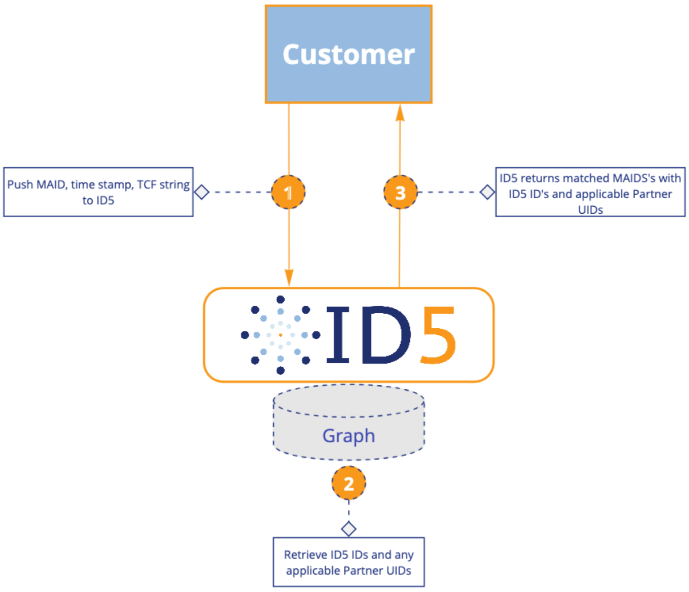
Overview

Customers may have a wealth of collected MAIDs that they would like to translate to online identifiers to faciliate the monetization of cookieless inventory via bid enrichment as well as enable audience building activation use cases. MAID onboarding allows customers to connect their MAIDs to ID5 IDs or other applicable Partner User IDs providing a privacy-safe view of their traffic.

How does the MAID onboarding work?

A customer can send ID5 a list of consented MAIDs and receive back a matching file with MAIDs associated with the ID5 IDs and any applicable Partner IDs. Depending on whether the customer desires scale, ID5 can optionally return the most recent ID5 ID seen for a MAID in the lookback window or indeed all ID5 IDs seen for a given MAID via the lookback window (configurable). The MAID onboarding can be done on a daily or weekly basis.

Solution Overview



Customer
Push MAID, time stamp, TCF string to ID5
1
3
ID5 returns matched MAIDS's with ID5 ID's and applicable Partner UIDs
ID5
Graph
2
Retrieve ID5 IDs and any applicable Partner UIDs

1. The customer sends ID5 signal data: MAID, timestamp (optional), and consent string (optional and only for GDPR countries).

2. ID5 matches the signals against its global footprint. ID5 will not create ID5 IDs from MAIDs, rather simply look up ID5 IDs for a given set of MAIDs.

3. ID5 returns back to the customer a file with MAIDs matched to ID5 IDs and other Partner User IDs

4. The customer uses the IDs to enrich the bidstream, activate audiences or leverage them for other addressability use cases.

Expected input

Paths

The customer has to make sure the files containing the MAIDs to match are placed either

- into a separate directory every day with the naming convention `DATE=<ISO date>`
- into one single location which gets overwritten to (frequency of overwrite doesn't matter)

The files can have any name but the file name cannot be used to partition by day.

Examples:

Single directory, files get overwritten. Eg: `/maids/overwritten/all-maids_1.csv` , `/maids/overwritten/all-maids_2.csv` , ...
Separate directories partitioned by day. Eg: `/maids/DATE=2024-04-04/maids_1.csv` , `/maids/DATE=2024-04-04/maids_2.csv` , `/maids/DATE=2024-04-05/maids_1.csv` , ...
Any other partitioning scheme is not acceptable. Eg: `/maids/maids_2024_04_01.csv` , `/maids/maids_2024_04_02.csv` , ...

Format and content

The input format can be either

- Parquet
- CSV with headers, comma separated and optional quotes

We expect the following columns. Column names must be respected.

Field	Type	Description	Sample Value
maid	String	The MAID to onboard	`03516956-ab79-4801-bec3-fc366a05d795`
consent_string	String (optional, nullable)	The TCF V2 consent string	`CP9mGvtP9mGvtPIAAAENCZCAAAAAAAAAAAAAAAAAAAAA.II7Nd_X__bX9...`
timestamp	String (optional, nullable)	The timestamp associated to the MAID in ISO-8601 format	`1994-11-05T13:15:30.114Z`

The timestamp is optional and is not part of the processing but is supported for user convenience: ID5 will copy the content of the timestamp column to the output.

Delivery Frequency

ID5 will deliver the matching file to the customer’s S3 bucket on a daily or weekly basis. The matching happening on a given day will read and write using the date of the previous day / week. For example:

- On a daily match performed on the 5th October 2024, ID5 will read the data of `2024-10-04`
- On a weekly match performed on the 12th September 2024, ID5 will read the data of `2024-09-05`

The delivery date used to name the output files will correspond to that of the input files.

Matching File Content

The columns in the table below are included in the ID5 matching file returned to the customer.

The customer has the option to choose whether to match MAIDs to multiple ID5 IDs or just to the most recent ID5 ID. The customer will receive one data set (which may be comprise of one or multiple files with the same format) with the results of the matching process.

If some ID5 partner cookie matching has been requested, additional rows with ID5 partner user identifiers are delivered into the output data set. So the same maid / id5id pair can be present multiple times but every time with a different partner_id / partner_uid. The fields partner_id / partner_uid will be `null` if no matching ID5 partner identifier is found for that maid / id5id pair.

MAIDs that cannot be matched (there may be several reasons for that) will not be included in the output.

By default, we will only output the ID5 IDs matched that have had consent via the TCF V2 consent string.

By default, we will output the TCF V2 consent string associated with the ID5 ID, if the input does not already contain it.

Field	Type	Description	Sample Value
maid	String	The MAID related to the specific ID/IDs	`03516956-ab79-4801-bec3-fc366a05d795`
id5id	String	The Associated ID5 ID	`ID5-bafePfLpB9wsv5hp-ct4NcB5vIQD-G9MAja-Lm7f1g`
partner_id	Long integer (optional, nullable)	The identifier of the ID5 Partner we matched with	`264`
partner_uid	String (optional, nullable)	The user ID according to the matched partner	`4360196598752625072` (Example for The Trade Desk)
timestamp	String (optional, nullable)	The timestamp passed in the input	`1994-11-05T13:15:30.114Z`
consent_string	String (optional, nullable)	TCF V2 consent string associated with the ID5 ID that was matched	`CP9mGvtP9mGvtPIAAAENCZCAAAAAAAAAAAAAAAAAAAAA.II7Nd_X__bX9...`

Output File Formats and Paths

ID5 supports two file formats when delivering the MAID matching file: CSV and Parquet. The output will be stored on a partitioned basis using the format:

`<configurable prefix>/DATE=<ISO date>/<some random filename>.[csv.gz|snappy.parquet]`

Examples:

- `/id5/output/DATE=2024-04-09/part-00000-tid-5623552081912624944-0b8fafa8-51a6-4f35-978c-2cd65b4957f3-85138-1-c000.snappy.parquet`
- `/id5/csv_output/DATE=2024-04-07/part-00000-tid-8976522081912665533-ca6f3876-557d-4de3-bf76-32330850a2d8-78652-1-c000.csv.gz`

- Parquet
    - A binary, data efficient file format which will contain all of the supplied data fields in a flat file structure. The files are compressed using the `snappy` algorithm.
- CSV
    - The CSV file contains all of the supplied fields in a flat file structure. The separator is `,` (comma) and the quotes `"` are added only if required. The output files are compressed using the `gzip` algorithm.

CSV Example

In this example, we're using the CSV format without timestamps. First row in the example is the headers, second one an maid / id5id which additionally has an ID5 partner cookie match and the third one has no partner cookie match.

```
maid,id5id,partner_id,partner_uid
03516956-ab79-4801-bec3-fc366a05d795,ID5-ZHMOx88UySFiiNN0lpFvLeZ9yAyhi_P0xfGc9fw7yQ,264,
11cde477-3ab7-429b-ba3e-a851d5d35539,ID5-a9ddxNN39oI_silnqpcuG9bYnzrOcmfCt804_cNL0w,,
```

Hashed Email Onboarding

01/21/2026 6:30 am EST

> Hashed Email Onboarding is an Alpha service available in the United States only. ID5 welcomes feedback and suggestions.

How the HEM Onboarding Service Works

> Emails must be normalized and hashed using SHA-256. Normalization and hashing must strictly follow the instructions in section titled '**Normalizing Hashed Inputs**' available here.

Customers submit a file containing **normalized, hashed emails (HEMs)** to ID5. ID5 processes the file and returns a **matching output file** that maps each HEM to:

- ID5 IDs
- Mobile Advertising IDs (MAIDs)
- Any applicable Partner UIDs

Input Data Requirements

Submission Scope

Clients must inform ID5 which:

- Partner cookies that should be included in the output
- The platforms you intend to activate in so the ID5 ID can be encrypted appropriately

Each submission must include **all HEMs intended for matching**, not only incremental updates. This is required for:

1. **Opt-out compliance**
   ID5 expects to receive HEMs **only for users who have not opted out**. Files must already exclude opted-out users before upload.

2. **UID refresh**
   UIDs associated with a user may change over time.
   Submitting the full dataset ensures clients receive refreshed UIDs for optimal activation.

> For measurement use cases, clients should retain all UIDs associated with their hashed emails for the measurement period of interest. Be sure to purge any data associated with opted out users.

File Format

> While ID5 can support CSV for input and output files, we recommend using **Parquet** wherever possible. CSV is comparatively inefficient and more costly to process, and should generally be used only when Parquet is not an option.

- Format: **Parquet / CSV with headers, comma separated (could be gzipped)**
- Schema: File must contain one column named `hem`

Upload Location & Structure

- Data should be uploaded to an **S3 location agreed upon with ID5**, organized in folders named `/DATE=yyyy-mm-dd` , where `yyyy-mm-dd` represents the upload date.
- empty `_SUCCESS` file must be written to the folder upon completion

Upload & Delivery Frequency

- Supported frequencies:
  - Daily
  - Weekly

Output Matching File Content

The output file contains one row per matched UID.

Field Name	Description
`hem`	HEM from input
`uid`	A matching UID
`uid_type`	Type of the matching UID, which can be: `id5UID` , `encrypted_id5UID` , `android` , `ios` , `partner`
`partner_id`	An integer indicating ID5 partner ID when `uid_type` = `partner,` otherwise `null`
`ortb_matchmethod` (optional)	Enum (0–5 or 500+), per OpenRTB match method (see spec)

Note:
When the matching UID is a partner cookie UID:

- `uid_type` is always set to `partner`

- `partner_id` identifies the partner that owns the cookie

Output Delivery

- Output files are delivered in **Parquet or CSV format**
- Delivered to a **customer-specified location**
- Folder structure: `/DATE=yyyy-mm-dd/target_partner=partner_id` . When the same set of input HEMs are processed for multiple activation platforms, the output data may differ for each platform. In this case, results are stored separately under the corresponding `target_partner=partner_id` folder.
- Unless otherwise requested, ID5 will include the ID5 ID in encrypted format. This means the activation platform will have to decrypt the ID5 ID in order to activate

How does ID5 match UIDs to hashed emails?

ID5 uses both probabilistic and deterministic methods to match UIDs to hashed emails. Depending on whether your priority is precision vs scale, ID5 can adapt the pipeline configurations to help you achieve your goals.

Direct Platform Activation

If you would like ID5 to push your onboarded HEMs into an activation platform, please get in touch to discuss requirements.

Cross-Device Graph File Transfer

04/17/2025 9:45 am EDT

Overview

Cross-Device Graph files can be used to understand linkages between multiple device identifiers for a single user as well as household-level connections.

Delivery Frequency

The Cross Device Graph standard delivery frequency is once per week delivered to a cloud storage location of chosing. Upon request it can also be delivered twice a week

File Content

The following fields are included in the ID5 Cross-Device file:

Field	Type	Description	Sample Value
household	String	An id representing the household to which the `individual` and `uid` s belong to, persistent week overweek. Can have multiple `individuals` as child elements	-832804578628106716
individual	String	Persistent unique user ID remains consistent week over week in order to help you track a cluster over time, even if some of its IDs change. Can have only one parent `household` and multiple `uid` s as child elements	-855054884655
type_uid	String	A field, associated to a `uid` , which represents the type of device it is (MAID, Cookie Id, etc). See below for a full list of options	id5UID
uid	String	A cookie or ad ID that belongs in the cluster. It can only have one `individual` as a parent.	e6aa35ab-55ce-4471-8644-231f22a1c9fc
country	String	Country Code (2 letter format)	DE

The following fields are also available and can be added upon request:

Field	Type	Description	Sample Value
consent_string	String	(Optional) The TCF consent string for that specific ID	CPc314...
timestamp	Integer	(Optional) The timestamp of the last seen event for that specific ID, as a unix timestamp	1660309206

Possible `type_uid` Values

The following list contains possible `type_uid` values:

Value	Description
id5UID	A decrypted ID5 ID
ios	Apple's ID for Advertisers on mobile devices
android	Android's Advertising ID on mobile devices

Value	Description
(Partner id name)	A Partner cookie ID or Universal ID (contact your sales representative for a full list)

Additional Features

Filtering on IPs

A customer can send ID5 a list of IPs and ID5 will return only the portion of the Cross Device Graph where households have those IPs. This resulting graph will have an additional IP column.

Filtering on MAIDs

Provided with a list of MAIDs, ID5 can return the portion of the Cross Device Graph where households or individuals have those MAIDs. Whether it is at the household or individual level should be specified explicitly. Default is at the household level.

Filtering on ID5 IDs

Same as filtering on MAIDs above, except here ID5 IDs are provided.

Note: If more than one filtering is requested, then a separate graph will be generated for each filtering. Combination of more than one in the same graph is not supported.

File Format

ID5 supports four file formats when delivering the graph file: Parquet, CSV, and TSV.

- Parquet
- TSV / CSV

A binary, data efficient file format which will contain all of the supplied data fields in a flat file structure.

