

SSP

11/28/2025 8:14 am EST

Core Value Proposition

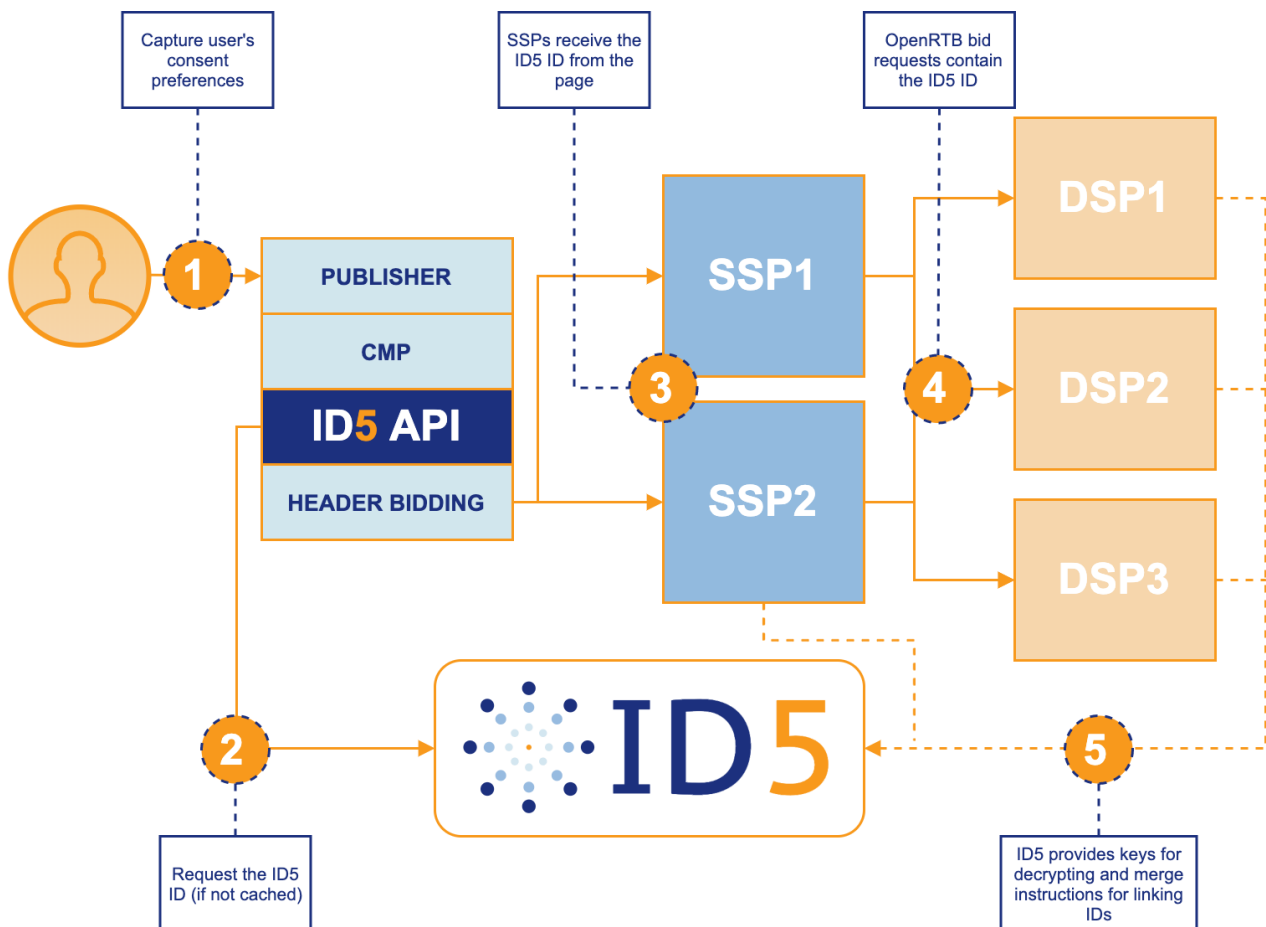
1. Send more identifiable bid requests to buyers to increase CPMs and overall publisher revenue
2. Deliver strategic value to publishers by supporting their transition to the cookieless future
3. Reduce operational costs by outsourcing identity infrastructure to specialized solution provider

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.

