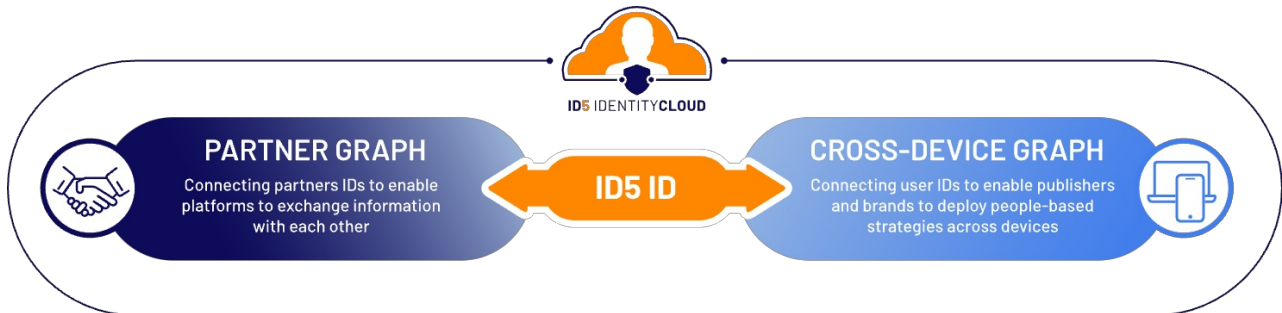


Overview of ID5 Identity Graphs

01/16/2025 1:48 pm EST

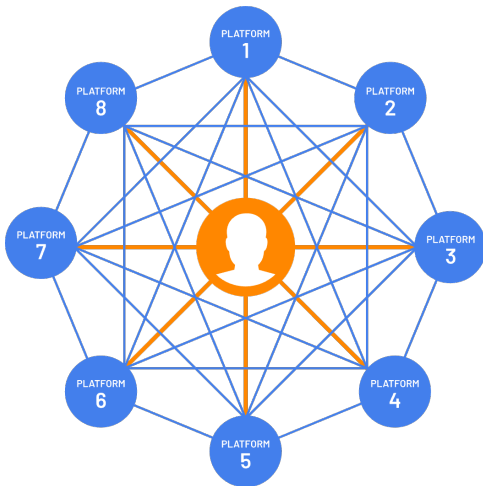
Overview

IdentityCloud includes a Partner Graph and a Cross-Device Graph, both enriched by the ID5 ID.



Partner Graph Overview

ID5's Partner Graph is a centralized graph containing information on how ID5 IDs map to other platforms' cookie-based user IDs and how these different platform user IDs map to each other. By leveraging the ID5 Partner Graph, technology platforms can operate efficiently in cookie-based browsers, while preparing for the post-cookie era, and improve match rates with partners, maximizing advertising results.



Accessing the Partner Graph

Once [cookie syncing](#) with ID5 has been implemented, we are able to start delivering user mappings to other platforms. We can deliver these mappings to you in several ways:

Streaming File Transfer | Preconfigured Match Partner UIDs are automatically pushed to you on an incremental basis at regular time intervals

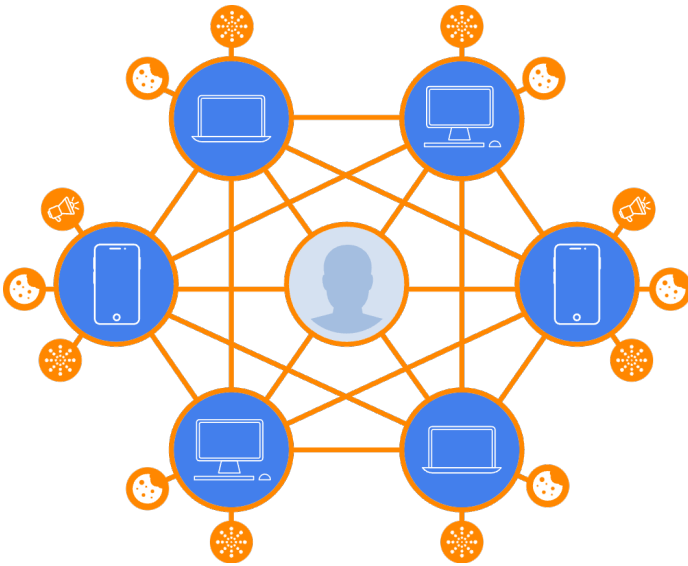
File-based UID Matching | ID5 will match a set of your UIDs provided via an uploaded file to one or more preconfigured Match Partners and return them via file upload

Web Service API | You will make requests to an ID5 endpoint to request user matches to/from a

preconfigured set of Match Partners for a set of users with near-realtime responses

Cross-Device Graph Overview

ID5's Cross-Device Graph is a privacy-first solution enabling brands and publishers to deploy people-based marketing strategies across devices. It helps brands, ad tech platforms and large publishers to connect different signals (Cookies, MAIDs, CTV ids, etc) to the same individual and/or household. The Cross-Device Graph covers all major European countries. Rather than relying on bidstream data to build its Cross-Device graph, ID5 leverages its direct relationship with publishers to capture consent signals and provide a high quality, privacy-compliant graph.



Accessing the Cross-Device Graph

Typically, [cookie syncing](#) is a pre-requisite to the Cross-Device graph (but not always, so speak to your ID5 representative about this).

Streaming File Transfer | ID5 sends the entire graph with pre-configured settings on a weekly basis

Cloud Storage

For both the Partner and Cross-Device graph, we generally rely on an AWS (Amazon Web Service) S3 buckets to exchange data; the S3 Bucket can be provided by ID5 or by you. We also have the option to use a different cloud platform. Please read more on our [Client Data-Sharing Specification](#) documentation page.



To comply with the General Data Protection Regulation (GDPR), the AWS S3 bucket must be physically located in a European datacentre (Paris, Dublin or Frankfurt) if it has to handle data related to European users. ID5's platform follows a privacy-by-design principle ensuring that data is protected and that no other piece of information is transferred alongside UIDs.



We recommend that you own the AWS S3 bucket in which pseudonymized UIDs are exchanged. To share the bucket with ID5, you will need to provide ID5 permission via our AWS canonical ID (bucket and permissions can be manually set

from <https://s3.console.aws.amazon.com/> or using the `aws-cli`).