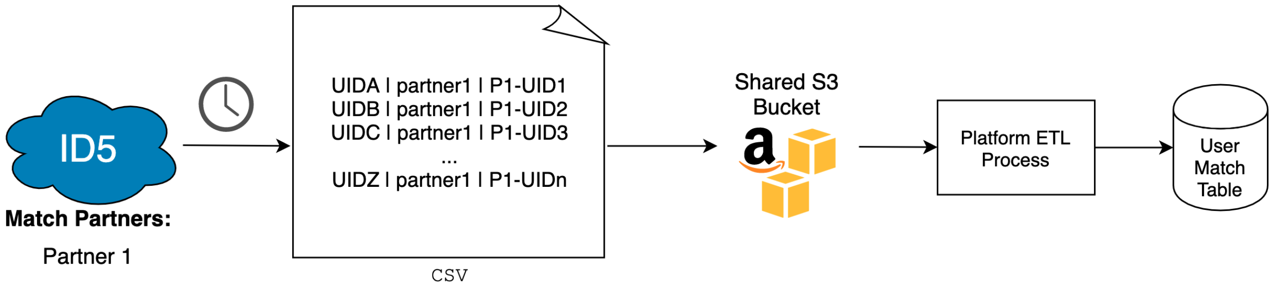
Handling Opt Outs

ID5 can provide daily opt out files that contain a list of ID5 IDs that you should remove from the graph. The files will contain one ID5 ID per row. Additionally, ID5 will remove the opted out ID5 IDs from the next version of the weekly graph file.

Partner Graph File Transfer

01/19/2026 7:34 am EST

Overview


ID5
Match Partners:
Partner 1
UIDA | partner1 | P1-UID1
UIDB | partner1 | P1-UID2
UIDC | partner1 | P1-UID3
...
UIDZ | partner1 | P1-UIDn
CSV
Shared S3 Bucket
Platform ETL Process
User Match Table

With the Partner Graph File Transfer, your AWS S3 bucket will be filled at regular time intervals with *new and updated* Match Partner UIDs coming from the cascading process.

> The time interval that ID5 pushes files could change over time. Your system should be built to look for new files and process them as they become available and not based on an expected interval from ID5. We recommend you look for new files every 5 minutes.

Streaming Matched Partner Data

The data will be delivered to a directory called / `incremental` at the root of your bucket with subdirectories broken out by Match Partner (directory names based on the partner's Global Vendor List ID), then folders per UTC day `/YYYYMMDD/` , each containing files named with a timestamp throughout the day. For instance:

```
S3://[bucket]/incremental/[match partner 1 GVL ID]/20221106/000000.csv
S3://[bucket]/incremental/[match partner 1 GVL ID]/20221106/003000.csv
...
S3://[bucket]/incremental/[match partner 1 GVL ID]/20221106/233000.csv
S3://[bucket]/incremental/[match partner 1 GVL ID]/20221107/000000.csv
S3://[bucket]/incremental/[match partner 1 GVL ID]/20221107/003000.csv
...
S3://[bucket]/incremental/[match partner 1 GVL ID]/20221107/180000.csv
S3://[bucket]/incremental/[match partner 2 GVL ID]/20221106/000000.csv
...
S3://[bucket]/incremental/[match partner 2 GVL ID]/20221106/233000.csv
```

Each .csv file contains the **incremental mappings** between your UIDs and the requested Match Partner's UIDs in a pipe-separated format. In other words, only new or changed (since the last file) UID pairs will be included in each file.

Available Match Partners are defined by contract between you and ID5. To change the list of Match Partners, please reach out to your ID5 representative.

File Format

Column	Type	Description

Column	Type	Description
UID	String	Your User ID for this user
MatchPartnerGVLID	Int	The Global Vendor List ID of the Match Partner
MatchPartnerUID	String	The Match Partner’s User ID for this user

Example Output File

```
$ cat /incremental/matchpartner1GVLID/20220305/000300.csv
550e8400-e29b-41d4-a716-446655440000|matchpartner1GVLID|100000187421490458
d2a8378f-fe56-4ec2-96d1-3c05df02bb48|matchpartner1GVLID|1000002629570693845
```

Full Matching Table Refreshes

In addition to the incremental updates we push throughout the day, ID5 can stream the full match table on a regular basis. This ensures a couple of things:

- If any data is lost during the streaming process, the full extract will recover the data, rather than waiting for a change from that user to be pushed
- If any users have opted out or had their mappings expire, this will allow you to remove them from your mapping tables since they will no longer be included in the full extract

> If you'd like to receive these refreshes, please check with your ID5 representative

Mapping Table Refresh File Location and Format

Both Single-File and Per-Partner Files are supported. The data files will be stored in a different location than the incremental files, allowing you to process them separately for weekly/monthly refreshes. The files will be pushed to:

Per-Partner File Location

> s3://[bucket]/full-extract/[datetime]-[clientname]/[match partner GVLID]/[filename].csv
>
> Example:
> s3://bucket/full-extract/2025-12-16T14:57:17.765798953-clientname/32/b3a1f108-0e1f-7cee-ad8a-c81a8ba3a68e.csv

Cleaning Up / Deleting Old Files

By default, ID5 does not delete any files we place in the S3 bucket. When we push files to the bucket, we perform a `sync` operation. This means that if you delete a file from the S3 bucket but it still exists on the ID5 servers, we will re-upload the file to the bucket.

We keep files on our server for **approximately 30 days**.

If your ETL process includes deleting files from the bucket, please let us know so we can work together on a solution that meets your needs.

We recommend deleting only files older than 30 days to avoid any issues. We can also automatically delete old files from the bucket that we have already removed from our servers if you'd like.

Matching File Transfer

10/24/2024 8:01 am EDT

Overview

ID5’s Matching File-Transfer protocol converts a file containing a list of your UIDs to a file containing the equivalent list of UIDs for one or more Match Partners. Available Match Partners are defined by contract between you and ID5. To change the list of Match Partners, please reach out to your ID5 representative.

matching.png

1. You will upload a file containing a list of your UIDs to the S3 bucket in the appropriate `inbox` directory

2. ID5 will process the file and return to the `outbox` in the S3 bucket a new file with a list of your match partner’s UIDs for every user we could match

ID5 creates `inbox` and `outbox` folders in the shared S3 bucket. Files to be processed must be uploaded into the `inbox` folder within a sub-directory for the match partner you would like to match to and named with the extension `.csv`. The sub-directory should be named by the match partner’s Global Vendor List ID. A scheduled task on ID5's side will process the inbox files and create a file containing Match Partner UIDs with an identical name in the `outbox` folder within a sub-directory for the match partner. The original file will be moved into a `processing` directory when the job is started and will remain untouched and in its original form. You may delete these files at any point. We recommend that files be named with the date and your internal segment id to ensure they are unique.

> Any file pushed into the inbox will be fully processed only once and updates to the same file will not be processed.

Directory Structure

One directory within the inbox and outbox will be created for each Match Partner, containing the corresponding list of UIDs for this platform. The Match Partner directories will be named based on the partner’s Global Vendor List ID.

We also support using the ID5 Account Number instead of the GVL ID, prefaced by `ID5-` (e.g. `ID5-43`). Reach out to us if you’d like to use this method so we can give you your Match Partners’ ID5 Account Numbers.

```
S3://[bucket]/inbox/[match partner A GVL ID]/20220128_mysegmentidA.csv
S3://[bucket]/inbox/[match partner A GVL ID]/20220129_mysegmentidA.csv
S3://[bucket]/inbox/[match partner B GVL ID]/20220129_mysegmentidB.csv
```

The above files will be processed and saved in

```
S3://[bucket]/outbox/[match partner A GVL ID]/20220128_mysegmentidA.csv
S3://[bucket]/outbox/[match partner A GVL ID]/20220129_mysegmentidA.csv
S3://[bucket]/outbox/[match partner B GVL ID]/20220129_mysegmentidB.csv
```

File Format

Inbox

Column	Type	Description
UID	String	Your UID for this user

> The maximum file size for inbox files is 1GB. If your files are larger, please split them before uploading or they may not be processed correctly.

Outbox

Matched Users Only

Generally, the outbox contains a single column containing the user IDs of the Match Partner that were requested. This is the default for all File-based UID Matching clients.

Column	Type	Description
UID	String	Match Partner's UID for this user

Pairs Output

In some cases, clients will get access to the "pair" and not just the Match Partner IDs that were requested. In this case, the output contains both the original User ID you requested and, if matched, the Match Partner's User ID, separated by a `|`.

Column	Type	Description
UID	String	Your UID for this user
UID	String	Match Partner's UID for this user

> Enabling this setting has a commercial impact, so please speak to your Account Manager if you'd like to discuss this integration method.

Example Files

Inbox Sample

```
$ cat ./inbox/8/20220128_mysegmentidA.csv
4822467914551922867
4700461554370241491
4572858233646453041
5952365002187240239
3896410401262240413
3827513351211796092
```

Outbox Sample

Matched Users Only

```
$ cat ./outbox/8/20220128_mysegmentidA.csv
49240e08-8de6-4deb-b060-6867684a3fd2
9aafa5ab-d867-4e1c-b4e3-1be6747ab097
a6b47ef8-7957-437f-a5fc-d0077399b1ee
06bf16ce-1fd9-4dca-849d-8144c887ad35
eddee745-33a8-49ed-ae63-1707fee2f393
76692099-fc23-4824-a6f8-3b8c60550c6b
```

Pairs Output

```
$ cat ./outbox/8/20220128_mysegmentidA.csv
4822467914551922867|eddee745-33a8-49ed-ae63-1707fee2f393
4700461554370241491|9aafa5ab-d867-4e1c-b4e3-1be6747ab097
4572858233646453041|49240e08-8de6-4deb-b060-6867684a3fd2
5952365002187240239|06bf16ce-1fd9-4dca-849d-8144c887ad35
3896410401262240413|76692099-fc23-4824-a6f8-3b8c60550c6b
3827513351211796092|a6b47ef8-7957-437f-a5fc-d0077399b1ee
```

Reverse UID Lookups

If you need to convert a list of your Match Partners' UIDs to your own (rather than converting your UIDs to your Match Partners', as detailed above), you can simply adjust the names of root directories listed to the following: `inbox-r` , `outbox-r` , and `processing-r` . You can use both sets of directories in parallel if you have different use cases for different partners. All directory structures, file formats, and processes, other than the names of the three root directories previously mentioned, remain the same for both.

Cleaning Up / Deleting Old Files

By default, ID5 does not delete any files we place in the S3 bucket. Once you have processed a file in the `outbox` , you may delete it. You may also wish to delete files in the `processing` directory once all match jobs have been completed. However, if you remove an in-progress file from `processing` before the job is complete, the job may fail or have only partial results.

Matching Web Service

10/24/2024 8:29 am EDT

Overview

The ID5 Matching Web Service can be used to retrieve user IDs from other platforms for a set of your own user IDs. REST API requests are made to ID5 via a server-to-server connection with near-realtime responses. This integration is useful for data platforms which don't want/need to store match tables and would prefer to insert ID5 into the ingestion or activation stage of their data pipeline.

Request

Example URL

> https://api.id5-sync.com/m/v1/{PARTNER}?token={TOKEN}

Request Type

HTTP POST with JSON body

Request Headers

`Content-Type: application/json; charset=UTF-8`

Partner Number

The value in the above example url will be replaced by an ID5-provided Partner Number. This value will be static for you once we set you up in our system. If you haven't already been assigned a Partner Number, please contact us to request one.

Querystring Parameters

Name	Description
token	A permanent security token provided by ID5

Request Body

Name	Type	Description
from	integer or string[1]	GVLID of the partner that the provided ID belongs to. To use an ID5 ID, set this value to `131`
to	integer or string[1]	GVLID of the partner to map the provided ID to. To use an ID5 ID, set this value to `131`
ids	array	Array of ID Objects

- [1] In some cases, a partner may have the same GVLID across multiple ID5 seats; in these cases you must pass a string starting with `ID5-` followed by the ID5 Partner ID for the seat you are working with (ask ID5 for specifics) e.g. `ID5-101`

ID Object

Name	Type	Description
source_id	string	The UID belonging to the `"from"` partner that is to be mapped

Example Request

> POST: https://id5-sync.com/m/v1/173?token=ABCD12345

```
{
   "from": 180,
   "to": "ID5-101",
   "ids": [
      { "source_id": "aaaa1111" },
      { "source_id": "bbbb2222" },
      { "source_id": "cccc3333" }
   ]
}
```

Response

HTTP Response Codes

Code	Description
200	OK

Response Body

Name	Type	Description
from	string	GVLID of the partner that the provided ID belongs to; or the ID5 Partner ID. This will be the same value that was provided in the request.
to	string	GVLID of the partner that the provided ID belongs to; or the ID5 Partner ID. This will be the same value that was provided in the request.
mapped_ids	array	Array of Mapped ID Objects. *Omitted if status is an error*
status	integer	Status of the overall request. See below for possible values
error	string	Error message. *Omitted if status is not an error*

Possible `status` values

Value	Description
1	OK
2	Over QPS (fail)
3	Maintenance
4	Other Failure
5	Error: Invalid `"from"` partner
6	Error: Invalid `"to"` partner
7	Error: Partner must be either "from" or "to" partner
8	Error: GVLID used for `"from"` partner matches multiple ID5 Partner IDs[2]
9	Error: GVLID used for `"to"` partner matches multiple ID5 Partner IDs[2]

- [2] You must use `"ID5-xxx"` in the `"from"` field for this partner (ask your ID5 representative for the correct value to use)

Mapped ID Object

Name	Type	Description
source_id	string	The UID belonging to the `"from"` partner that is to be mapped
mapped_id	string	The UID belonging to the `"to"` partner that has been mapped
source_id_last_seen	string	Timestamp (UTC) for when ID5 last cookie synced the source_id with the from partner
mapped_id_last_seen	string	Timestamp (UTC) for when ID5 last cookie synced the mapped_id with the to partner
status	integer	Indicates the result of the mapping of the user. See below for possible values

Possible Mapped ID `status` values

Value	Description
0	mapping successful
1	source_id not found
2	source_id found, but no matching user id for "to" partner found
3	not processed, should attempt mapping again (also used when too many mappings were sent in a single request)
4	failure, should attempt mapping again
5	failure, do not attempt mapping again
6	failure, user refused cookies, do not attempt mapping again

Example Response

```
{
  "from": "180",
  "to": "ID5-101",
  "status": 1
  "mapped_ids": [
    {
      "source_id": "aaaa1111",
      "mapped_id": "1111-aaaa",
      "source_id_last_seen": "2020-05-10T12:00:00",
      "mapped_id_last_seen": "2020-05-09T03:30:00",
      "status": 0
    },
    {
      "source_id": "bbbb2222",
      "mapped_id": "",
      "source_id_last_seen": "",
      "mapped_id_last_seen": "",
      "status": 1
    },
    {
      "source_id": "cccc3333",
      "mapped_id": "",
      "source_id_last_seen": "2020-05-10T12:00:00",
      "mapped_id_last_seen": "",
      "status": 2
    }
  ]
}
```

Read First: Privacy Policy Requirements

02/01/2026 1:41 pm EST

1. Introduction& Disclaimer

Overview

Transparency is the foundation of the ID5 ID. To ensure the ID5 ID Service operates securely and in compliance with global data protection standards, ID5 requires all partners and their downstream parties (collectively, "**Partners**") maintain privacy notices that accurately describe the scope and technical reality of the data flows.

