ID5 Enrich Graph for SSPs (Asynchronous)

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Overview

ID5's Enrich Graph empowers ad tech platforms to unlock greater value by connecting users across both cookie-based and cookieless environments. By combining the scale of the ID5 ID footprint with the intelligence of the ID5 Identity Graph, Enrich significantly boosts partner match rates, strengthens user addressability, and maximizes monetization opportunities.

With Enrich, SSPs can:

- Increase match rates with partners by bridging gaps in cookie syncs.

- Translate cookieless IDs into actionable identifiers, enabling seamless targeting and activation.

- Enrich impressions and audience segments with reliable identity signals that drive performance in programmatic campaigns.

In an ecosystem where user identification is fragmented and contingent on the environment, ID5 Enrich ensures your platform continues to deliver scale, precision, and revenue growth by making every impression addressable.

Example Use Cases

1. SSPs Enhancing DSP Connectivity

Supply-Side Platforms (SSPs) can use Enrich to:

- Increase cookie sync match rates with their DSP partners.

- Use the ID5 Enrich Graph to connect cookieless ID5 IDs with their own cookie-based IDs.

- Enrich cookieless bid requests with the DSPs' cookie IDs, making those impressions addressable for activation.

2. Activating Audience Targeting with DMPs and CDPs

SSPs can leverage Enrich to:

- Strengthen cookie syncs with Data Management Platforms (DMPs) and Customer Data Platforms (CDPs).

- Use the ID5 Enrich Graph to connect cookieless ID5 IDs with their own cookie-based IDs.

- Determine whether a user in a cookieless environment belongs to a specific audience segment.

- Enable audience-targeted campaigns in cookieless environments, ensuring advertisers can continue to reach the right users even when cookies are not available.

How does it work?

Platforms using the Enrich service (e.g., SSPs) must first set up a cookie sync with ID5 to maximize match rates across IDs. ID5 then provides a daily Enrich Graph that maps ID5 IDs to platform cookie IDs in both cookie and cookieless environments. Platforms can then retrieve and decrypt ID5 IDs from the page or bid stream, then use the Enrich Graph with their enhanced match tables to enrich bid requests with accurate ID mappings and provenance information.

Implementation Pathway

Implementation will consist of:

1. Cookie Synchronisation with ID5 - By initiating and receiving a cookie sync to ID5, your cookie sync footprint and match rates will be maximised.

2. Real-time updates – ID5 will provide real-time updates of the most recent matches between your cookie ID and the cookie IDs of your chosen match partners. You can use this to add and update entries in your cookie match tables.

3. Daily file delivery – ID5 will send a single daily file, showing the most recent matches between the ID5 ID and your cookie ID, along with ID provenance metadata. You should store this data and update it daily by adding new matches and refreshing existing connections between the ID5 ID and your cookie ID. Probabilistic connections older than 30 days should be purged from the data set, although you may prefer a shorter retention window.

4. ID5 ID Decryption - Upon receipt of a bid request containing an encrypted ID5 ID, you should decrypt it in order to access the stable version of the ID5 ID.

5. Real-time look-up and bid enrichment - After decrypting the ID5 ID:

1. Find your matching cookie ID.

2. Use this cookie ID together with your enhanced match tables to identify the corresponding DSP/DMP cookie IDs.

This allows you to:

- Check which audience campaigns or deal IDs are eligible to serve.

- Enrich bid requests sent to DSPs with ID provenance metadata.

Step-by-Step Instructions

1. Register with ID5

Sign up with ID5 and request your ID5 Partner Number.

2. Configure Cookie Synchronization with ID5

To maximise your cookie coverage across the ID5 footprint and increase your match rates with ID5 and

cookie sync partners, you should:

- Initiate a cookie sync to ID5
- Receive a cookie sync from ID5

3. Enhance your Cookie Match Tables with ID5's Partner Graph File Transfer

Tell ID5 the platforms for which you require improved match rates. ID5 will provision a Partner Graph File Transfer, delivering files to your designated AWS S3 bucket at defined intervals. Each file contains newly generated and updated Match Partner UIDs derived from the cookie sync process. These UIDs should be ingested to update and enrich your existing cookie match tables. Refer to the full integration documentation here.

4. Receive the ID5 Enrich Graph

Each day, ID5 generates and delivers a dedicated graph to your environment. This graph maps ID5 IDs to your proprietary cookie IDs.

Delivery Frequency for the ID5 Enrich Graph

ID5 will deliver the Enrich Graph to the customer's AWS S3 bucket (or S3-compatible solution) on a daily basis. The matching happening on a given day will read and write using the date of the previous day. For example, on a daily match performed on the 5th October 2024, ID5 will read the data of `2024-10-04`

Matching File Content

Field Name	Description
id5_id	ID5 universal identifier
partner_id	ID of the matching partner
partner_uid	Cookie ID from matching partner
country	Country code for where match was observed
last_match_timestamp	Timestamp when the match was last confirmed: - For `id5_graph_connection` , it's the CDG generation date - For `cookie_sync` , it's the sync - For `ip_match` , it's the time when ID5 ID was last connected to the cookie ID via IP (the date bridging happens)
last_seen_timestamp	Timestamp when the ID5 ID was last observed on the ID5 footprint
id5_matchmethod	Enum: `id5_graph_connection` , `cookie_sync` , `ip_match`
ortb_matchmethod	Enum (0–5 or 500+), per OpenRTB match method (see spec)

Output File Formats and Paths

ID5 supports parquet file format when delivering the ID5 Enrich Graph file. The output will be stored on a partitioned basis using the format:

```
s3://bucket_name/parent_folder_name/date=yyyy-mm-dd/region=xyz/partner=SSP_name/file.gz.parquet
```

Best Practises

File Consumption and Data Retention

- Upon receipt of each daily file, consumers should:

  - Update existing matches.

  - Insert new matches.

- If a cookie ID or ID5 ID has not been observed within the last n days, its associated matches should be purged from your dataset.

  ID5 recommends n = *30 days*, and no more than n = *60 days*.

5. Decrypt the ID5 ID and Leverage the ID5 Enrich Graph

Retrieval
The encrypted ID5 ID can be obtained in one of two ways:
- Via the **ID5 JS API** on a digital property.
- From the bid stream, where it may appear in the `EID` array.

Decryption
You should implement ID5 ID decryption capability (see instructions). Upon receipt of an encrypted ID5 ID, decrypt it before proceeding.

Graph Lookup

- Use the **ID5 Enrich Graph** to resolve the decrypted ID5 ID into the corresponding partner cookie ID.

- Leverage your proprietary cookie match tables (enhanced by the ID5 Partner Graph) to further map this partner cookie ID to the respective DSP and other platform cookie IDs.

Activation
These resolved identifiers can be used to:

- Populate user IDs passed downstream to support addressability.

- Power eligible audience campaigns.

- Enable private marketplace deals where the user can be targeted.

> 🔔 **Consent & Compliance**
>
> - When using the graph, only leverage `ID5 ID → Platform Cookie ID` mappings where the user has provided valid consent to both ID5 and the Platform, in jurisdictions where consent is required.
> - Ensure full compliance with the OpenRTB specification and applicable ID provenance guidelines.