

# ID5 Javascript Library

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## 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](mailto: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](mailto: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](#).

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