ID5 Real Time Bid Enrichment Service

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> 🔔 ID5's real-time bid enrichment service for publishers is currently in alpha and available by **invitation only**.

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

ID5's Real-Time Bid Enrichment is an optional, paid for service for publishers. When enabled the ID5 Graph is used to enrich the EID array by adding SSP and DSP cookie IDs in addition ID5 IDs, which can then be passed downstream to SSPs and DSPs. By opting in, publishers 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 for Publishers

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. Build Prebid.js with the ID5 User ID Module and ID5 Analytics module

Follow the step by step instructions for installing and configuring the Prebid.js User ID Module with the ID5 ID and the ID5 Prebid Analytics Module for Identity Insights.

4.Optimise your ID5 Prebid configuration

Ensure you have installed the ID5 User ID module and ID5 Analytics Module as part of your prebid configuration. The ID5 bid enrichment service requires the ID5 User ID module to be configured as follows:

Name	Value	Description
externalModuleUrl	https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js	Ensures you are benefiting from the latest version of our code and your bid enrichment configuration
canCookieSync	true	Maximises match rates with SSPs and DSPs through cookie syncing with user consented vendors.

gamTargetingPrefix	`id5`	When a non-empty `params.gamTargetingPrefix` is configured **and** the ID5 module has successfully initialized, the module sets GAM targeting keys which should be used to generate uplift reporting in Google Ad Manager. *

*When a non-empty `params.gamTargetingPrefix` is configured the module sets the following GAM targeting keys will be available:

Key	Description
`{prefix}_id`	Set to `"y"` if a valid `id5id` is available. The key is **not set** 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 **bid enrichment** is enabled: `"y"` – Enriched IDs returned `"s"` – Enrichment attempted, no enriched IDs found `"c"` – Control group (no enrichment was performed, used for uplift measurement)

> ℹ️ 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.

5. 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. publisher.com
Match Method	e.g. Inference, Browser Cookie Sync
Enriched vs Control group % split	90:10

6. Uplift Monitoring

Send weekly reports to ID5 covering all channels competing for impressions on domains where the ID5 Bid Enrichment Services are enabled. In addition, deliver a consolidated monthly report within one week following the end of each calendar month.

7. 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` field, along with provenance metadata. Some SSPs may require you to add your inserter value and/or `matcher=id5-sync.com` to an allowlist. 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 in cases where ID provenance is not yet supported.