

Adobe Experience Cloud

01/09/2025 4:14 pm EST

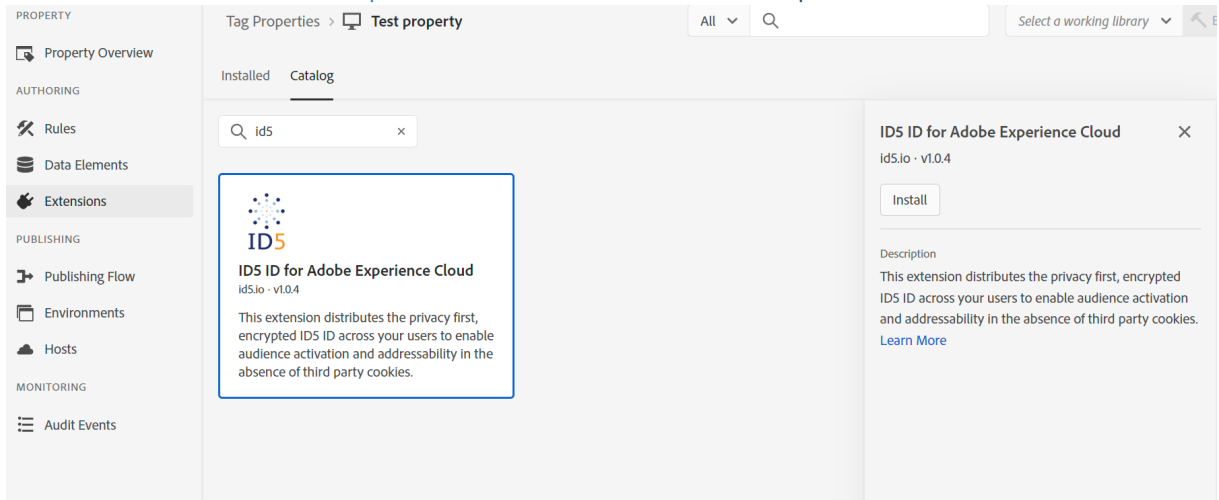
Adobe Experience Cloud

Overview

Partners using Adobe Advertising, Adobe Audience Manager and Adobe Real-Time CDP can utilize the 'ID5 extension for Adobe Experience Cloud' in the Adobe Exchange marketplace to seamlessly deploy the ID5 ID across their media properties. By implementing the ID5 extension, media owners will be able to seamlessly transform signals from both authenticated and unauthenticated site visitors into precise, universal, and consented ID5 IDs and securely distribute them to authorized advertising partners.

