Enrich for Publishers (based on ID5 Graph)

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Overview

ID5's Graph empowers publishers (and their tech partners) 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, publishers 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 third-party cookies are fading, ID5 Enrich ensures your platform continues to deliver scale, precision, and revenue growth by making every impression addressable.

How does it work?

Publishers must first deploy the ID5 ID on their digital properties, creating the foundation for identity resolution. Once in place, ID5 delivers a daily Graph that maps ID5 IDs, capturing both past visitors and predicted future ones, to platform cookie IDs across cookie and cookieless environments. Publishers (or their technology partners) can then retrieve and decrypt ID5 IDs from the page or bid stream and then use the ID5 Graph to look up matching platform cookie IDs and enrich bid requests with accurate identity mappings and accompanying provenance information. ID5 can provide the ID5 Graph to an enablement partner such as Optable, who can manage the ID5 ID decryption, graph look up, and real-time bid enrichment on a publisher's behalf.

When should I choose to use ID5's Real Time Bid Enrichment Service vs the ID5 Graph for publishers?

Publishers should choose **ID5's Real-Time Bid Enrichment Service** if they want a simple, plug-and-play way to extend their existing ID5 integration and automatically enrich Prebid requests with cookie IDs for their platform partners. On the other hand, the **ID5 Graph for Publishers** is designed for publishers or their tech vendors that prefer more flexibility, allowing them to combine the graph with other data sources and manage real-time ID5 ID decryption and bid enrichment themselves, or in partnership with providers like Optable.

Implementation Pathway

1. Register with ID5

Sign up with ID5 and and request your ID5 Partner Number.

2. Integrate the ID5 ID on your digital properties

Deploy the ID5 ID across your user base using the implementation methods outlined here.

If you are integrating via Prebid, the following configurations are recommended:

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.

3. Receive and Consume the ID5 Graph

Each day, ID5 generates and delivers a customised graph based on users that have visited your digital property in the past and whom we predict might visit your digital properties in the future. This graph maps ID5 IDs to the platform cookies IDs for your configured match partners. The output supports the following configurations:

- **Country**
- **Cookie Match Partners -** Ask ID5 for an updated list
- **ID5 Matchmethod -** `id5_graph_connection` , `cookie_sync` , `ip_match`
- **Lookback window for IP match**
- **Format - csv or parquet**

Delivery Frequency

ID5 will deliver the matching file to the customer's S3 bucket on a daily or weekly basis. The matching happening on a given day will read and write using the date of the previous day / week. 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)

Field Name	Description
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 two file formats when delivering the ID5 Graph file: CSV and Parquet. The output will be stored on a partitioned basis using the format:

`<configurable prefix>/DATE=<ISO date>/<some random filename>.[csv.gz|snappy.parquet]`

Examples:

- `/id5/output/DATE=2024-04-09/part-00000-tid-5623552081912624944-0b8fafa8-51a6-4f35-978c-2cd65b4957f3-85138-1-c000.snappy.parquet`
- `/id5/csv_output/DATE=2024-04-07/part-00000-tid-897652208191266533-ca6f3876-557d-4de3-bf76-32330850a2d8-78652-1-c000.csv.gz`

- Parquet
  - A binary, data efficient file format which will contain all of the supplied data fields in a flat file structure. The files are compressed using the `snappy` algorithm.
- CSV
  - The CSV file contains all of the supplied fields in a flat file structure. The separator is `,` (comma) and the quotes `"` are added only if required. The output files are compressed using the `gzip` algorithm.

CSV Example

In this example, we're using the CSV format without timestamps. First row in the example is the headers, second one an ip / id5id which additionally has an ID5 partner cookie match and the third one has no partner cookie match.

```
ip,id5id,partner_id,partner_uid
67.244.50.69,ID5-ZHMOx88UySFiiNN0lpFvLeZ9yAyhi_P0xfGc9fw7yQ,264,43601965987
35.137.25.212,ID5-a9ddxNN39oI_silnqpcuG9bYnzrOcmfCt804_cNL0w,,
```

Best Practises

ID Relationships

Multiple ID5 IDs may map to a single Cookie ID for a given Match Partner. Conversely, the same ID5 ID may map to different Cookie IDs for a given partner as a result of different match methods. In these cases, ID5 selects the most recently observed match and will include it in the file.

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 Graph

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.

You should implement ID5 ID decryption capability (see instructions). Upon receipt of an encrypted ID5 ID, decrypt it before proceeding. You may then use the **ID5 Graph** to resolve the decrypted ID5 ID into the corresponding cookie IDs for your chosen match partners . These resolved identifiers can be added to bid requests in accordance to user consent choices and the OpenRTB specification.

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.