ID5 Metadata

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When ID5 provides an ID5 ID, we may also include certain metadata. Below you will find the different types of metadata we support and the values they could contain:

- Link Type
- A/B Testing Control Group

Link Type

The link type describes the method that we used to link this ID5 ID as a cross-domain identifier.

Possible Values

Value	Description
0	This ID is **not linked** with another ID
1	This ID is linked **probabilistically** with another ID
2	This ID is linked via **3rd party cookies** with another ID
3	This ID is linked by a **hashed email** with another ID

Field Name in eids.uids Object

`linkType`

Example eids.uids Object

```
{
   "id": "ID5*XYZXYZ....",
   "ext": {
      "linkType": 1
   }
}
```

A/B Testing Control Group

The A/B testing control group field indicates whether the A/B testing feature was enabled and the user was placed in the control group. In these cases, the ID would not be returned, so this field informs the receiver that there is no ID because of the A/B test rather than some other reason. We will not send this metadata if A/B testing was not enabled on the request.

Possible Values

Value	Description
true	A/B Testing was enabled and the user was in the control group. No ID will be available

Value	Description
false	The A/B Testing feature was enabled but the user was not in the control group

Field Name in eids.uids Object

abTestingControlGroup

Example eids.uids Object

```
{
   "id": "0",
   "ext": {
      "abTestingControlGroup": true,
      "pba": "izK5L4018hFFoR6I+ONgD1FdPQRsy11WIQOOjyzJKJAxtoUxmqw=="
   }
}
```

Occasionally, we may include the extended field `pba`, which ID5 uses internally as Prebid Analytics metadata.