Integration Steps

1. Install the 'ID5 ID for Adobe Experience Cloud' within the Adobe Experience Platform Data Collection.

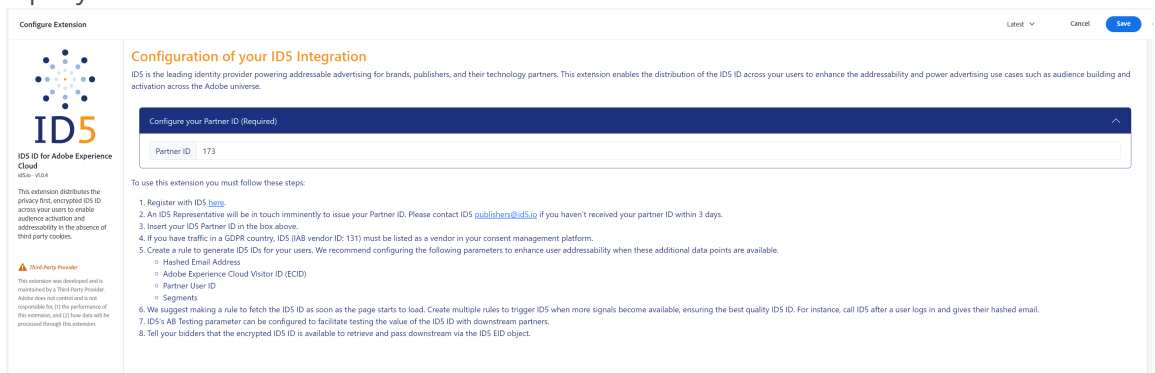


2. Sign Up with ID5 using the following link <https://id5.io/universal-id/adobe-experience-platform/>

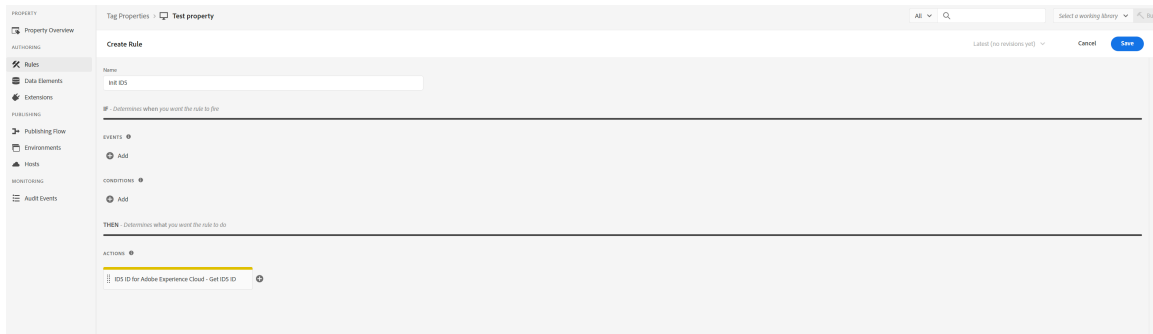
3. An ID5 Representative will be in touch with your ID5 Partner ID.

4. Configure the ID5 integration in the 'ID5 for Adobe Experience Cloud' application including:

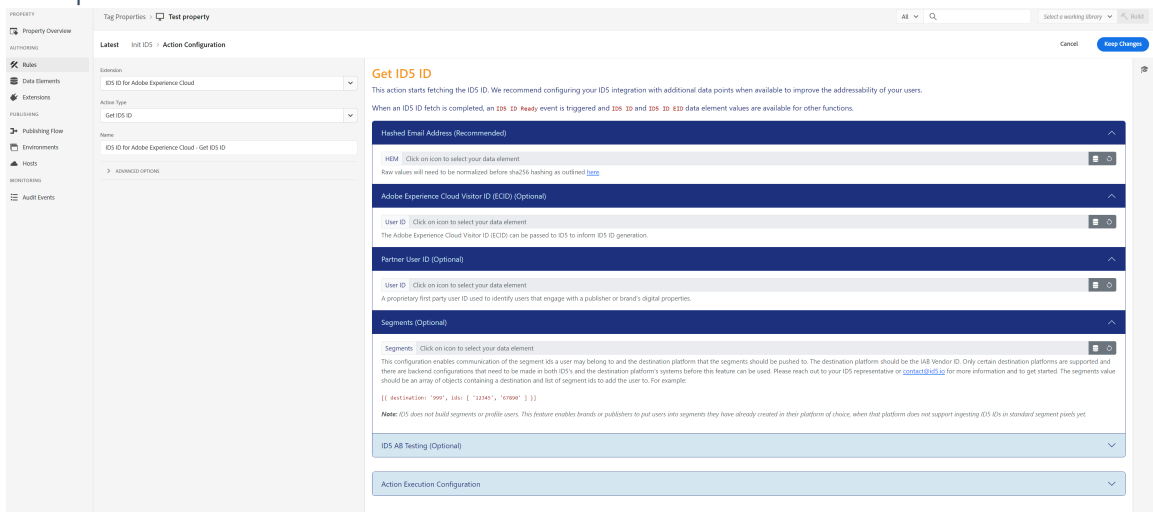
- o Input your ID5 Partner ID



- o Create a rule with GET ID5 ID action as soon as the page loads as well as additional rules to call ID5 when additional signals like hashed email become available.



- Configure the relevant parameters to ensure your integration passes hashed emails (HEMS), Adobe Experience Cloud Visitor ID (ECID), Partner User ID and Segments where applicable. Optionally configure ID5's AB Testing parameter to facilitate testing the value of the ID5 ID. A 95:5 split is sufficient.



5. Upon implementation, the encrypted ID5 ID will be accessible through the ID5ID and ID5ID EID DataElements. Adobe provides several storage options for DataElement values, such as storing them in a JavaScript variable or localStorage. Developers should choose one of these options and pass the ID5 ID to bidders using a custom script or another appropriate method. If a bidder has its own extension within the Adobe platform, the encrypted ID5 ID can also be passed by implementing a separate rule. Bidders should be notified that the encrypted ID5 ID is available for retrieval and should be passed downstream via the EID Object.