

Google Secure Signals

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What are Google Secure Signals?

Google Secure Signals enables publishers to deploy the ID5 ID and make it available as a secure signal on RTB requests through Authorized Buyers, Open Bidding and SDK bidding. Signals will only be generated and shared at the Publishers explicit instruction and only with the bidders the publisher has permitted to receive the signals. Publishers benefit by bringing their identity strategy to their Google tech stack with a lightweight integration, resulting in more addressable inventory and improved monetization.

Web Integration



Bidders must choose whether they want to receive a signal (from any publisher) when it's available. We recommend reaching out to your main bidders and letting them know to pick up the encrypted ID5 ID.

You can read more about Google's Secure Signals [here](#).

Steps

1. For publishers to integrate with ID5 through Google Secure Signals, a Partner Number will be needed from ID5 Partner Number. This can be requested by signing up with ID5 on [our website](#)).
2. Sign in to Google Ad Manager.
3. Click **Admin**, then Global settings, and then Ad exchange account settings.
4. In the "**Secure signal sharing**" section, click the toggle on to allow secure signal sharing and click Save.
5. Click **Inventory**, then **Secure Signals**, this will show you a list of secure signals you can share.
6. Toggle ID5 on
7. **For web integrations, there are a few integration options:**
 - **a)** Deploy the signal collection script for an existing Prebid UserID module. Under "Signal collection deployment", select Prebid UserID module. This will enable Google to collect the ID5 ID from your current Prebid UserID deployment of the ID5 ID. If you haven't done so already, to receive the most valuable ID5 IDs, ensure you are passing ID5 [additional signals](#), such as hashed email.
 - **b)** Google can deploy the signal collection script for you by selecting **Google deploy** under "**Signal collection deployment**". For this to work, add the following code to the `<head>` part of your

website:

```
window.ID5EspConfig = {  
  partnerId: 123 // 123 should be modified with your own partnerId  
};
```

Note, this integration does not support the provision of additional signals like hashed emails to ID5 and, therefore, may reduce ID precision.

- **c)** Under "**Signal collection deployment**", select the "**Publisher deploy**" option, deploy the [ID5 JS API](#) with [GSS provider enabled](#). The benefit of this option is that you can provide ID5 [additional signals](#), such as hashed email, resulting in more valuable ID5 IDs.
9. Under "**Signal collection deployment**", select Share to share secure signals on **non-personalized (NPA) ad requests**.
 10. To share secure signals with bidders, click **Delivery**, then **Demand channel settings**.
 11. Under the "**Default settings**" tab, click **Secure signal sharing**.
 12. Turn **on** the toggle for the desired demand channels. Bidders can now receive the secure signals you share with them.

In-App / CTV Integration

Server-to-Server (S2S) / CTV

Publishers integrating with ID5 via S2S can make the ID5 ID available as a Google Secure Signal, provided they build and manage their own ad requests. In this case, the ID5 ID should be structured as follows and passed via the `ssj` parameter as described in [Google's instructions](#):

```
{  
  "source": "id5-sync.com",  
  "data": "ID5*xxxxxxxx", // ID5ID received  
  "isPubCreated": false  
}
```



This path is not applicable to publishers using the GMA SDK, as the SDK handles ad request construction directly and requires an adapter to pass third-party signals to Secure Signals.

GMA SDK / CTV

For publishers using the GMA SDK, an adapter is required to pass ID5 signals through Google Secure Signals. ID5 is currently developing mobile and CTV SDKs with accompanying adapters. Please contact your ID5 representative if you wish to be an early adopter.

