

# Real Time Bid Enrichment Service

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## What is ID5's Real-Time Bid Enrichment Service?

ID5's Real-Time Bid Enrichment is an optional, paid-for service that enables publishers and publisher monetization platforms to improve inventory addressability. When enabled, the ID5 Graph is used to enrich the EID object provided in ID5's response with SSP and DSP cookie IDs alongside ID5 IDs. By opting in, publishers or their platform partners can make their inventory more addressable to buyers through a responsible and transparent bid enrichment process that fully complies with the IAB Tech Lab's OpenRTB specification.

## Key Benefits

- Enhanced audience addressability even in the absence of legacy identifiers
- Improved match rates with supply-side and buy-side partners, increasing the value of publisher inventory and therefore revenue

## Requirements

### 1. Register with ID5

Register with ID5. If you don't already have an account with ID5, please [visit our website](#) to sign up and request your ID5 Partner Number.

### 2. Review and Sign the Addendum for ID5 Bid Enrichment Services

Review the addendum for ID5 Bid Enrichment Services provided by your ID5 Account Manager.

### 3. Ensure your ID5 Integration meets the minimum requirements for Bid Enrichment Enablement



To maximise value and match rates achieved by the **ID5 Real Time Bid Enrichment Service**, we recommend you pass all available signals e.g hashed emails (instructions) and upgrade your ID5 integration by deploying ID5's TrueLink solution.

ID5's Real Time Bid Enrichment Service can be enabled for all types of ID5 ID fetch integrations including:

- Prebid.js (minimum integration requirements)
- Prebid Server <sup>BETA</sup> (if your prebid server host has configured the ID5 user ID module)
- ID5 JS API
- Mobile In App S2S API
- CTV API
- Server Side API

### 4. Instruct ID5 to enable the Real Time Bid Enrichment service with your preferred configurations

Your ID5 Account Manager will provide you with a list of the currently supported configuration options for you to choose from and enable the service on an agreed date. Configurable options include:

Configurations	Values
Countries	e.g. UK, DE,

Match Partners	e.g. Magnite
Inserter	e.g. e.g. <a href="#">publisher.com</a> This should be the same as the ownerdomain variable in an <a href="#">ads.txt</a> file which designates the business domain that owns or operates the ad inventory.
Match Method	e.g. Inference, Browser Cookie Sync
Enriched vs Control group % split	90:10 default

## 5. Uplift Reporting



Partners with the real time bid enrichment service enabled are contractually obliged to provide ID5 with uplift reporting.

ID5 will automatically set up an A/B test with a 90:10 split between enriched and control groups. The % split can be customised upon client request. This means:

- 90% of eligible users: Enriched group - will receive enriched IDs
- 10% of eligible users: Control group - will not receive enriched IDs

Note this split is done independently of any other A/B testing the publisher might have configured. If the ID5 abtesting parameter is configured whilst bid enrichment is enabled, the enrichment/control group split will apply to the **normal group** that has the ID5 ID enabled.

### Example

If a publisher enables ID5's AB Testing with an 85:15 split, then 85% of users are assigned to the **normal group** and 15% to the **control group**. If bid enrichment is also enabled with a 90:10 split, this applies only within the normal group: **90% of those users** will receive enrichment, while **10% will serve as the enrichment control group**. By running the two tests at the same time, the bid enrichment potential will be limited and the results of the AB Test designed to assess uplift associated with presence of the ID5 ID will be biased.

Partners must provide ID5 with **automated weekly reports** and a **monthly report** no later than 7 days after month end covering all channels competing for impressions across every domain where ID5 Bid Enrichment Services are active. These reports must include *all* competing channels, regardless of whether ID5 Bid Enrichment Services are applied to a given channel. This report must detail the results **broken down by domain**.