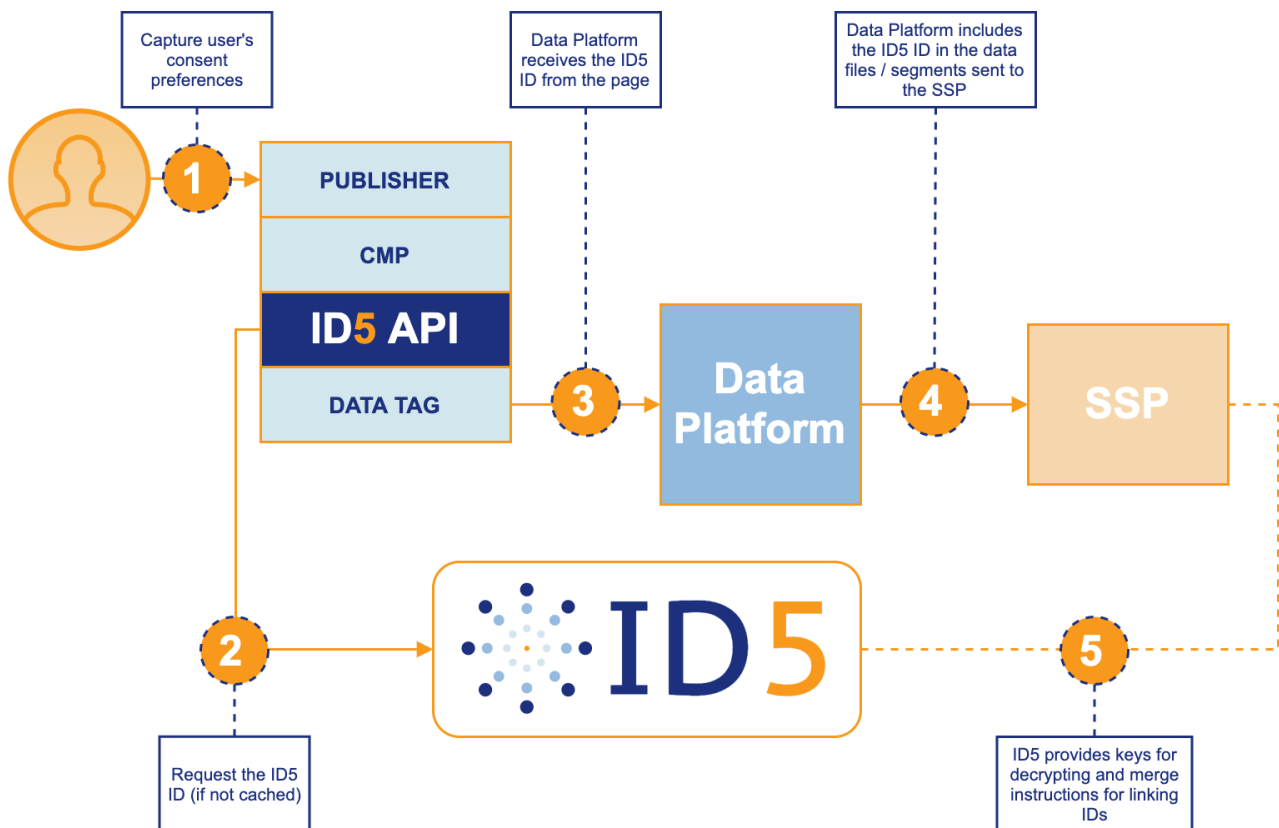
Solution Overview

RTB Process



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



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*ecJr2yIVAdiHp2mLG0Mm-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*ecJr2yIVAdiHp2mLG0Mm-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>.
