ID5 JS API Lite

03/24/2025 7:25 am EDT

ID5 JS API Lite

ID5 JS API Lite is a reduced-functionality version of the standard ID5 JS API. Unlike the full API, which facilitates a comprehensive set of identity-related functions, the Lite version is purposefully built to perform a single operation - retrieving an encrypted ID5 ID that has been previously generated by another ID5 integration present on the same page. Compatible ID5 integrations include the standard ID5 JS API, ID5 Prebid module, Amazon Publisher Services (APS), and Google ESP.

ID5 JS API Lite does not perform ID generation, user consent handling, or any additional identity-related processes. It is intended solely for scenarios where ID retrieval is required without the need for full-featured API capabilities.

> 🔔 If no other qualifying ID5 integration has been executed on the page, ID5 JS API Lite will not be able to retrieve an ID5 ID.

Who is it for?

ID5 JS API Lite is designed for partners with specific technical or operational constraints, such as:
- Scenarios where a minimal integration footprint is critical, for example, when deploying from within a creative.
- Situations where partners need to access an existing encrypted ID5 ID but are unable or prefer not to manage user consent directly.

Example Use Cases

The ID5 JS API Lite is approved for use in a defined set of scenarios, including:

1. Campaign Measurement
Advertisers, ad servers, or measurement providers may deploy ID5 JS API Lite within a creative to collect existing encrypted ID5 IDs and associate them with campaign events such as impressions, clicks, and conversions. This enables accurate campaign performance analysis and ROI measurement in environments where cookies are unavailable or restricted. [Learn more]

2. Activation and Measurement Under Constraints
Certain vendors may require access to existing encrypted ID5 IDs without generating new ones due to legal or technical limitations. For instance, vendors operating within an i-frame may be unable to directly fulfill ID5's contractual obligations regarding user consent collection. In such cases, ID5 JS API Lite can be used to retrieve IDs already generated elsewhere on the page.

ID5 Javascript API Workflow

Here's a step-by-step guide to integrating ID5 effectively. After configuring your ID5 JS API to retrieve the ID5 ID, you can share it with partners on your page using a single JavaScript variable. Partners can then transmit the ID5 ID to their platforms via existing tags or pixels to communicate user identity.

The ID5 ID serves as a key to build and activate audiences, optimize campaigns, and measure performance, even in cookie-less environments. This helps publishers future-proof their user addressability and sustain advertising revenue streams.

1. Register with ID5

The ID5 ID is free to distribute but requires a simple registration with us. If you don't already have an account with ID5, please visit our website to sign up and request your ID5 Partner Number.

2. Integrate the ID5 JS API Lite

> **i** We recommend that you monitor our releases in order to stay up-to-date with any changes to the library.

The ID5 JS API is an open-source library, available on GitHub: https://github.com/id5io/id5-api.js. All documentation for building and installing the library will be maintained in GitHub, but please reach out to support@id5.io if you have any questions or need help.