

# ID5 Identity Insights

09/26/2025 11:09 am EDT

## ID5 Prebid Identity Insights



Identity Insights is enabled through ID5's Analytics Adapted for Prebid, available for Prebid.js version 7.27.0 or higher

To help publishers better understand the value of working with ID5, we have launched Identity Insights - an ID5 [analytics adapter for Prebid](#). With just a few additional lines of configuration, ID5 is able to capture prebid event data to provide publishers with additional insights about the value of the ID5 ID to their business. For now, insights will be provided in the form of a report shared by the ID5 publisher support team.

## Enabling Identity Insights

To enable ID5 Identity Insights within Prebid, you will need to include the ID5 analytics adapter when you build Prebid:

```
gulp build --modules=userId,id5IdSystem,id5AnalyticsAdapter
```

In addition to including the ID5 Analytics Adapter in your prebid build, you will also need to ensure you enable analytics (this is in addition to the configuring the [ID5 Prebid User ID module](#)):

```
pbjs.enableAnalytics({
  provider: 'id5Analytics',
  options: {
    partnerId: 173 // change to the Partner Number you received from ID5
  }
});
```

## Configuring the ID5 User ID Module for Identity Insights

The ID5 Analytics Adapter requires the ID5 User ID submodule to be configured in Prebid.js to capture event data effectively.

For optimal insights, you'll need to enable A/B testing in the ID5 User ID submodule to compare performance metrics (e.g., bid CPM, response rate) with and without the ID5 ID.

Below is a simplified configuration for the ID5 User ID submodule, including A/B testing, to work with Identity Insights (ensure this is set before enabling analytics or requesting bids):

```
pbjs.setConfig({
  userSync: {
    userIds: [{
      name: 'id5Id',
      params: {
        partner: 173,          // Required: your ID5 Partner Number
        abTesting: {          // Recommended for Identity Insights
          enabled: true,      // Enable A/B testing
          controlGroupPct: 0.1 // 10% of users in control group (no ID5 ID)
        }
      }
    }],
    storage: {
      type: 'html5',          // Required
      name: 'id5id',          // Required
      expires: 90,            // Storage duration in days
      refreshInSeconds: 7200  // Refresh ID every 2 hours
    }
  },
  auctionDelay: 250          // Optional: max auction delay in ms
});
```



For a complete list of configuration options for the ID5 User ID module, including details on `externalModuleUrl`, GDPR support, or advanced features like TrueLink, refer to the ID5 Prebid User ID Module documentation.

## Notes:

- A/B Testing is crucial for using Identity Insights, as it allows you to directly compare performance between users who receive an ID5 ID and a control group that does not.
- The `partnerId` in the `pbjs.enableAnalytics` call must match the **partner** number provided in the `userIds` configuration.

## Checking Your Implementation

### How to Check if the Prebid Modules Are Installed Correctly

1. Open a fresh incognito Chrome page, block 3rd party cookies and open the Developer Tools (Right Click -> Inspect)
2. Load a web page where Prebid with the ID5 module is setup;
3. Move to the "Console" and type: `pbjs.installedModules`. This will return all the modules from your prebid configuration;
4. Among all modules returned you should be able to see `id5AnalyticsAdapter`. Seeing the `id5AnalyticsAdapter` will mean that the ID5 Identity Insights were correctly installed:

The screenshot shows the Chrome DevTools Console with the 'Console' tab selected. At the top, there are five log messages from Prebid.js, all from 'prebid5.1.0.js:3'. The messages are: 'MESSAGE: Emitting event for: bidderDone', 'MESSAGE: Invoking iframe user sync for bidder: smartadserver', 'MESSAGE: Invoking iframe user sync for bidder: appnexus', 'MESSAGE: Invoking iframe user sync for bidder: openx', and 'MESSAGE: Invoking iframe user sync for bidder: rubicon'. Below these messages, the 'pbjs.installedModules' array is expanded, showing a list of 22 modules. The modules are: 'rubiconBidAdapter', 'appnexusBidAdapter', 'smartadserverBidAdapter', 'openxBidAdapter', 'improvedigitalBidAdapter', 'ixBidAdapter', 'onetagBidAdapter', 'pubMaticBidAdapter', 'sovrnBidAdapter', 'connectadBidAdapter', 'tripleliftBidAdapter', 'prebidServerBidAdapter', 'rubiconAnalyticsAdapter', 'userId', 'id5IdSystem', 'currency', 'schain', 'id5AnalyticsAdapter', 'ppi', 'consentManagement', 'gdprEnforcement', and 'consentManagementUsp'. The 'id5AnalyticsAdapter' module is highlighted in blue. At the bottom of the array, it shows 'Length: 22' and '[[Prototype]]: Array(0)'.

```
Prebid MESSAGE: Emitting event for: bidderDone prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: smartadserver prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: appnexus prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: openx prebid5.1.0.js:3
Prebid MESSAGE: Invoking iframe user sync for bidder: rubicon prebid5.1.0.js:3
> pbjs.installedModules
(22) ['rubiconBidAdapter', 'appnexusBidAdapter', 'smartadserverBidAdapter', 'openxBidAdapter', 'improvedigitalBidAdapter', 'ixBidAdapter', 'onetagBidAdapter', 'pubMaticBidAdapter', 'sovrnBidAdapter', 'connectadBidAdapter', 'tripleliftBidAdapter', 'prebidServerBidAdapter', 'rubiconAnalyticsAdapter', 'userId', 'id5IdSystem', 'currency', 'schain', 'id5AnalyticsAdapter', 'ppi', 'consentManagement', 'gdprEnforcement', 'consentManagementUsp']
0: "rubiconBidAdapter"
1: "appnexusBidAdapter"
2: "smartadserverBidAdapter"
3: "openxBidAdapter"
4: "improvedigitalBidAdapter"
5: "ixBidAdapter"
6: "onetagBidAdapter"
7: "pubMaticBidAdapter"
8: "sovrnBidAdapter"
9: "connectadBidAdapter"
10: "tripleliftBidAdapter"
11: "prebidServerBidAdapter"
12: "rubiconAnalyticsAdapter"
13: "userId"
14: "id5IdSystem"
15: "currency"
16: "schain"
17: "id5AnalyticsAdapter"
18: "ppi"
19: "consentManagement"
20: "gdprEnforcement"
21: "consentManagementUsp"
Length: 22
[[Prototype]]: Array(0)
```

## How to Check if the ID5 Analytics Adapter Is Configured Correctly

1. Open a fresh incognito Chrome page, block 3rd party cookies and open the Developer Tools (Right Click -> Inspect);
2. Load a web page where Prebid is configured with the ID5 module setup;
3. On the "Network" tab filter the calls on type XHR and/or `id5-sync` word.
4. You should now see a call named `{your_partner_id}.json` and another one named `pbjs`. The call named `{your_partner_id}.json` should retrieve the ID5 ID. The call named `pbjs` is made by the analytics module;
5. Clicking on the call and after clicking on "Preview" will allow you to see the response from ID5:  
`{ingestUrl: "https://api.id5-sync.com/analytics/event", sampling: 10}`
6. Seeing the `pbjs` call and the response will mean that the implementation is correct.