Contractual Status

The standards below constitute mandatory requirements for all Partners utilizing the ID5 ID Service. Depending on the specific agreement you executed with ID5, these standards constitute:

- "ID5 ID Requirements" as defined in your ID5 ID Agreement;
- "ID5 ID Site Offering Requirements," "ID5 IdentityCloud Requirements," or similar (for Partners on the legacy ID5 ID Site Agreement, MSA, or other agreement with ID5); OR
- Any similar term associated with your use of the service in which signals are sent to ID5, for ID5 to return an encrypted ID5 ID in real time (the "**ID5 ID Service**").

(collectively, the "**ID5 ID Requirements**" and the "**Agreement**" as applicable).

Per your Agreement, Partners must comply with the ID5 ID Requirements to activate and maintain the ID5 ID Service. Failure to implement these disclosures constitutes a material breach of your Agreement with ID5, puts both the Partner and ID5 at risk, and may trigger your indemnification obligations to ID5 for any resulting claims or regulatory fines.

> ⚠ IMPORTANT OPERATIONAL DISCLAIMER
>
> ID5 Technology Ltd. provides this document to define the operational and technical parameters for utilizing the ID5 ID Service. This content specifies what must be disclosed to users to ensure the data signals sent to ID5 are valid.
>
> *This document **DOES NOT CONSTITUTE LEGAL ADVICE**. Privacy laws (including the CCPA, CIPA, VPPA, and GDPR) are complex and fact-specific. You are solely responsible for consulting your own legal counsel to ensure your privacy policy, user notices, and consent mechanisms comply with all applicable laws and accurately reflect your specific data practices.*

2. US Publisher Requirements

Applicability: Partners with traffic originating from the United States.

To mitigate risks associated with evolving US privacy litigation - including claims regarding real-time data processing ("Wiretapping"/"Trap and Trace", e.g., CIPA) and video privacy (i.e., VPPA) - and to comply with state privacy laws (CCPA/CPRA and other state laws), Partners must include the following substantive elements in their Privacy Policy:

A. "Sale" and "Sharing" Classification

- **Requirement**: Explicitly state that the transmission of personal data (e.g., IP, Hashed Email, MAIDs) to ID5 constitutes a "Sale" (transfer for value) and/or "Sharing" (transfer for cross-context behavioral advertising) under applicable US State Laws for ID5 to process the data as a "Third Party" or "Business".
    - **Note**: Do NOT classify ID5 as a Processor or Service Provider. As described in your Agreement, ID5 retains the right to use the data for its own purposes (including Graph Building), which creates a "Third Party" or "Business" relationship under California law.
- **Signal Flow:** Ensure ID5 is included in the signal flow of the Partner's "Do Not Sell/Share My Personal Information" mechanism (e.g., GPP string, GPC Signal) so that ID5 is able to ascertain when a particular user has opted-out and automatically suppress processing for opted-out users.

B. Disclosure of "Real-Time" Interception

To ensure transparency regarding automated technologies, you must explicitly state that third-party vendors operate on the digital property concurrently with the user's visit.

- **Requirement:** Disclose that third-party vendors (specifically ID5) are authorized to access the user's device, intercept, and collect signals derived from pseudonymous device info "in real-time" and "during the user's interaction" with the page.
- **Drafting Example:** *We utilize third-party tracking technologies [link to ID5] that operate concurrently with your visit to intercept, monitor, and record your interactions with our page, including the collection of device identifiers and IP addresses, for the purposes of identity resolution and security.*

C. Strict Purpose Bifurcation (Identity vs. Security)

The Partner's privacy policy must legally distinguish between data collected for identity/advertising and data collected for security. This distinction is a condition of ID5 accepting the data.

- **Identity & Advertising:** Disclose that IP Addresses, Hashed Emails, and User Agent strings are shared with ID5 for "Identity Resolution," which enables "Profiling", "Automated Decisioning" "Cross-Device Graphing," and "Targeted Advertising" (or "Cross-Context Behavioral Advertising").
- **Security & Error Detection:** Disclose that Page URLs (Uniform Resource Locators) and Timestamps are collected by ID5 specifically for "Security," "Fraud Prevention," and "Error Detection" purposes. Do **not** list ID5's collection of Page URLs under "Advertising" or "Profiling" purposes. This distinction is critical for compliance with video privacy and pen register statutes.
- **Restriction on Video URLs:** You must NOT transmit full URLs to ID5 if those URLs contain video titles or content descriptions (e.g., site.com/video/how-to-treat-depression) unless you have obtained a standalone, VPPA-compliant consent form.

D. Mandatory Links

- **Requirement:** Include a direct link to the ID5 Platform Privacy Policy: https://id5.io/platform-privacy-policy
- **Requirement:** Include a direct link to the ID5 Opt-Out: https://id5-sync.com/privacy

3. "Consent" Jurisdiction Requirements (e.g., EEA, UK, Quebec, Brazil)

Applicability: Partners with traffic originating from the EEA, UK, Switzerland, Brazil, or Quebec. These jurisdictions are referred to as "Opt-In Jurisdictions" in the ID5 DPAs.

A. ID5 Status: Independent Controller

- **Requirement:** The Partner's Privacy Policy and CMP must identify **ID5 Technology Ltd.** as a data partner and an Independent Controller and/or third-party (not a Processor). ID5 independently determines the means and purposes of building the identity graph.
    - *Note:* Identifying ID5 as a "Processor" or "Service Provider" is inaccurate and is a material breach of your Agreement, as it legally restricts ID5's ability to maintain its Identity Graph.

B. Legal Basis & TCF Compliance

- **For TCF Participants:** Partner must configure its Consent Management Platform (CMP) to signal consent/legitimate interest for **Vendor ID #131 (ID5)** for the appropriate TCF Purposes required by ID5's TCF Global Vendor List.

- **For Non-TCF Participants:** Partner must obtain legally valid opt-in consent for the transmission of IP addresses and Partner signals to ID5 for the specific purpose of creating a persistent advertising ID before the ID5 ID Service initializes on the page.

Note: ID5 must grant a specific exception for any partner processing data in the EEA which does not utilize a TCF-compliant CMP. Please speak to your account manager or primary point of contact at ID5, or email privacy@id5.io for more information.

C. International Data Transfers

- **Requirement:** Disclose that personal data may be transferred to the United Kingdom for processing. ID5 relies on the EU-US Data Privacy Framework, UK Data Bridge, and/or Standard Contractual Clauses to safeguard these transfers.

4. Rest-of-World Requirements

Applicability: Partners with global traffic (outside the US, EU, UK)

If you utilize a single global policy, you must include a "Vendor/Partner" section specifically covering**ID5 Technology Ltd** that addresses the following:

Disclosure Element	Required Standard
Role	Independent Controller (Global/EU); Third Party (US).
Timing	Data collection occurs "in real-time" or "concurrently" during the user interaction, *except*: in jurisdictions where affirmative opt-in is required, data collection occurs only after the user's affirmative consent (including via CMP).
Identity Data	Data such as IP Address, User Agent, Timestamp, and Unique User IDs are used for Identity Resolution, Cross-Device Graphing, and Ad Targeting. In some cases, partners may elect to send Hashed Emails, MAIDs, and/or Cookie IDs.

User Rights	Must link to ID5 Privacy Policy and ID5 Opt-Out.

DSAR - Data Deletion API

04/04/2025 9:30 am EDT

Overview

The Privacy Requests API allows partners to automate the processing of consumers' Data Subject Access Requests related to data stored by ID5. The Data Deletion service handles deletion of any data associated with the consumer, if any.

1. The first step is to POST the Data Deletion Request with the necessary information for ID5 to process it.

2. The response to this request will contain a job ID that can then be queried using theStatus API to see the status of the request.

Data Deletion Request

Example URL

> https://api.id5-sync.com/partners/v1/{PARTNER}/privacy/requests/deletion?token={TOKEN}

Request Type

HTTP POST with JSON body

Request Headers

`Content-Type: application/json; charset=UTF-8`

Partner Number

The value `{PARTNER}` in the above example url will be replaced by an ID5-provided Partner Number. This value will be static for you once we set you up in our system. You may use the example URL above during testing with the Partner Number 173. If you haven't already been assigned a Partner Number, please contact us to request one.

Available Parameters

Querystring

Name	Required	Description
token	x	A permanent security token provided by ID5. Please contact ID5 at support@id5.io for your token.

Request Body

Name	Required	Description

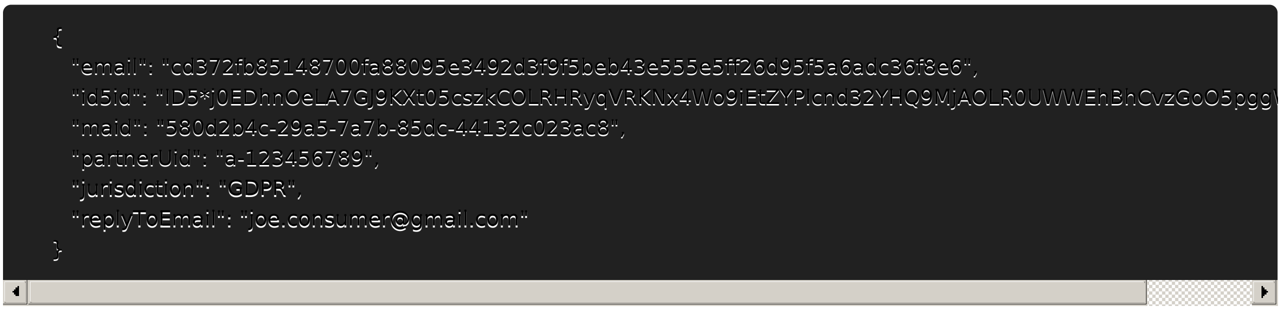
Name	Required	Description
email		Email of the consumer that is requesting their data be deleted. Should be in plain text format or a `sha256` hash of the email. `sha256` should be calculated as per these guidelines. It is required to provide one of the fields: `email` , `id5id` , `maid` , `partnerUid` .
id5id		ID5 ID of the consumer that is requesting their data be deleted. Should be in encrypted (`ID5*`) or decrypted (`ID5-`) format. It is required to provide one of the fields: `email` , `id5id` , `maid` , `partnerUid` .
maid		Mobile Advertising ID (either `gaid` or `idfa`) of the consumer that is requesting their data be deleted. Should be in text format, eg: `580d2b4c-29a5-7a7b-85dc-44132c023ac8` . It is required to provide one of the fields: `email` , `id5id` , `maid` , `partnerUid` .
partnerUid		Partner specific user ID - the same that is send in `pd` string under key `5` . It is required to provide one of the fields: `email` , `id5id` , `maid` , `partnerUid` .
jurisdiction	x	The jurisdiction under which the request was made. See below for possible *case-insensitive* values
replyToEmail		Plain text email to which a response message will be sent indicating the results of the request. If no value is provided, no confirmation email will be sent

Possible `jurisdiction` values

- GDPR
- CCPA

Example Data Deletion Request

> POST: https://api.id5-sync.com/partners/v1/173/privacy/requests/deletion?token=abc123



```
{
  "email": "cd372fb85148700fa88095e3492d3f9f5beb43e555e5ff26d95f5a6adc36f8e6",
  "id5id": "ID5*j0EDhnOeLA7GJ9KXt05cszkCOLRHRyqVRKNx4Wo9iEtZYPIcnd32YHQ9MjAOLR0UWWEhBhCvzGoO5pgg
  "maid": "580d2b4c-29a5-7a7b-85dc-44132c023ac8",
  "partnerUid": "a-123456789",
  "jurisdiction": "GDPR",
  "replyToEmail": "joe.consumer@gmail.com"
}
```

Data Deletion Response

Successful Response

HTTP Status Code

`200 OK`

Response Body

Name	Description
id	The job ID of the Data Deletion Request

Example Successful Response

```
{
  "id": "a8b6ccc4ee35ddaf5a5bb0f5c696dbd3"
}
```

Unsuccessful Response

Schema

```
{
  "error": {
    "code": "{CODE}",
    "type": "{TYPE}"
    "message": "{MESSAGE}",
  }
}
```

