

Enrich for Publishers - 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 that enables them to improve the addressability of their inventory. When enabled, the ID5 Graph is used to enrich the EID array by adding SSP and DSP cookie IDs in addition to 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



Bid Enrichment requires **Prebid.js 9.31 or later**. To receive GAM targeting keys, you must either:

- use **Prebid 9.31+** with `externalModuleUrl` configured and `storage.refreshInSeconds` set to 0
- or
- upgrade to **Prebid 10.13.10 or later** if you are not using `externalModuleUrl`, as this version includes native support for GAM targeting keys without relying on the external 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.

Once the `userId`, `id5IdSystem`, and `id5Id5AnalyticsAdapter` are included in your modules, you will also need to ensure you enable analytics (in addition to configuring the [ID5 Prebid User ID module](#)):

```
pbjs.enableAnalytics({
  provider: 'id5Analytics',
  options: {
    partnerId: 173 // change to the Partner Number you received from ID5
  }
});
```

Publishers with real time bid enrichment enabled, should **NOT** configure the abtesting parameter in the prebid user ID module. 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.

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 <code>params.gamTargetingPrefix</code> is configured and the ID5 module has successfully initialized, the module sets GAM targeting keys that should be used to generate uplift reporting in Google Ad Manager. Enable GAM reporting to track performance metrics - GAM targeting support is from 10.13.0 or when externalModuleUrl is used. *

exposeTargeting	true	In cases when it's not feasible to use <code>gamTargetingPrefix</code> described above to measure uplift, <code>exposeTargeting</code> can be used. It will expose the control and uplift groups via tags to the callbacks in a way described in Exposing targeting to external Reporting system .
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*When a non-empty `params.gamTargetingPrefix` is configured, the module sets the following GAM targeting keys that will be available:

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



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.

Please preview the sample Prebid configuration below for reference:

```

pbjs.setConfig({
  userSync: {
    userids: [
      {
        name: 'id5id',
        params: {
          partner: 173,           // change to the Partner Number you received from ID5
          externalModuleUrl: 'https://cdn.id5-sync.com/api/1.0/id5PrebidModule.js',
          pd: 'MTI1NTBjY...' // visit our "Passing Signals to ID5" page to learn more
        },
        abTesting: {
          enabled: false,
          controlGroupPct: 50
        },
        canCookieSync: true, gamTargetingPrefix: "id5"
      }
    ],
    storage: {
      type: 'html5',           // 'html5' is the required storage type
      name: 'id5id',           // 'id5id' is the required storage name
      expires: 90,              // storage lasts for 90 days
      refreshInSeconds: 7200 // refresh ID every 2 hours to ensure it's fresh
    }
  },
  auctionDelay: 250           // 250ms maximum auction delay, applies to all userId modules
});

```

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. e.g. publisher.com This should be the same as the ownerdomain variable in an ads.txt 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

6. Uplift Monitoring

Publishers must provide ID5 with **weekly reports** 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.

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.*

Furthermore, the Publisher must supply ID5 with a **monthly report of all Ad Services Uplift calculations**, delivered no later than one week after month-end. This report must detail the results **broken down by domain**.

To facilitate uplift reporting, the publisher can enable the `params.gamTargetingPrefix` in Prebid. When bid enrichment is turned on, GAM targeting keys will be returned. It is then possible to create reports in GAM that segment by the `{prefix}_enrich` key-value pair so the publisher can compare the Impressions, Paid Impressions and revenue for the enriched group (`{prefix}_enrich=y` and `{prefix}_enrich=s`) versus the control group (`{prefix}_enrich=c`)

Metrics to Track:

To effectively measure the impact of bid enrichment, publishers should monitor these key metrics for the control group vs the enriched group:

- Revenue uplift
- eCPM/rCPM
- Fill Rate
- Average winning bid CPM
- Average bid CPM
- Bid density (number of bids per auction)
- Bid response rates

7. GAM Reporting Configuration Steps

1. Ensure ID5 GAM reporting is enabled in your Prebid integration
2. Create reports in GAM that segment by the `{prefix}_enrich` key-value pair

3. Compare Impressions, Paid Impressions and revenue for the enriched group (`{prefix}_enrich=y` and `{prefix}_enrich=s`) versus the control group (`{prefix}_enrich=c`) to measure performance impact.

How Uplift is Calculated

1. Take the **Control Group Revenue**

2. Multiply it by the **Factor**, which is:

Enrichment Group Requests ÷ Control Group Requests

- For a 90:10 ratio, the Factor = $90 \div 10 = 9$.

3. Subtract this number from the **Enriched Group Revenue** (`{prefix}_enrich=y` and `{prefix}_enrich=s`)

4. The result is the **Uplift**.

Example

- Enriched Group Revenue = \$10,000
- Control Group Revenue = \$200
- Ratio = 90:10 → Factor = 9

Calculation:

$\$10,000 - (\$200 \times 9) = \$10,000 - \$1,800 = \$8,200$ uplift

8. Exposing targeting to external Reporting system

The ID5 UserId module can expose targeting tags through a global window.id5tags object, if enabled by setting `exposeTargeting: true`. If `exposeTargeting` is set to true and an ID5 module has initialized, the ID5 module will expose tags through a command queue pattern. The `tags` object is in key-value pair format like this:

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

and the meaning of specific key-value pairs is following:

Key	Description
<code>id</code>	Set to <code>"y"</code> if a valid <code>id5id</code> is available. The key is not set if no ID is present.
<code>ab</code>	Set when A/B testing is enabled: <code>"n"</code> – Normal group (ID5 ID returned) <code>"c"</code> – Control group (no ID5 ID returned)

Key	Description
enrich	<p>Set when bid enrichment is enabled:</p> <ul style="list-style-type: none"> "y" – Enriched IDs returned "s" – Enrichment attempted, no enriched IDs found "c" – Control group (no enrichment was performed, used for uplift measurement)

Publishers 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]);
  }
});
```

9. 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.