**Example:** *If ID5 Bid Enrichment Services are enabled on publisher.com and the competing channels include Prebid, Amazon TAM, OpenPath, and others, then every channel must be represented in the report.*

## How to provide ID5 with Reporting?

### Google Ad Manager Reporting

For client side integrations with ID5 (ID5 JS API and Prebid.js), the `params.gamTargetingPrefix` parameter must be configured in requests with a prefix e.g. `id5`. When a non-empty `params.gamTargetingPrefix` is configured, the module sets the following GAM targeting keys:

Key	Description
{prefix}_id	Set to "y" if a valid id5id is available. The key is <b>not set</b> if no ID is present.
{prefix}_ab	Set when A/B testing is enabled: "n" – Normal group (ID5 ID returned) "c" – Control group (no ID5 ID returned)
{prefix}_enrich	Set when <b>bid enrichment</b> is enabled: "y" – Enriched IDs returned "s" – Enrichment attempted, no enriched IDs found "c" – Control group (no enrichment was performed, used for uplift measurement)

It is then possible to create reports in GAM that segment by the {prefix}\_enrich key-value pairs. Follow the [Google Ad Manager Instructions](#) to add these key values ( id5\_enrich=y , id5 \_enrich=s , id5\_enrich=c) to your reporting. Schedule a:

- A daily automated report with impressions, paid impressions and revenue by key value for yesterday
- A monthly automated report with impressions, paid impressions and revenue by key value for last month

### Custom Uplift Reporting

#### Client Side ID5 Integrations

In cases when it's not feasible to use gamTargetingPrefix described above, ID5 can expose targeting tags through a global window.id5tags object. If exposeTargeting is set to true and an ID5 instance has initialized, the ID5 will expose tags through a command queue pattern. The tags object is in key-value pair format like this:

```
{
  "tagKey": "tagValue"
}
```

The meaning of specific key-value pairs is following:

Key	Description
id	Set to "y" if a valid id5id is available. The key is <b>not set</b> if no ID is present.
ab	Set when A/B testing is enabled: "n" – Normal group (ID5 ID returned) "c" – Control group (no ID5 ID returned)
enrich	Set when <b>bid enrichment</b> is enabled: "y" – Enriched IDs returned "s" – Enrichment attempted, no enriched IDs found "c" – Control group (no enrichment was performed, used for uplift measurement)

Partners should then include code on their page to queue callback functions to access those tags:

```

window.id5tags = window.id5tags || { cmd: [] };
window.id5tags.cmd.push((tags) => {
  // Use for custom analytics, targeting, etc.
  // eg pass to custom tagging system with something like:
  for (const tag in tags) {
    customPartnerTagging.set(customPartnerPrefix + '_' + tag, tags[tag]);
  }
});

```

## Server Side ID5 Integrations

When using [Mobile In App S2S API](#) or [CTV API](#) the information about enrichment is returned in the "enrichment" object in the response:

### Enrichment Object

Name	Type	Description	Example
enrichment_selected	boolean	False if request was selected to be in enrichment control group, true if it was selected to be enriched (normal group)	false
enriched	boolean	true if request was selected to be enriched AND at least one enriched ID was found and returned for given request. False otherwise	false

Partners should use this information in their reporting systems to properly tag the request

### Uplift Calculations

#### 1. Calculate rCPM for each Group

- a. **Control Group Revenue x1000/ Control Group Impressions** ( `{prefix}_enrich=c` )
- b. **Enriched Group Revenue x 1000 / Enriched Group Impressions** ( `{prefix}_enrich=y` and `{prefix}_enrich=s` )

#### 2. Determine the difference in rCPM

- a. **Enriched Group rCPM - Control Group rCPM = Delta rCPM**

#### 3. Calculate Revenue Uplift

- a. **Delta rCPM x (Enriched Group Impressions / 1000)**

### Example

- Enriched Group Revenue = \$10,000
- Enriched Group Impressions =9,000,000
- Control Group Revenue = \$900
- Control Group Impressions=1,000,000

**Calculation:**

$(\$10,000 \times 1000) / 9,000,000 = \mathbf{\$1.11 = Enriched Group rCPM}$

$(\$900 \times 1000) / 1,000,000 = \mathbf{\$0.90 = Control Group rCPM}$

$\$1.11 - \$0.90 = \mathbf{\$0.21 = rCPM Delta}$

$\$0.21 \times (9,000,000 / 1000) = \mathbf{\$1,890 Revenue Uplift}$

## 6. Inform and Collaborate with your Partners

Inform your SSP partners that you will be using the ID5 graph to pass matched SSP and DSP cookie IDs in the `user.ext.eids` or `user.eids` field (according to SSP/DSP specifications), along with provenance metadata. Some SSPs may require you to add your inserter value and/or `matcher=id5-sync.com` to an allow-list. You can find more details on how ID5 handles ID provenance [here](#).

If you are augmenting Prebid.js with Prebid Server, make sure to align with your SSP and demand partners on how they prefer to receive matched cookie IDs when ID provenance is not yet supported.

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