Error Descriptions

HTTP Status Code	Code	Type	Message
401	api_token_invalid	authentication_error	No API token provided
400	partiner_id_invalid	authentication_error	Invalid partner id `{PARTNER_ID}` provided
403	api_token_not_authorized	authentication_error	Api token `{TOKEN}` does not have access to this resource
400	request_format_invalid	invalid_request_error	`application/json; charset=UTF-8` POST required
400	request_format_invalid	invalid_request_error	Missing required JSON body
400	user_objects_invalid	validation_error	Missing required parameter 'jurisdiction'
400	user_objects_invalid	validation_error	Missing one of parameters: ['id5id', 'email', 'maid']
400	user_objects_invalid	validation_error	Provided ID5ID `[ID5ID]` cannot be decrypted
400	user_objects_invalid	validation_error	Provided ID5ID `[ID5ID]` is not a valid one
400	user_objects_invalid	validation_error	Provided maid `[MAID]` is not a valid one
403	api_rate_limit_error	rate_limit_error	Limit of 1 request daily allowed per email has been reached
403	api_rate_limit_error	rate_limit_error	Limit of 1 request daily allowed per id5id has been reached
403	api_rate_limit_error	rate_limit_error	Limit of 1 request daily allowed per maid has been reached

HTTP Status Code	Code	Type	Message
403	api_rate_limit_error	rate_limit_error	Limit of 1 request daily allowed per partnerUid has been reached
403	api_rate_limit_error	rate_limit_error	Limit of 3,000 requests daily allowed per partner has been reached

Example Unsuccessful Response

```
{
 "error": {
   "code": "api_token_invalid",
   "type": "authentication_error"
   "message": "No API token provided",
  }
}
```

Status Request

Example URL

> https://api.id5-sync.com/partners/v1/{PARTNER}/privacy/requests/{PRIVACY_REQUEST_DELETION_JOB_ID}?token={TOKEN}

Request Type

HTTP GET

Available Parameters

URL Path

Name	Required	Description
PARTNER	x	The Partner Number provided by ID5 used in the Data Deletion Request
PRIVACY_REQUEST_DELETION_JOB_ID	x	The `id` from the Data Deletion Request response body

Querystring

Name	Required	Description
token	x	A permanent security token provided by ID5. Please contact ID5 at support@id5.io for your token. This is the same token as used in the Data Deletion Request

Example Request

> POST: https://api.id5-sync.com/partners/v1/173/privacy/requests/a8b6ccc4ee35ddaf5a5bb0f5c696dbd3?token=abc123

Status Response

Successful Response

HTTP Status Code

`200 OK`

Response Body

Name	Description
id	The job ID of the Data Deletion request
jobStatus	The current status of the job. See below for possible values
processingResult	Result of processing the DSAR. See below for possible values
emailSentUnixTimestamp	Unix timestamp when reply-to email was sent. Will be null if no email was sent yet (because it was not processed yet or because there was no `replyToEmail` defined in the request)

Possible `jobStatus` values

- CREATED
- STARTED
- FAILED
- DONE
- SENT
- SEND_FAILED
- CANCELLED

Possible `processingResult` values

- DELETE_DELETED
- DELETE_NO_DATA
- NONE

Example Successful Response

```
{
  “id”: “a8b6ccc4ee35ddaf5a5bb0f5c696dbd3”,
  “jobStatus”: “SENT”,
  “processingResult”: “DELETE_DELETED”,
  “emailSentUnixTimestamp”: 1661933465437
}
```

Unsuccessful Response

Schema

```
{
 "error": {
  "code": "{CODE}",
  "type": "{TYPE}"
  "message": "{MESSAGE}",
 }
}
```

Error Descriptions

HTTP Status Code	Code	Type	Message
401	api_token_invalid	authentication_error	No API token provided
400	partiner_id_invalid	authentication_error	Invalid partner id `{PARTNER_ID}` provided
403	api_token_not_authorized	authentication_error	Api token `{TOKEN}` does not have access to this resource
400	user_object_invalid	validation_error	provided job id is not a valid UUID
404	user_objects_invalid	invalid_request_error	provided job UUID not found
500	internal_id5_error	api_error	Internal error id: `{ID}`

Example Unsuccessful Response

```
{
    "error": {
        "code": "user_object_invalid",
        "message": "provided job UUID not found",
        "type": "invalid_request_error"
    }
}
```

Mobile Opt-in/Opt-out API (deprecated)

12/10/2025 5:28 am EST

This endpoint will be deprecated on 30th January 2026 and will be replaced by the Opt-Out API

Overview

The Mobile Opt-in and Opt-out API allows users to opt in and out of ID5 tracking via MAIDs.

Opt Out Request

Example URL

> https://api.id5-sync.com/privacy/mobile-optout?ifa={maid}&ifa_type={ifa_type}

Request Type

HTTP POST

Request Headers

`Content-Type: application/json; charset=UTF-8`

Available Parameters

Querystring

Name	Required	Description
ifa	x	The Identifier for Advertising (IFA) ID in a UUID format (8-4-4-4-12) i.e. EA7583CD-A667-48BC-B806-42ECB2B48607
ifa_type	x	The type of IFA i.e. GAID, AAID

Example Mobile Opt Out Request

> https://api.id5-sync.com/privacy/mobile-optout?ifa=EA7583CD-A667-48BC-B806-42ECB2B48607&ifa_type=GAID

Mobile Opt Out Response

Successful Response

HTTP Status Code

`200 OK`

Response Body

Name	Description
optout	true if opting out, false if opting in
success	true if operation was successful, false otherwise

Example Successful Response

```
{
  "optout": true,
  "success": true,
  "message": ""
}
```

Copy

Unsuccessful Response

Example Unsuccessful Response

```
{
  "optout": true,
  "success": false
  "message": "ifa query parameter must not be null and must have UUID format"
}
```

Copy

Opt In Request

Example URL

> https://api.id5-sync.com/privacy/mobile-optin?ifa={maid}&ifa_type={ifa_type}

Request Type

HTTP POST

Request Headers

`Content-Type: application/json; charset=UTF-8`

Available Parameters

Querystring

Name	Required	Description
ifa	x	The Identifier for Advertising (IFA) ID in a UUID format (8-4-4-4-12) i.e. EA7583CD-A667-48BC-B806-42ECB2B48607

Name	Required	Description
ifa_typex		The type of IFA i.e. GAID, AAID

Example Mobile Opt Out Request

> https://api.id5-sync.com/privacy/mobile-optin?ifa=EA7583CD-A667-48BC-B806-42ECB2B48607&ifa_type=GAID

Mobile Opt Out Response

Successful Response

HTTP Status Code

`200 OK`

Response Body

Name	Description
optout	true if opting out, false if opting in
success	true if operation was successful, false otherwise

Example Successful Response

```
{
  "optout": false,
  "success": true,
  "message": ""
}
```

Copy

Unsuccessful Response

Example Unsuccessful Response

```
{
  "optout": false,
  "success": false
  "message": "ifa query parameter must not be null and must have UUID format"
}
```

User Rights Propagation

05/12/2025 8:28 am EDT

User Rights Propagation

Summary

This document details ID5's process for disseminating user opt-out and data deletion requests to its partners. As part of ID5's ongoing commitment to robust privacy practices, this system ensures that when users exercise their right to opt-out or request data deletion from ID5, these choices are efficiently communicated. The mechanism involves securely transferring lists of affected ID5 IDs to partners via dedicated S3 buckets. This enables partners to honor these requests in a timely manner, aligning with regulatory expectations and reinforcing user trust.

Background

In the digital advertising ecosystem, respecting user privacy choices is paramount. ID5's opt-out propagation initiative is a critical function designed to uphold these principles. When an individual interacts with ID5 and chooses to opt-out of data processing or requests the deletion of their data, ID5 initiates a process to ensure this preference is communicated downstream. This "streaming" of opt-out and deletion information is fundamental to ensuring that partners who receive ID5 data can also comply with user requests and meet their own regulatory obligations under frameworks such as GDPR, CCPA, and others. The process is designed to be reliable and consistent, providing partners with the necessary information to take appropriate action.

Propagation Details

- Data Transfer: A list of ID5 IDs for users who have opted out or requested data deletion is pushed to preconfigured S3 buckets.
- Frequency: This data is updated every 30 minutes on a rolling basis, ensuring partners receive timely information.
- Data Window: Each update contains a consolidated list of ID5 IDs corresponding to opt-out and deletion requests from the previous 90 days. This rolling window ensures that partners have a comprehensive and up-to-date view.

Partner Responsibility & S3 Bucket Setup

- Action Required: S3 Bucket Configuration: To receive opt-out and deletion data, each partner must have a dedicated S3 bucket configured by ID5. It is crucial that partners proactively contact the ID5 support team (e.g., support@id5.io or your designated ID5 contact) to initiate this setup process or to confirm that an existing S3 bucket is correctly configured for this purpose. This step is mandatory to ensure the secure and reliable delivery of these privacy-related signals.
- Timely Processing: Partners are expected to regularly ingest and process this data from their S3 buckets. This ensures that end-users' choices are appropriately actioned within the partner's systems, thereby upholding user privacy and meeting regulatory compliance needs.
- Compliance: The accurate and timely processing of these opt-out lists is essential for partners to fulfill

their own legal and contractual obligations regarding data privacy.

Data Format and Structure

The opt-out and deletion data is delivered in Comma Separated Values (CSV) format, chosen for its simplicity and broad compatibility. The data is organized within a specific directory structure in the S3 bucket, making it easy to locate and process.

- File Content: Each CSV file contains a list of ID5 IDs that correspond to users who have opted out or requested data deletion. Each ID5 ID will typically be on a new line within the CSV file.
  - Example CSV content:

```
ID5-xxxxxxxxxxxxxxxxx1
ID5-yyyyyyyyyyyyyyyyy2
ID5-zzzzzzzzzzzzzzzzz3
```

- Directory Structure: Data is organized chronologically by date.
  - Daily Folders: A new folder is created daily using the YYYYMMDD (Year-Month-Day) naming convention. For example, data for September 9, 2024, would be found in a path similar to s3://your-partner-bucket-name/optouts/20240909/.
- File Naming Convention: Within each daily folder, CSV files are generated every 30 minutes. The filenames follow a HHMMSS.csv (Hour-Minute-Second in UTC) format, reflecting the time of their creation.
  - For example, a file generated at 11:00:00 PM UTC would be named 230000.csv.
  - Another file generated 30 minutes later at 11:30:00 PM UTC would be named 233000.csv.
  - The full path to such a file might look like: s3://your-partner-bucket-name/optouts/20240909/230000.csv.

This detailed structure allows partners to easily automate the retrieval and processing of opt-out and deletion data.

This documentation aims to provide clarity on the opt-out propagation mechanism, facilitating a smooth and compliant process for all parties involved. Please ensure your technical teams review this information and that your S3 bucket is correctly configured.

Opt-out API

12/04/2025 5:06 am EST

Overview

The Privacy API Opt-out endpoint allows authorized partners to opt out users from ID5 tracking using various privacy identifiers including ID5 ID, MAIDs, email addresses, and hashed emails. The system handles multiple identifier types and automatically opts out associated IDs.

Opt Out Request

Example URL

> https://api.id5-sync.com/privacy/v2/api/optout?partnerId={partnerId}&apiToken={apiToken}

Request Type

HTTP POST

Request Headers

`Content-Type: application/json; charset=UTF-8`

Available Parameters

Querystring

Name	Required	Description
partnerId	x	The partner's unique identifier (integer)
apiToken	x	The API token for authentication

Request Body (JSON)

Name	Type	Required	Description
id5Id	string		The ID5 identifier (ID5-prefixed or ID5* encoded string)
maid	string		Mobile Advertising ID (MAID) in UUID format
maidType	string		Type of MAID (e.g., GAID, IDFA, AAID)

Name	Type	Required	Description
email	string		Plain text email address (we will hash this email)
hem	string		Hashed email (HEM) identifier (SHA-256)

Note: At least one identifier field must be provided in the request body.

ID5 ID Formats Supported

The system accepts ID5 IDs in multiple formats:

- ID5-prefixed format (decrypted ID5ID): ID5-ZHMOMopHd-M3j2tMtnDyZzOPPzVB_4Zj73nGFlJ5UQ
- ID5* encoded format (encrypted ID5ID): ID5*JAdI2WT2d7kLi4l4ICTmUX3137PpzqvzlNb6OUAl0MX96NChTqVI0oGD7idrCmpw

Example Opt Out Request

> https://api.id5-sync.com/privacy/v2/api/optout?partnerId=12345&apiToken=your-api-token

Example 1: Opt out by ID5 ID (decrypted)

```
{
  "id5Id": "ID5-ZHMOMopHd-M3j2tMtnDyZzOPPzVB_4Zj73nGFlJ5UQ"
}
```

Result: Decodes to UUID and stores opt-out for the decoded ID

Example 2: Opt out by MAID

```
{
  "maid": "dc7e803b-fe08-430b-aded-3f4942929000",
  "maidType": "GAID"
}
```

Result:

- Looks up associated ID5 ID for the MAID
- Stores opt-out for the associated ID5 ID
- Stores MAID in mobile opt-out repository

Example 3: Opt out by email

```
{
  "email": "test@test.io"
}
```

Result:

- Converts email to HEM (SHA-256)
- Looks up associated ID5 ID from hard signal storage
- Stores opt-out for the associated ID5 ID
- Records email opt-out

Example 4: Opt out by hashed email (HEM)

```
{
  "hem": "1958e9b00a8319f05cb46cf06b397e724c5c66a2ff2633c7f0884d6a57432af8"
}
```

Result:

- Looks up associated ID5 ID from hard signal storage
- Stores FULL opt-out for the associated ID5 ID
- Records email opt-out

Example 5: Opt out with multiple identifiers (same associated ID)

```
{
  "id5Id": "ID5-ZHMOMopHd-M3j2tMtnDyZzOPPzVB_4Zj73nGFIJ5UQ",
  "maid": "b33fa4b2-5d49-4014-835e-255c462bc9be",
  "maidType": "IDFA"
}
```

Result:

- Stores opt-out for the ID5 ID
- Stores MAID opt-out (if MAID lookup returns same ID5 ID)
- Stores MAID in mobile opt-out repository

Example 6: Opt out with multiple identifiers (different associated IDs)

```
{
  "id5Id": "ID5-ZHMOMopHd-M3j2tMtnDyZzOPPzVB_4Zj73nGFIJ5UQ",
  "maid": "a95a6929-8bfc-445d-9625-7c6593c1e950",
  "maidType": "GAID",
  "email": "test@test.io"
}
```

Result: Stores opt-out for:

- The provided ID5 ID
- The ID5 ID associated with the MAID
- The ID5 ID associated with the email (from hard signal storage)

Plus records MAID and email opt-outs

Opt Out Response

Successful Response

HTTP Status Code

`200 OK`

Response Body

The response body will be empty for successful opt-out operations.

