

Amazon (APS) Integration

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Publisher Integration of the ID5 ID via Amazon Publisher Services

Enabling ID5 in Web Environments

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. **Log into your APS Publisher UI** - Navigate to the Connections Marketplace tab and Explore Services. Select "View Details" for ID5 and then select "Get Started" to follow the questionnaire submission process. This questionnaire is provided by Amazon and is filled in on their website.

The screenshot displays the Amazon Publisher Services (APS) interface. The top navigation bar includes a hamburger menu, the text "amazon publisher services", and a "hidden features" button. The left sidebar lists navigation options: Home, Reporting, Ad Server Setup, Inventory, Demand (marked as NEW), Signal IQ, Connections Marketplace (highlighted with a red arrow), Admin, and Resources. The main content area is titled "Amazon Publisher Services Home" and features an "Earnings Summary" section with a line chart showing Impressions and Earnings from January 13th to 26th. Below this is the "Connections Marketplace" section, which includes a description: "Connections Marketplace is a technology solutions marketplace where publishers can discover, try, and activate providers of ads, media, and infrastructure solutions, with little or no new development work." A filter bar shows "10 vendors: Advertising Identity X Reset filters" and a "Filter vendors" button. The vendor list includes:

- lockr**: Audience Integration Manager. By Lockr. Categories: Advertising Identity. Description: lockr's Audience Integration Manager (AIM) saves publishers time and money, unlocking multiple integrations with alternative ID enrichment, and cloud providers. Status: Eligible to connect. Features: Available for web, Worldwide. Button: View Details.
- hadronID by audigent**: Hadron ID™. By Audigent. Categories: Advertising Identity. Description: A leading first-party data activation, curation, and ad identity solution provider that helps publishers improve monetization. Driving unique demand for first-party data and ad inventory through its expert sales team. Status: Connection pending. Features: Available for web, Worldwide. Button: View Details.
- ID5**: ID5. Categories: Advertising Identity. Description: ID5 enables publishers to improve monetization by increasing addressability in all browsers while offering users transparency and control over their data. Status: Eligible to connect. Features: Available for web, Worldwide. Buttons: View Details, Help (with a red arrow pointing to it).

Categories: Advertising Identity



Monetize your cookie-less traffic better with ID5's Universal ID

ID5's Universal ID helps publishers to identify cookie-less traffic and improve monetization in all browsers. By combining deterministic and probabilistic methods, ID5 enables publishers to increase the size of their addressable audience. Its privacy-first technology gives consumers transparency and control over their data.

Already an ID5 customer?
Work with APS to extend your ID5 decorations to APS bid requests as well!

[Details](#) [Integration Info](#) [Features](#) [Privacy](#)

Quick look:
[id5.io](#)

- Eligible to connect
- Available for web
- No APS integration fees
- Worldwide

[GET STARTED](#)

By clicking 'Get Started' you confirm that you've read the [Privacy info](#).

2. **Activate ID5** - Submit the questionnaire to APS to complete your registration with ID5. Part of the activation you submitted through the APS dashboard opted you into ID5's terms and conditions. By accepting ID5's terms, you agree to maintain clear, comprehensive, and accurate privacy notices as stated in our [Privacy Policy Requirements](#).
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.

Enabling ID5 in CTV Environments

Amazon supports the standard OpenRTB framework for transmitting third-party identifiers, allowing publishers to append the ID5 ID in the user.eids field (or user.ext.eids in OpenRTB 2.5) before sending the bid request. Publishers can use the [dedicated S2S endpoint for CTV](#) to generate and retrieve the ID5 ID, and then pass that ID5 ID to APS within their initial OpenRTB ad request using the standard Extended ID (EID) object.

Please see the below for sample bid requests:

OpenRTB 2.6

```

"user": {
  "eids": [
    {
      "source": "id5-sync.com",
      "uids": [
        {
          "id": "ID5_TOKEN_VALUE",
          "ext": {
            "linkType": 2
          }
        }
      ]
    }
  ]
}

```

OpenRTB 2.5

```

"user": {
  "ext": {
    "eids": [
      {
        "source": "id5-sync.com",
        "uids": [
          {
            "id": "ID5_TOKEN_VALUE",
            "ext": {
              "linkType": 2
            }
          }
        ]
      }
    ]
  }
}

```

Name	Required	Type	Description	Example
source	x	string	URL of identity provider	id5-sync.com
id	x	string	ID sent to publisher by identity provider	ID5*abc