Advertiser

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.