Error Responses

Authentication Error

HTTP Status Code: `401 Unauthorized`

```
{
  "code": "api_token_invalid",
  "message": "Wrong api token for partnerId",
  "type": "authentication_error"
}
```

Missing Required Parameter

HTTP Status Code: `400 Bad Request`

```
{
  "code": "request_parameter_invalid",
  "message": "Required request parameter 'partnerId' is not present",
  "type": "invalid_request_error"
}
```

Important Implementation Notes

Associated ID Lookup

1. **MAID Association:** When a MAID is provided, the system looks up any previously associated ID5 ID and opts that out as well

2. **Email/HEM Association:** The system checks hard signal storage for ID5 IDs associated with the email hash

3. **Multiple Associations:** When multiple identifiers are provided, all associated ID5 IDs are opted out

Email Processing

- Plain text emails are normalized (see normalizing emails) and hashed using SHA-256
- The system looks up associations using the hashed value
- Both `email` and `hem` fields are treated equivalently after hashing

Idempotency

The opt-out operation is idempotent - calling it multiple times with the same identifiers will have the same effect as calling it once.

Rate Limiting

Please refer to your partner agreement for specific rate limiting details. Excessive requests may result in temporary blocking.

Support

For technical support or questions about the Privacy API, please contact your ID5 representative.

Campaign Measurement with ID5

04/01/2025 3:58 am EDT

> ID5 is still expanding its support for campaign measurement and welcomes feedback.

ID5 enables event tracking and matching for campaign measurement and attribution. For instance, the ID5 ID, when paired with the ID5 graph, can be used to record and match events such as campaign impressions, clicks, and conversions. This is especially valuable for identifying incremental matches in environments where users are unauthenticated or in cookieless environments.

To track and connect events, the ID5 JS API should be integrated across all digital properties where event tracking is desired. Campaign metadata and unique event IDs, including impressions, clicks, and conversions, should be recorded alongside the decrypted ID5 ID. By combining the ID5 ID with the ID5 Graph, these events can be connected at both individual and household levels. Since ID5 leverages deterministic signals such as hashed emails, cookies, and MAIDs, along with probabilistic methods for reconciling user identity, ID5 facilitates a more comprehensive view of campaign performance and advertiser outcomes.

Example Use Case

Adentification: An advertiser or advertising ad server to match impression and conversion events for campaign measurement.

Implementation

1. Deploy the ID5 JS API on advertiser's digital properties. This can be limited to pages the users visit after a conversion event or applied across the entire site. To maximise match rates, it is recommended to pass partner data such as hashed email when available.

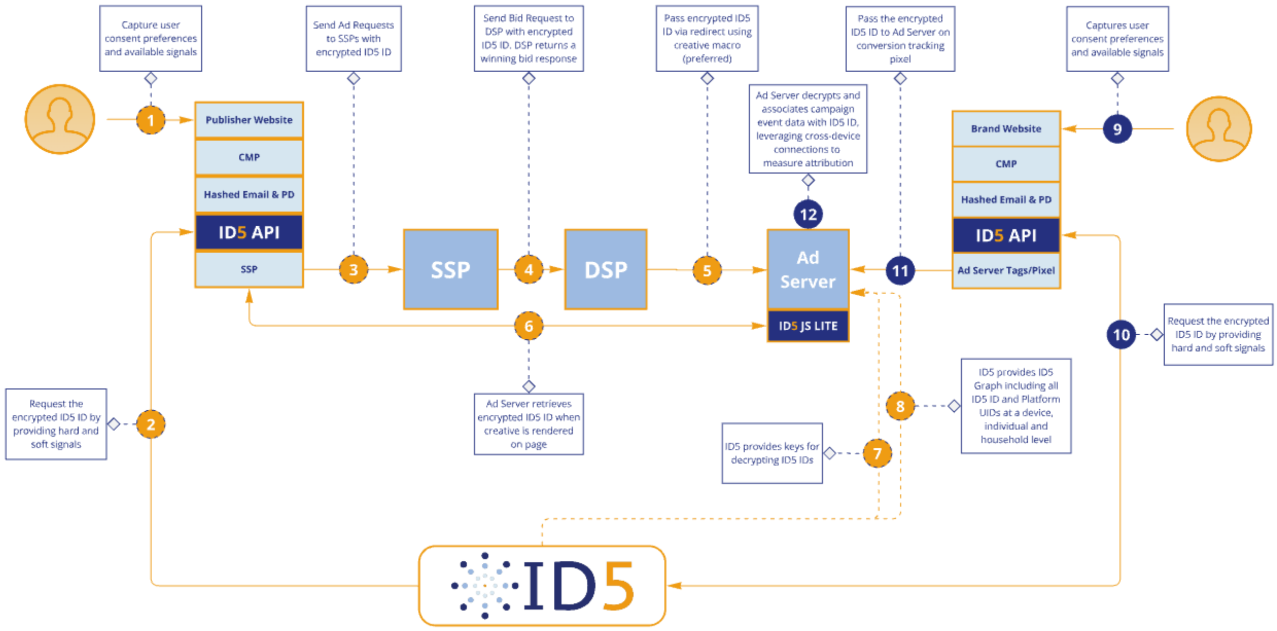
2. Integrate the ID5 JS API Lite in campaign creatives. Ensure a call is made during impression or click events.

3. Decrypt and store the ID5 ID alongside the campaign events.

4. Campaign events can be matched at the ID5 ID level, or, if using the ID5 Graph, at the individual level for more precise insights into campaign ROI.

> The ID5 JS API Lite has limited functionality. It functions only when the fullID5 JS API is present on the page the creative is served on. It is permitted for use only when absolutely required in the case of deployment within a creative.

Schema



Capture user consent preferences and available signals

Request the encrypted ID5 ID by providing hard and soft signals

Send Ad Requests to SSPs with encrypted ID5 ID

Send Bid Request to DSP with encrypted ID5 ID. DSP returns a winning bid response

Pass encrypted ID5 ID via redirect using creative macro (preferred)

Ad Server retrieves encrypted ID5 ID when creative is rendered on page

ID5 provides keys for decrypting ID5 IDs

ID5 provides ID5 Graph including all ID5 ID and Platform UIDs at a device, individual and household level

Captures user consent preferences and available signals

Request the encrypted ID5 ID by providing hard and soft signals

Pass the encrypted ID5 ID to Ad Server on conversion tracking pixel

Ad Server decrypts and associates campaign event data with ID5 ID, leveraging cross-device connections to measure attribution

ID5 Metadata

11/25/2025 8:26 am EST

When ID5 provides an ID5 ID, we may also include certain metadata. Below you will find the different types of metadata we support and the values they could contain:

- Link Type
- A/B Testing Control Group

Link Type

The link type describes the method that we used to link this ID5 ID as a cross-domain identifier.

Possible Values

Value	Description
0	This ID is **not linked** with another ID
1	This ID is linked **probabilistically** with another ID
2	This ID is linked via **3rd party cookies** with another ID
3	This ID is linked by a **hashed email** with another ID

Field Name in eids.uids Object

`linkType`

Example eids.uids Object

```
{
   "id": "ID5*XYZXYZ....",
   "ext": {
      "linkType": 1
   }
}
```

A/B Testing Control Group

The A/B testing control group field indicates whether the A/B testing feature was enabled and the user was placed in the control group. In these cases, the ID would not be returned, so this field informs the receiver that there is no ID because of the A/B test rather than some other reason. We will not send this metadata if A/B testing was not enabled on the request.

Possible Values

Value	Description
true	A/B Testing was enabled and the user was in the control group. No ID will be available

Value	Description
false	The A/B Testing feature was enabled but the user was not in the control group

Field Name in eids.uids Object

`abTestingControlGroup`

Example eids.uids Object

```
{
   "id": "0",
   "ext": {
      "abTestingControlGroup": true,
      "pba": "izK5L4018hFFoR6I+ONgD1FdPQRsy11WIQOOjyzJKJAxtoUxmqw=="
   }
}
```

> Occasionally, we may include the extended field `pba`, which ID5 uses internally as Prebid Analytics metadata.

Retargeting via Equativ

12/12/2024 3:40 pm EST

Use Case

As a brand or publisher, you are interested in putting your website visitors into a segment for targeting in the **Equativ** platform.

Workflow Summary

1. A user visits your website and you want to add them to a segment
2. The ID5 API is executed, telling ID5 which segment to add the user to
3. ID5 records the segment for this user
4. On an regular basis, ID5 pushes all users and their associated segments to Equativ
5. The segment appears as normal for targeting within Equativ's platform

Required Setup

There are a few steps required to start building and activating segments.

1. Retrieve (or Request) your ID5 Partner Number

You will need to have an ID5 Partner Number to get started. If you already have one,**take note of it for future steps**. If you don't know your number, or you don't have one, **please reach out to us** at contact@id5.io so we can get you squared away.

2. ID5 + Equativ set up the connection between accounts

ID5 and Equativ have a one-time setup that needs to be made to connect your ID5 account to your seat on Equativ. Please **share with ID5 your seat ID on the Equativ platform** and we'll take care of the rest.

3. Create the segments in the Equativ platform

You will need to let ID5 know what segments you will want to use. All we need is the**name that you would like to appear in the UI**, and we'll take care of creating it for you. We'll then **share the mapping of segment ID** (from the Equativ platform) and the name(s) you provided.

4. Tag your page

Once you have the segment IDs, **you can tag your page**. ID5 can help provide specific instructions if necessary, but below is a **sample tag** for your reference.

```
<script src="https://cdn.id5-sync.com/api/1.0/id5-api.js"></script>
<script>
 (function() {
  var id5Status = ID5.init({
   partnerId: 999, // to be changed to your ID5 partner ID from step #1
   segments: [{
     destination: '45', // Equativ’s GVL ID; do not change
     ids: [ '12345', '67890' ] // to be changed to the segment ID(s) of the segment(s) that the us
   }]
  });
 })();
</script>
```

Copy

5. Target the segment in Equativ

Now that your tag is live, users will **automatically be added to the segment** and available in Equativ on a regular basis. You can now **use the segment for targeting** like you normally would.

Publisher Guidance for Audience Activation in GAM

10/06/2025 9:19 am EDT

Overview

This guide outlines how publishers, publisher technology platforms, and brands can build and activate ID5-keyed audiences within Google Ad Manager (GAM) using a Data Management Platform (DMP) or Customer Data Platform (CDP)—while operating under the constraint that Google cannot decrypt the ID5 ID.

The following sections provide technical implementation details and configuration guidance to enable audience targeting based on ID5 IDs in a privacy-compliant and interoperable manner.

Who is this capability for?

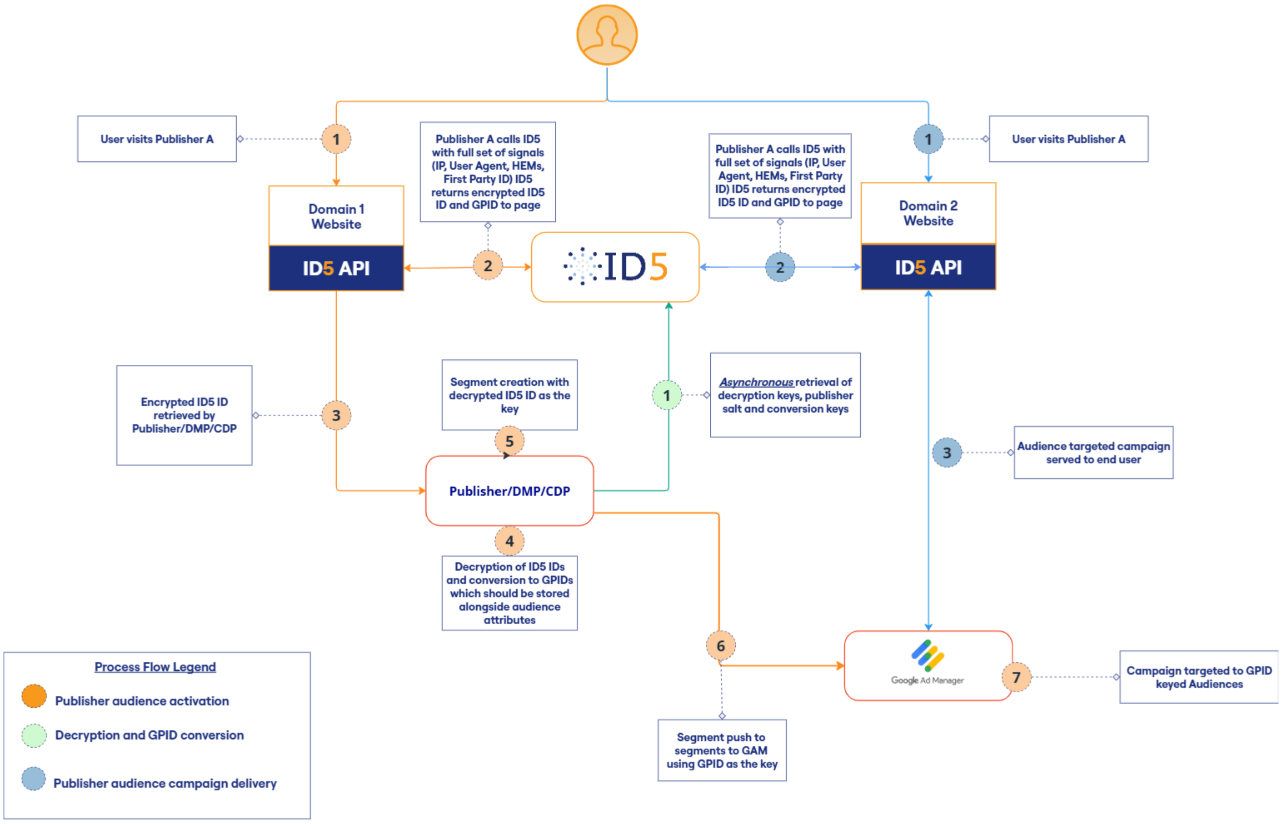
- Publishers and advertisers (and their CDP/DMP partners) who want to activate ID5 ID keyed audiences in GAM. Typically, these are companies with multiple owned digital properties, low login rates, and a need to build cross-property audiences using the ID5 ID.
- Publishers and advertisers who are working with third-party data providers who want to activate third-party audience segments keyed to the ID5 ID on their inventory via GAM.

