DSP

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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)

```json
{
   "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)

```json
{
   "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.