

ID5 Identity Insights

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ID5 Prebid Identity Insights



This product is currently in Closed Beta. If you'd like to participate, please reach out to your Account Manager.



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 User ID module](#)):

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



To better analyze the results of the ID5 ID, we recommend that you use the A/B Testing feature described in the [Prebid.js User ID Module](#).

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:

```

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.

The screenshot shows the Network tab of a browser's developer tools. The top navigation bar includes 'Elements', 'Console', 'Sources', 'Network', 'Performance', 'Memory', 'Application', 'Security', and 'Lighthouse'. The 'Network' tab is active, displaying a list of requests under the '3rd-party requests' filter. The 'Preview' tab is selected for the first request, showing a JSON object with the following content:

```
{ingestUrl: "https://api.id5-sync.com/analytics/event", sampling: 10}
ingestUrl: "https://api.id5-sync.com/analytics/event"
sampling: 10
```

The status bar at the bottom indicates '9 / 771 requests | 10.0 kB / 10.1 MB transferred | 1.4 s'.