Prerequisites for Segment Activation in Google Ad Manager

To begin building and activating audience segments in Google Ad Manager, several steps are required. This integration assumes that:

- ID5 is implemented on your digital properties
- You are either:
    - Working with a CDP or a DMP capable of building audiences based on decrypted ID5 IDs, or
    - Able to decrypt ID5 IDs and build audience segments in-house.

Schema


User visits Publisher A
1
Publisher A calls ID5 with full set of signals (IP, User Agent, HEMs, First Party ID) ID5 returns encrypted ID5 ID and GPID to page
Publisher A calls ID5 with full set of signals (IP, User Agent, HEMs, First Party ID) ID5 returns encrypted ID5 ID and GPID to page
1
User visits Publisher A
Domain 1 Website
ID5 API
2
ID5
2
Domain 2 Website
ID5 API
Encrypted ID5 ID retrieved by Publisher/DMP/CDP
3
Segment creation with decrypted ID5 ID as the key
5
1
Asynchronous retrieval of decryption keys, publisher salt and conversion keys
3
Audience targeted campaign served to end user
Publisher/DMP/CDP
4
Decryption of ID5 IDs and conversion to GPIDs which should be stored alongside audience attributes
6
Google Ad Manager
7
Campaign targeted to GPID keyed Audiences
Segment push to segments to GAM using GPID as the key
Process Flow Legend
● Publisher audience activation
● Decryption and GPID conversion
● Publisher audience campaign delivery

Integration Steps

1. Obtain Your ID5 Partner Number

To begin, you must have an **ID5 Partner Number**.

- If you already have one, make a note of it for use in the following steps.
- If you are unsure of your partner number or do not yet have one, please contact us at and we will assist you.

2. Integrate ID5 on Your Digital Properties

Implement ID5 using one of the supported integration methods outlined here.

3. Enable GPID in the ID5 Response

Contact your ID5 Account Manager to configure your setup so that both the ID5 ID and the Guarded Publisher ID (GPID) are included in the ID5 response.

4. Retrieve the GPID as a Publisher-Provided Identifier (PPID)

Follow the guidance to use the GPID as a PPID.

5. Build ID5-Keyed Audiences in Your CDP/DMP

Use your CDP or DMP to create audience segments keyed using ID5 IDs. You may also activate third-party audiences keyed to ID5 IDs across your inventory.

6. Convert ID5 IDs to GPIDs

Request that your CDP/DMP converts the ID5 IDs associated with your audiences into GPIDs. Detailed guidance and example code for this step can be found here. There are emerging methods within Google Ad Manager that allow audiences to be created directly from PPIDs in which case you can skip steps 6 and

7.

7. Push GPID-Keyed Audiences to Google Ad Manager
Your CDP/DMP should regularly push the GPID-keyed audience segments to Google Ad Manager. Learn more about the multiple methods to do so.

8. Configure Campaign Targeting in GAM
You can now set up campaign line items in Google Ad Manager to target these GPID-keyed audiences.

Alternative Approach

Rather than converting ID5 ID-keyed audiences to GPIDs, you can build audiences directly using the GPID. This method is suitable for creating first-party audiences but is not viable if you need to activate third-party audiences that are keyed to the ID5 ID within GAM. A decryption licence is required for building and activating GPID keyed audiences.

Enrich for Publishers - Real Time Bid Enrichment Service

02/02/2026 10:07 am EST

ID5’s real-time bid enrichment service for publishers is currently in alpha and available by **invitation only**.

What is ID5's Real-Time Bid Enrichment Service?

ID5’s Real-Time Bid Enrichment is an optional, paid-for service for publishers that enables them to improve the addressability of their inventory. When enabled, the ID5 Graph is used to enrich the EID array by adding SSP and DSP cookie IDs in addition to ID5 IDs, which can then be passed downstream to SSPs and DSPs. By opting in, publishers can make their inventory more addressable to buyers through a responsible and transparent bid enrichment process that fully complies with the IAB Tech Lab’s OpenRTB specification.

Key Benefits

- Enhanced audience addressability even in the absence of legacy identifiers
- Improved match rates with supply-side and buy-side partners, increasing the value of publisher inventory and therefore revenue

Requirements for Publishers

1. Register with ID5

Register with ID5. If you don’t already have an account with ID5, pleasevisit our website to sign up and request your ID5 Partner Number.

2. Review and Sign the Addendum for ID5 Bid Enrichment Services

Review the addendum for ID5 Bid Enrichment Services provided by your ID5 Account Manager.

3. Build Prebid.js with the ID5 User ID Module and ID5 Analytics module

Bid Enrichment requires **Prebid.js 9.31 or later**. To receive GAM targeting keys, you must either:
- use **Prebid 9.31+** with `externalModuleUrl` configured and `storage.refreshInSeconds` set to 0
or
- upgrade to **Prebid 10.13.10 or later** if you are not using `externalModuleUrl` , as this version includes native support for GAM targeting keys without relying on the external module.

Follow the step-by-step instructions for installing and configuring the Prebid.js User ID Module with the ID5 ID and the ID5 Prebid Analytics Module for Identity Insights.

Once the *userId, id5IdSystem,* and *id5Id5AnalyticsAdapter* are included in your modules, you will also need to ensure you enable analytics (in addition to configuring the ID5 Prebid User ID module):

```
pbjs.enableAnalytics({
  provider: 'id5Analytics',
  options: {
    partnerId: 173    // change to the Partner Number you received from ID5
  }
});
```

Publishers with real time bid enrichment enabled, should **NOT** configure the abtesting parameter in the prebid user ID module. ID5 will automatically set up an A/B test with a 90:10 split between enriched and control groups. The % split can be customised upon client request. This means:

- 90% of eligible users: Enriched group - will receive enriched IDs
- 10% of eligible users: Control group - will not receive enriched IDs

Note this split is done independently of any other A/B testing the publisher might have configured. If the ID5 abtesting parameter is configured whilst bid enrichment is enabled, the enrichment/control group split will apply to the **normal group** that has the ID5 ID enabled.

Example

If a publisher enables ID5's AB Testing with an 85:15 split, then 85% of users are assigned to the **normal group** and 15% to the **control group**. If bid enrichment is also enabled with a 90:10 split, this applies only within the normal group: **90% of those users** will receive enrichment, while **10% will serve as the enrichment control group**. By running the two tests at the same time, the bid enrichment potential will be limited and the results of the AB Test designed to assess uplift associated with presence of the ID5 ID will be biased.

4. Optimise your ID5 Prebid configuration

Ensure you have installed the ID5 User ID module and ID5 Analytics Module as part of your prebid configuration. The ID5 bid enrichment service requires the ID5 User ID module to be configured as follows:

Name	Value	Description
externalModuleUrl	`https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js`	Ensures you are benefiting from the latest version of our code and your bid enrichment configuration
canCookieSync	`true`	Maximises match rates with SSPs and DSPs through cookie syncing with user-consented vendors.
gamTargetingPrefix	`id5`	When a non-empty `params.gamTargetingPrefix` is configured **and** the ID5 module has successfully initialized, the module sets GAM targeting keys that should be used to generate uplift reporting in Google Ad Manager. Enable GAM reporting to track performance metrics - GAM targeting support is from 10.13.0 or when externalModuleUrl is used. *

exposeTargeting	true	In cases when it's not feasible to use `gamTargetingPrefix` described above to measure uplift, `exposeTargeting` can be used. It will expose the control and uplift groups via tags to the callbacks in a way described in Exposing targeting to external Reporting system.

*When a non-empty `params.gamTargetingPrefix` is configured, the module sets the following GAM targeting keys that will be available:

Key	Description
`{prefix}_id`	Set to `"y"` if a valid `id5id` is available. The key is **not set** if no ID is present.
`{prefix}_ab`	Set when A/B testing is enabled: `"n"` – Normal group (ID5 ID returned) `"c"` – Control group (no ID5 ID returned)
`{prefix}_enrich`	Set when **bid enrichment** is enabled: `"y"` – Enriched IDs returned `"s"` – Enrichment attempted, no enriched IDs found `"c"` – Control group (no enrichment was performed, used for uplift measurement)

> To maximise value and match rates achieved by the **ID5 Real Time Bid Enrichment Service**, we recommend you pass all available signals e.g hashed emails (instructions) and upgrade your ID5 integration by deploying ID5's TrueLink solution.

Please preview the sample Prebid configuration below for reference:

```
pbjs.setConfig({
  userSync: {
    userIds: [{
      name: 'id5Id',
      params: {
        partner: 173,            // change to the Partner Number you received from ID5
        externalModuleUrl: 'https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js',
        pd: 'MT1iNTBjY...'        // visit our "Passing Signals to ID5" page to learn more
        abTesting: {
          enabled: false,
          controlGroupPct:
        }, canCookieSync: true,  gamTargetingPrefix: "id5"
      },
      storage: {
        type: 'html5',           // 'html5' is the required storage type
        name: 'id5id',           // 'id5id' is the required storage name
        expires: 90,             // storage lasts for 90 days
        refreshInSeconds: 7200   // refresh ID every 2 hours to ensure it's fresh
      }
    }],
    auctionDelay: 250            // 250ms maximum auction delay, applies to all userId modules
  }
});
```

5. Instruct ID5 to enable the Real Time Bid Enrichment service with your preferred configurations

Your ID5 Account Manager will provide you with a list of the currently supported configuration options for you to choose from and enable the service on an agreed date. Configurable options include:

Configurations	Values
Countries	e.g. UK, DE
Match Partners	e.g. Magnite
Inserter	e.g. e.g. publisher.com This should be the same as the ownerdomain variable in an ads.txt file which designates the business domain that owns or operates the ad inventory.
Match Method	e.g. Inference, Browser Cookie Sync
Enriched vs Control group % split	90:10 default

6. Uplift Monitoring

Publishers must provide ID5 with **weekly reports** covering all channels competing for impressions across every domain where ID5 Bid Enrichment Services are active.

These reports must include *all* competing channels, regardless of whether ID5 Bid Enrichment Services are applied to a given channel.

Example: *If ID5 Bid Enrichment Services are enabled on publisher.com and the competing channels include Prebid, Amazon TAM, OpenPath, and others, then every channel must be represented in the report.*

Furthermore, the Publisher must supply ID5 with a **monthly report of all Ad Services Uplift calculations**, delivered no later than one week after month-end. This report must detail the results **broken down by domain**.

To facilitate uplift reporting, the publisher can enable the `params.gamTargetingPrefix` in Prebid. When bid enrichment is turned on, GAM targeting keys will be returned. It is then possible to create reports in GAM that segment by the `{prefix}_enrich` key-value pair so the publisher can compare the Impressions, Paid Impressions and revenue for the enriched group (`{prefix}_enrich=y and  {prefix}_enrich=s`) versus the control group (`{prefix}_enrich=c)`

Metrics to Track:

To effectively measure the impact of bid enrichment, publishers should monitor these key metrics for the control group vs the enriched group:

- Revenue uplift
- eCPM/rCPM
- Fill Rate
- Average winning bid CPM
- Average bid CPM
- Bid density (number of bids per auction)
- Bid response rates

7. GAM Reporting Configuration Steps

1. Ensure ID5 GAM reporting is enabled in your Prebid integration

2. Create reports in GAM that segment by the `{prefix}_enrich` key-value pair

3. Compare Impressions, Paid Impressions and revenue for the enriched group (`{prefix}_enrich=y and  {prefix}_enrich=s`) versus the control group (`{prefix}_enrich=c)` to measure performance impact.

How Uplift is Calculated

1. Take the **Control Group Revenue**

2. Multiply it by the **Factor**, which is:

   Enrichment Group Requests ÷ Control Group Requests

   - For a 90:10 ratio, the Factor = 90 ÷ 10 = 9.

3. Subtract this number from the **Enriched Group Revenue** (`{prefix}_enrich=y and {prefix}_enrich=s`)

4. The result is the **Uplift**.

Example

- Enriched Group Revenue = $10,000
- Control Group Revenue = $200
- Ratio = 90:10 → Factor =9

Calculation:

$10,000 – ($200 × 9) = $10,000 – $1,800 = **$8,200 uplift**

8. Exposing targeting to external Reporting system

The ID5 UserId module can expose targeting tags through a global window.id5tags object, if enabled by setting `exposeTargeting: true` . If `exposeTargeting` is set to true and an ID5 module has initialized, the ID5 module will expose tags through a command queue pattern. The `tags` object is in key-value pair format like this:

```
{
  "tagKey": "tagValue"
}
```

and the meaning of specific key-value pairs is following:

Key	Description
`id`	Set to `"y"` if a valid `id5id` is available. The key is **not set** if no ID is present.
`ab`	Set when A/B testing is enabled: `"n"` – Normal group (ID5 ID returned) `"c"` – Control group (no ID5 ID returned)

Key	Description
`enrich`	Set when **bid enrichment** is enabled: `"y"` – Enriched IDs returned `"s"` – Enrichment attempted, no enriched IDs found `"c"` – Control group (no enrichment was performed, used for uplift measurement)

Publishers should then include code on their page to queue callback functions to access those tags:

```
window.id5tags = window.id5tags || { cmd: [] };
window.id5tags.cmd.push((tags) => {
    // Use for custom analytics, targeting, etc.
    // eg pass to custom tagging system with something like:
    for (const tag in tags) {
        customPartnerTagging.set(customPartnerPrefix + '_' + tag, tags[tag]);
    }
});
```

9. Inform and Collaborate with your Partners

Inform your SSP partners that you will be using the ID5 graph to pass matched SSP and DSP cookie IDs in the `user.ext.eids` or `user.eids` field (according to SSP/DSP specifications), along with provenance metadata. Some SSPs may require you to add your inserter value and/or `matcher=id5-sync.com` to an allow-list. You can find more details on how ID5 handles ID provenance here.

