

Publisher Provided ID (PPID) Provisioning

04/03/2025 10:01 am EDT

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Some monetization and ad serving platforms like Google and Xandr supporting the passing of a Publisher Provided Identifier (PPID). [Google's PPID](#), for example, allows publishers to send Google Ad Manager an identifier for use in frequency capping, audience segmentation and audience targeting, sequential ad rotation, and other audience-based ad delivery controls across devices. Provision of a PPID can increase CPMs from Google's buying stack.

Some publishers have expressed interest in injecting a decrypted ID5 ID into the PPID field, however, there are some challenges with doing this:

- PPID is expected to be a publisher first party ID. The ID5 ID has cross publisher and cross-domain reconciliation properties.
- User's privacy choices are managed through encryption of the ID5 ID and only vendors with consent are able to decrypt the ID.
- Decryption should not take place client side as this could expose secret keys

ID5 Solutions

The Guarded Publisher ID (GPID) as a PPID

ID5 is offering partners with an ID5 ID deployment a license to the Guarded Publisher ID, a publisher specific first-party cross-domain identifier. The GPID is a partner specific version of the ID5 ID which remains unique for a user across a owned and operated properties within a given browser environment. It's quality and stability is implicitly linked to the provision of signals such as hashed emails and TrueLink signals. You can read more about the GPID and how to retrieve it [here](#).
