

Signal Obfuscation

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How Publishers Can Future-Proof Their Addressability Strategy

Browsers and Operating Systems are taking incremental steps to obfuscate identification signals from third parties. From the recent release of Apple's iOS15, which introduced features including Hide my IP and Private Relay, to [Google's announcement](#) that it is planning to reduce the granularity of information presented in user-agent strings on its Chrome browser.

While the removal of traditional identifiers and limiting of signals informing identity resolutions should guarantee higher protection of people's privacy and publisher data, it also poses a challenge. Many players currently rely on these signals for cross-domain and cross-device reconciliation. Apple's recent release of iOS15 has resulted in a rising number of requests where a user's true IP, which contributes to ID creation, is not available to ad tech platforms.

How ID5 Is Mitigating These Challenges

Our mission at ID5 is to help media owners grow sustainable revenue. We have been working alongside publishers and their technology partners to facilitate [maximum addressability, monetization, and yield](#) in a privacy-first manner since 2017. We prize our role as a trusted partner to publishers and we want to continue to empower them to address users effectively and minimize the impact of current and upcoming signal restrictions. This is why we have developed an action plan to ensure that our publishers can benefit from a strong, reliable and privacy-first ID.

Supporting additional signals

ID5 supports additional key-values in the [pd field](#) for all of its client-side integrations, including Prebid.js, Amazon's APS, and Google ESP. These key-values include:

- IP address
- Domain
- URL
- User agent string

These signals, in addition to the other signals we support, play a vital role in facilitating the reliable identification of users. We strongly encourage publishers to pass these signals to ID5 in the pd string, as detailed in the [Passing Partner Data to ID5](#) documentation.

By leveraging ID5's ability to ingest additional signals, publishers can benefit from an ID offering maximum accuracy and scale, in addition to standing the test of time if further signal restrictions for ad tech platforms come into play.