If you are augmenting Prebid.js with Prebid Server, make sure to align with your SSP and demand partners on how they prefer to receive matched cookie IDs when ID provenance is not yet supported.

Enrich for Publishers (Offline Graph)

10/08/2025 5:29 am EDT

Overview

ID5's Graph can empowers publishers (and their tech partners) to unlock greater value by connecting users across both cookie-based and cookieless environments. By combining the scale of the ID5 ID footprint with the intelligence of the ID5 Identity Graph, Enrich significantly boosts partner match rates, strengthens user addressability, and maximizes monetization opportunities.

With Enrich, publishers can:

- Increase match rates with partners by bridging gaps in cookie syncs.
- Translate cookieless IDs into actionable identifiers, enabling seamless targeting and activation.
- Enrich impressions and audience segments with reliable identity signals that drive performance in programmatic campaigns.

In an ecosystem where third-party cookies are fading, ID5 Enrich ensures your platform continues to deliver scale, precision, and revenue growth by making every impression addressable.

How does it work?

Publishers must first deploy the ID5 ID on their digital properties, creating the foundation for identity resolution. Once in place, ID5 delivers a daily Enrich Graph that maps ID5 IDs, capturing both past visitors and predicted future ones, to platform cookie IDs across cookie and cookieless environments. Publishers (or their technology partners) can then retrieve and decrypt ID5 IDs from the page or bid stream and then use the ID5 Enrich Graph to look up matching platform cookie IDs and enrich bid requests with accurate identity mappings and accompanying provenance information. ID5 can provide the ID5 Enrich Graph to an enablement partner such as Optable, who can manage the ID5 ID decryption, graph look up, and real-time bid enrichment on a publisher's behalf.

When should I choose to use ID5's Real Time Bid Enrichment Service vs the ID5 Enrich Graph for publishers?

Publishers should choose **ID5’s Real-Time Bid Enrichment Service** if they want a simple, plug-and-play way to extend their existing ID5 integration and automatically enrich Prebid requests with cookie IDs for their platform partners. On the other hand, the **ID5 Enrich Graph for Publishers** is designed for publishers or their tech vendors that prefer more flexibility, allowing them to combine the graph with other data sources and manage real-time ID5 ID decryption and bid enrichment themselves, or in partnership with providers like Optable.

Implementation Pathway

1. Register with ID5

Sign up with ID5 and and request your ID5 Partner Number.

2. Integrate the ID5 ID on your digital properties

Deploy the ID5 ID across your user base using the implementation methods outlined here.

If you are integrating via Prebid, the following configurations are recommended:

Name	Value	Description
externalModuleUrl	`https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js`	Ensures you are benefiting from the latest version of our code and your bid enrichment configuration
canCookieSync	`true`	Maximises match rates with SSPs and DSPs through cookie syncing with user consented vendors.

3. Receive and Consume the ID5 Enrich Graph

Each day, ID5 generates and delivers a customised graph based on users that have visited your digital property in the past and whom we predict might visit your digital properties in the future. This graph maps ID5 IDs to the platform cookies IDs for your configured match partners. The output supports the following configurations:

- **Country**
- **Cookie Match Partners -** Ask ID5 for an updated list
- **ID5 Matchmethod -** `id5_graph_connection` **,** `cookie_sync` **,** `ip_match`
- **Lookback window for IP match**
- **Format - csv or parquet**

Delivery Frequency

ID5 will deliver the matching file to the customer's S3 bucket on a daily or weekly basis. The matching happening on a given day will read and write using the date of the previous day / week. For example, on a daily match performed on the 5th October 2024, ID5 will read the data of `2024-10-04`

Matching File Content

Field Name	Description
`id5_id`	ID5 universal identifier
`partner_id`	ID of the matching partner
`partner_uid`	Cookie ID from matching partner
`country`	Country code for where match was observed
`last_match_timestamp`	Timestamp when the match was last confirmed: - For `id5_graph_connection` , it's the CDG generation date - For `cookie_sync` , it's the sync - For `ip_match` , it's the time when ID5 ID was last connected to the cookie ID via IP (the date bridging happens)
`last_seen_timestamp`	Timestamp when the ID5 ID was last observed on the ID5 footprint

Field Name	Description
`id5_matchmethod`	Enum: `id5_graph_connection` , `cookie_sync` , `ip_match`
`ortb_matchmethod`	Enum (0–5 or 500+), per OpenRTB match method (see spec)

Output File Formats and Paths

ID5 supports two file formats when delivering the ID5 Enrich Graph file: CSV and Parquet. The output will be stored on a partitioned basis using the format:

`<configurable prefix>/DATE=<ISO date>/<some random filename>.[csv.gz|snappy.parquet]`

Examples:

- `/id5/output/DATE=2024-04-09/part-00000-tid-5623552081912624944-0b8fafa8-51a6-4f35-978c-2cd65b4957f3-85138-1-c000.snappy.parquet`
- `/id5/csv_output/DATE=2024-04-07/part-00000-tid-897652208191266533-ca6f3876-557d-4de3-bf76-32330850a2d8-78652-1-c000.csv.gz`

- Parquet
  - A binary, data efficient file format which will contain all of the supplied data fields in a flat file structure. The files are compressed using the `snappy` algorithm.
- CSV
  - The CSV file contains all of the supplied fields in a flat file structure. The separator is `,` (comma) and the quotes `"` are added only if required. The output files are compressed using the `gzip` algorithm.

CSV Example

In this example, we're using the CSV format without timestamps. First row in the example is the headers, second one an ip / id5id which additionally has an ID5 partner cookie match and the third one has no partner cookie match.

```
ip,id5id,partner_id,partner_uid
67.244.50.69,ID5-ZHMOx88UySFiiNN0lpFvLeZ9yAyhi_P0xfGc9fw7yQ,264,43601965987
35.137.25.212,ID5-a9ddxNN39oI_silnqpcuG9bYnzrOcmfCt804_cNL0w,,
```

Best Practises

ID Relationships

Multiple ID5 IDs may map to a single Cookie ID for a given Match Partner. Conversely, the same ID5 ID may map to different Cookie IDs for a given partner as a result of different match methods. In these cases, ID5 selects the most recently observed match and will include it in the file.

File Consumption and Data Retention

- Upon receipt of each daily file, consumers should:
  - Update existing matches.
  - Insert new matches.

- If a cookie ID or ID5 ID has not been observed within the last *n* days, its associated matches should be purged from your dataset.

  ID5 recommends *n = 30 days*, and no more than *n = 60 days*.

5. Decrypt the ID5 ID and Leverage the ID5 Enrich Graph

The encrypted ID5 ID can be obtained in one of two ways:

- Via the **ID5 JS API** on a digital property.
- From the bid stream, where it may appear in the `EID` array.

You should implement ID5 ID decryption capability (see instructions). Upon receipt of an encrypted ID5 ID, decrypt it before proceeding. You may then use the **ID5 Enrich Graph** to resolve the decrypted ID5 ID into the corresponding cookie IDs for your chosen match partners . These resolved identifiers can be added to bid requests in accordance to user consent choices and the OpenRTB specification.

> **Consent & Compliance**
>
> - When using the graph, only leverage `ID5 ID → Platform Cookie ID` mappings where the user has provided valid consent to both ID5 and the Platform, in jurisdictions where consent is required.
> - Ensure full compliance with the OpenRTB specification and applicable ID provenance guidelines.

Enrich for SSPs (Offline graph)

10/08/2025 5:30 am EDT

Overview

ID5's Graph can empower ad tech platforms to unlock greater value by connecting users across both cookie-based and cookieless environments. By combining the scale of the ID5 ID footprint with the intelligence of the ID5 Identity Graph, Enrich significantly boosts partner match rates, strengthens user addressability, and maximizes monetization opportunities.

With Enrich, SSPs can:

- Increase match rates with partners by bridging gaps in cookie syncs.
- Translate cookieless IDs into actionable identifiers, enabling seamless targeting and activation.
- Enrich impressions and audience segments with reliable identity signals that drive performance in programmatic campaigns.

In an ecosystem where user identification is fragmented and contingent on the environment, ID5 Enrich ensures your platform continues to deliver scale, precision, and revenue growth by making every impression addressable.

Example Use Cases

1. SSPs Enhancing DSP Connectivity

Supply-Side Platforms (SSPs) can use Enrich to:

- Increase cookie sync match rates with their DSP partners.
- Use the ID5 Enrich Graph to connect cookieless ID5 IDs with their own cookie-based IDs.
- Enrich cookieless bid requests with the DSPs’ cookie IDs, making those impressions addressable for activation.

2. Activating Audience Targeting with DMPs and CDPs

SSPs can leverage Enrich to:

- Strengthen cookie syncs with Data Management Platforms (DMPs) and Customer Data Platforms (CDPs).
- Use the ID5 Enrich Graph to connect cookieless ID5 IDs with their own cookie-based IDs.
- Determine whether a user in a cookieless environment belongs to a specific audience segment.
- Enable audience-targeted campaigns in cookieless environments, ensuring advertisers can continue to reach the right users even when cookies are not available.

How does it work?

Platforms using the Enrich service (e.g., SSPs) must first set up a cookie sync with ID5 to maximize match rates across IDs. ID5 then provides a daily Enrich Graph that maps ID5 IDs to platform cookie IDs in both cookie and cookieless environments. Platforms can then retrieve and decrypt ID5 IDs from the page or bid stream, then use the Enrich Graph with their enhanced match tables to enrich bid requests with accurate ID mappings and provenance information.

Implementation Pathway

Implementation will consist of:

1. Cookie Synchronisation with ID5 - By initiating and receiving a cookie sync to ID5, your cookie sync footprint and match rates will be maximised.

2. Real-time updates – ID5 will provide real-time updates of the most recent matches between your cookie ID and the cookie IDs of your chosen match partners. You can use this to add and update entries in your cookie match tables.

3. Daily file delivery – ID5 will send a single daily file, showing the most recent matches between the ID5 ID and your cookie ID, along with ID provenance metadata. You should store this data and update it daily by adding new matches and refreshing existing connections between the ID5 ID and your cookie ID. Probabilistic connections older than 30 days should be purged from the data set, although you may prefer a shorter retention window.

4. ID5 ID Decryption - Upon receipt of a bid request containing an encrypted ID5 ID, you should decrypt it in order to access the stable version of the ID5 ID.

5. Real-time look-up and bid enrichment - After decrypting the ID5 ID:

1. Find your matching cookie ID.

2. Use this cookie ID together with your enhanced match tables to identify the corresponding DSP/DMP cookie IDs.

This allows you to:

- Check which audience campaigns or deal IDs are eligible to serve.
- Enrich bid requests sent to DSPs with ID provenance metadata.

Step-by-Step Instructions

1. Register with ID5

Sign up with ID5 and request your ID5 Partner Number.

2. Configure Cookie Synchronization with ID5

To maximise your cookie coverage across the ID5 footprint and increase your match rates with ID5 and cookie sync partners, you should:

- Initiate a cookie sync to ID5
- Receive a cookie sync from ID5

3. Enhance your Cookie Match Tables with ID5's Partner Graph File Transfer

Tell ID5 the platforms for which you require improved match rates. ID5 will provision a Partner Graph File Transfer, delivering files to your designated AWS S3 bucket at defined intervals. Each file contains newly generated and updated Match Partner UIDs derived from the cookie sync process. These UIDs should be ingested to update and enrich your existing cookie match tables. Refer to the full integration documentation here.

4. Receive the ID5 Enrich Graph

Each day, ID5 generates and delivers a dedicated graph to your environment. This graph maps ID5 IDs to your proprietary cookie IDs.

Delivery Frequency for the ID5 Enrich Graph

ID5 will deliver the Enrich Graph to the customer's AWS S3 bucket (or S3-compatible solution) on a daily basis. The matching happening on a given day will read and write using the date of the previous day. For example, on a daily match performed on the 5th October 2024, ID5 will read the data of `2024-10-04`

Matching File Content

Field Name	Description
`id5_id`	ID5 universal identifier
`partner_id`	ID of the matching partner
`partner_uid`	Cookie ID from matching partner
`country`	Country code for where match was observed
`last_match_timestamp`	Timestamp when the match was last confirmed: - For `id5_graph_connection` , it's the CDG generation date - For `cookie_sync` , it's the sync - For `ip_match` , it's the time when ID5 ID was last connected to the cookie ID via IP (the date bridging happens)
`last_seen_timestamp`	Timestamp when the ID5 ID was last observed on the ID5 footprint
`id5_matchmethod`	Enum: `id5_graph_connection` , `cookie_sync` , `ip_match`
`ortb_matchmethod`	Enum (0–5 or 500+), per OpenRTB match method (see spec)

Output File Formats and Paths

ID5 supports parquet file format when delivering the ID5 Enrich Graph file. The output will be stored on a partitioned basis using the format:

`s3://bucket_name/parent_folder_name/date=yyyy-mm-dd/region=xyz/partner=SSP_name/file.gz.parquet`

Best Practises

File Consumption and Data Retention

- Upon receipt of each daily file, consumers should:
  - Update existing matches.
  - Insert new matches.
- If a cookie ID or ID5 ID has not been observed within the last *n* days, its associated matches should be purged from your dataset.

  ID5 recommends *n = 30 days*, and no more than *n = 60 days*.

5. Decrypt the ID5 ID and Leverage the ID5 Enrich Graph

Retrieval
The encrypted ID5 ID can be obtained in one of two ways:

- Via the **ID5 JS API** on a digital property.
- From the bid stream, where it may appear in the `EID` array.

Decryption
You should implement ID5 ID decryption capability (see instructions). Upon receipt of an encrypted ID5 ID, decrypt it before proceeding.

Graph Lookup

- Use the **ID5 Enrich Graph** to resolve the decrypted ID5 ID into the corresponding partner cookie ID.
- Leverage your proprietary cookie match tables (enhanced by the ID5 Partner Graph) to further map this partner cookie ID to the respective DSP and other platform cookie IDs.

Activation
These resolved identifiers can be used to:

- Populate user IDs passed downstream to support addressability.
- Power eligible audience campaigns.
- Enable private marketplace deals where the user can be targeted.

Consent & Compliance

- When using the graph, only leverage `ID5 ID → Platform Cookie ID` mappings where the user has provided valid consent to both ID5 and the Platform, in jurisdictions where consent is required.
- Ensure full compliance with the OpenRTB specification and applicable ID provenance guidelines.

ID5 OpenRTB ID Provenance Support and Best Practices

12/04/2025 11:27 am EST

Overview

Publishers and ad tech partners can choose to use the ID5 Graph to enrich their programmatic transactions with additional data. The Graph enables both probabilistic and deterministic connections between ID5 IDs and Platform Cookie IDs, which can be inserted into bid requests in real time to boost addressability. When using the ID5 Graph for bid enrichment, ID5 strongly recommends full compliance with the IAB Tech Lab's ID Provenance Fields and Best Practices. To support this use case, ID5 provides a dedicated version of the Graph for this use case that includes the `matchmethod(mm)` field, indicating how each ID5–to–Platform Cookie ID connection was established.

This page provides practical guidance for publishers enriching bid requests with the ID5 Graph, either directly or through a partner such as Optable, as well as for ad tech partners receiving enriched requests in which ID5 (id5-sync.com) is declared as the matcher.

Publisher Guidance

Publishers collaborating with ID5 or with technology providers that use ID5's Graph to facilitate bid enrichment should follow the OpenRTB ID provenance guidance to ensure compliance and transparency. Following these steps ensures that your bid enrichment setup is recognized, compliant, and properly processed by your SSP and DSP partners.

Recommended Steps

1. Set Inserter and Matcher Values

a. Inserter: Declare your own domain as the inserter. We recommend using the same domain as the ownerdomain in your ads.txt file.

b. Matcher: Declare id5-sync.com as the matcher.

2. Notify Your SSPs

Inform your supply-side platforms (SSPs) that you are enriching bid requests in this way. Some SSPs require whitelisting for both the inserter and matcher values before accepting or using the data.

EID Array Example of Publisher Bid Enrichment with ID5 ID and Platform Cookie IDs

```
{
 "eids": [
  {
   "source": "id5-sync.com",
   "uids": [
    {
     "id": "some-random-id-value",
     "atype": 1,
     "ext": {
      "linkType": 2,
      "abTestingControlGroup": false
     }
    }
   ]
  },
  {
   "source": "ssp-domain.com",
   "matcher": "id5-sync.com",
   "mm": 5,
   "inserter": "publisher-domain.com",
   "uids": [
    {
     "id": "some-random-id-value",
     "atype": 1
    }
   ]
  }
 ]
}
```

SSP Guidance and Expected Behaviour

Build Support for the ID provenance fields. In practice, this means:

1. When you receive a Cookie ID with provenance in the EID array, use your match tables to look up the corresponding DSP cookie IDs and include them downstream in the `user.ext.eids` or `user.eids` field, following the format shown below. We recommend passing only the DSP cookie IDs for vendors to whom the user has given consent, in accordance with the user's jurisdiction and applicable privacy regulations.

```
{
  "source": "<dsp-cookie-domain>",
  "id": "<dsp-cookie-id>",
  "ext":
  {
    "inserter": "ssp-domain.com",
    "matcher": "id5-sync.com",
    "mm": 5
  }
}
```

2. When no corresponding DSP cookie ID is found in your match tables, forward any DSP cookie IDs received along with their provenance in the `user.ext.eids` or `user.eids` field (according to DSP specifications).

3. Only include enriched cookie IDs in the `buyeruid` field if explicitly instructed by your DSP and if

permitted under your contract.

4. Instruct publishers, or the partners enriching bids on their behalf, to provide the expected `source` value—for example, `ssp-domain.com`.

5. If you enforce allow-listing for bid enrichment at either the matcher or inserter level, add `id5-sync.com` to your matcher allow-list and request the latest list of inserter values from your ID5 representative for allow-listing.

DSP Guidance and Expected Behaviour

DSP Guidance for Handling Bid Requests with ID5 Connections

When processing bid requests that may not contain your DSP cookie ID in the `buyeruid` field, we recommend the following approach:

- **Primary identifier (ID5 ID):**
    - If present, decrypt and use the ID5 ID as the user identifier.
    - This ensures you can transact even when your DSP cookie ID is not included directly.
- **Fallback identifier (cookie ID with provenance):**
    - If using the ID5 ID is not supported, rely on your DSP cookie ID provided with provenance in the `user.ext.eids` or `user.eids` field.
    - Use this cookie ID as the user identifier for campaign targeting.
- **Bidding decision logic:**
    - Once the identifier is established, evaluate eligible advertiser campaigns and decide on bid values accordingly.
    - You may also incorporate the `matcher` and `matchmethod(mm)` values into your bidding algorithms to optimise decision-making.
- **Request your SSPs to conduct `buyeruid` Substitution**
    - If you do not support the ID5 ID or ID provenance fields, instruct your SSPs to pass you bridged cookie IDs in the buyeruid field where 'id5-sync.com' is the source.

By following this sequence, DSPs can ensure accurate user recognition, support transactions in both cookieless and cookie-supported environments, and take full advantage of the high-quality connections enabled by the ID5 graph.

Enriching Bid Requests with the ID5 ID

12/10/2025 5:33 am EST

This guide explains how to use EID (Extended Identifier) information from an ID5 endpoint response to enrich outgoing OpenRTB bid requests for both OpenRTB 2.6 and 2.5.

Identify and Extract EID Data from ID5 Endpoint Response

The necessary EID data in the ID5 response is extracted from the `ids` object.

Example ID5 Response:

```
{
  "signature": "ID5_AoPiwhPFUccYOQLCwfbQTEbMTk85rQD10hAZYixkNlZeozXos46w4uqpJqq",
  "created_at": "2025-11-14T16:12:20.968Z",
  "original_uid": "ID5*KDdqfh7p46U_Eb_xD8-9lWYkX2xsHEQqpJP2YNzKqC7__",
  "universal_uid": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
  "privacy": {
    "jurisdiction": "gdpr",
    "id5_consent": true
  },
  "ids": {
    "id5id": {
      "eid": {
        "source": "id5-sync.com",
        "uids": [
          {
            "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
            "atype": 1,
            "ext": {
              "linkType": 2,
              "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP20OAngDPxw=="
            }
          }
        ]
      }
    },
    "euid": {
      "eid": {
        "source": "euid.eu",
        "uids": [
          {
            "id": "E4AAAAezwMkyH6T4wJwiMRLR7C7I77M2VyI8q_pQSzPLdIsfffl86arrL3FKC4T",
            "atype": 3,
            "ext": {
              "provider": "id5-sync.com"
            }
          }
        ]
      }
    },
    // EID example when using ID5's Real-Time Bid Enrichment Service
    "id5-ttd": {
      "eid": {
        "source": "adserver.org",
        "uids": [
          {
            "id": "09d89c84-2e59-4c80-9c80-09db5f901234",
            "atype": 1,
            "ext": {
              "provider": "id5-sync.com",
              "rtipartner": "TDID"
            }
          }
        ],
        "mm": 2,
        "matcher": "id5-sync.com",
        "inserter": "publisher-domain.com"
      }
    }
  }
}
```

You should extract the entire **EID objects** for **ID5 ID** and any other IDs provided (e.g., **EUID**).

- **ID5 ID EID:** Is found under `response.ids.id5id.eid`
- **EUID EID:** Is found under `response.ids.euid.eid`
- **TTD EID:** Is found under `response.ids.id5-ttd.eid`
  (Example of a DSP ID added when using the Real-Time Bid Enrichment Service)

Example EID Data Structure:

```
{
 "source": "id5-sync.com",
 "uids": [
  {
   "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
   "atype": 1,
   "ext": {
    "linkType": 2,
    "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP20OAngDPxw=="
   }
  }
 ]
}
```

> ID5 provides extra data about the user ID in the `ext` object. For more information, see our metadata documentation.
>
> For EIDs added via the Real-Time Bid Enrichment Service, we also include IAB ID Provenance fields. For more details, see our ID5 OpenRTB ID Provenance Support and Best Practices.

Enriching an OpenRTB 2.6 Request

In **OpenRTB 2.6,** the `eids` array is a **direct field** within the `user` object.

To enrich the request:

1. Collect all relevant EID objects (e.g., the ID5 ID EID, EUID EID or others).
2. Insert these objects as elements into the `eids` array, placed under the `user` object.

OpenRTB 2.6 Request Snippet (user.eids)

```
{
  "user": {
    "id": "SSP_UID",
    "buyeruid": "DSP_UID",
    "eids": [
      {
        "source": "id5-sync.com",
        "uids": [
          {
            "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
            "atype": 1,
            "ext": {
              "linkType": 2,
              "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP20OAngDPxw=="
            }
          }
        ]
      },
      {
        "source": "euid.eu",
        "uids": [
          {
            "id": "E4AAAAezwMkyH6T4wJwiMRLR7C7I77M2VyI8q_pQSzPLdIsfffl86arrL3FKC4T",
            "atype": 3,
            "ext": {
              "provider": "id5-sync.com"
            }
          }
        ]
      },
      {
        "source": "adserver.org",
        "uids": [
          {
            "id": "09d89c84-2e59-4c80-9c80-09db5f901234",
            "atype": 1,
            "ext": {
              "provider": "id5-sync.com",
              "rtipartner": "TDID"
            }
          }
        ],
        "mm": 2,
        "matcher": "id5-sync.com",
        "inserter": "publisher-domain.com"
      }
// *** INSERT OTHER EID OBJECTS HERE ***
    ]
  }
}
```

Enriching an OpenRTB 2.5 Request

In **OpenRTB 2.5**, the `eids` array is an **extended field** within the `user` object (`user.ext`).

To enrich the request:

1. Collect all relevant EID objects.

2. Insert these objects as elements into the `eids` array, placed within the `ext` object of the `user`

object.

OpenRTB 2.5 Request Snippet (user.ext.eids)

```
{
  "user": {
    "id": "SSP_UID",
    "buyeruid": "DSP_UID",
    "ext": {
      "eids": [
        {
          "source": "id5-sync.com",
          "uids": [
            {
              "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
              "atype": 1,
              "ext": {
                "linkType": 2,
                "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP20OAngDPxw=="
              }
            }
          ]
        },
        {
          "source": "euid.eu",
          "uids": [
            {
              "id": "E4AAAAezwMkyH6T4wJwiMRLR7C7I77M2VyI8q_pQSzPLdIsfffl86arrL3FKC4T",
              "atype": 3,
              "ext": {
                "provider": "id5-sync.com"
              }
            }
          ]
        },
        {
          "source": "adserver.org",
          "uids": [
            {
              "id": "09d89c84-2e59-4c80-9c80-09db5f901234",
              "atype": 1,
              "ext": {
                "provider": "id5-sync.com",
                "rtipartner": "TDID"
              }
            }
          ],
          "mm": 2,
          "matcher": "id5-sync.com",
          "inserter": "publisher-domain.com"
        }
 // *** INSERT OTHER EID OBJECTS HERE ***
      ]
    }
  }
}
```

ATTENTION
It is recommended to verify the SSP/DSP integration specifications to see if they support

> OpenRTB 2.6 or still require OpenRTB 2.5 formatting. Placing the EID structure in the correct location is crucial for proper processing by the demand partner.

Accessing EIDs with the ID5 JS API

If you are using the ID5 JS API, the library provides a convenient method to retrieve all available EIDs, including the ID5 ID, already formatted as an array of **OpenRTB EID objects**.

The method: `getUserIdsAsEids()` , retrieves the necessary **EID objects** that can be directly added to an OpenRTB bid request's `eids` array.

Output Array Example

The array returned by `getUserIdsAsEids()` can contain multiple EID objects depending on the integration. For instance, an integration that has enabled the **Guarded Publisher ID (GPID)** will return both the ID5's EID and the GPID EID.

This output array perfectly matches the required structure for the OpenRTB `eids` field.

```
[
  // ID5 EID
  {
    "source": "id5-sync.com",
    "uids": [
      {
        "id": "ID5*1Ls3HtzGAldqduMJjmL2CcyuGOw9JArVgXc_LS34MC7__",
        "atype": 1,
        "ext": {
          "linkType": 2,
          "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP20OAngDPxw=="
        }
      }
    ]
  },
  // EUID EID
  {
    "source": "euid.eu",
    "uids": [
      {
        "id": "E4AAAAezwMkyH6T4wJwiMRLR7C7I77M2VyI8q_pQSzPLdIsfffl86arrL3FKC4T",
        "atype": 3,
        "ext": {
          "provider": "id5-sync.com"
        }
      }
    ]
  },
  // EID example when using Guarded Publisher ID (GPID)
  {
    "source": "gpid.id5-sync.com",
    "uids": [
      {
        "id": "m4nzI8tQ3iZ-XuHRu3Bd47Y3AUDNGykf58sOwXehqnIfvK35LIb1DlHXJ-",
        "atype": 1
      }
    ]
  },
  // EID example when using ID5's Real-Time Bid Enrichment Service
  {
    "source": "adserver.org",
    "uids": [
      {
        "id": "09d89c84-2e59-4c80-9c80-09db5f901234",
        "atype": 1,
        "ext": {
          "provider": "id5-sync.com",
          "rtipartner": "TDID"
        }
      }
    ],
    "mm": 2,
    "matcher": "id5-sync.com",
    "inserter": "publisher-domain.com"
  }
]
```

For additional information about ID5's JS API, see our public GitHub documentation.