

Enriching Bid Requests with the ID5 ID

12/10/2025 5:33 am EST

This guide explains how to use EID (Extended Identifier) information from an ID5 endpoint response to enrich outgoing OpenRTB bid requests for both OpenRTB 2.6 and 2.5.

Identify and Extract EID Data from ID5 Endpoint Response

The necessary EID data in the ID5 response is extracted from the `ids` object.

Example ID5 Response:

```

{
  "signature": "ID5_AoPihwPFUccYOQLCwfbQTEbMTk85rQD10hAZYixkNIZeozXos46w4uqpJqq",
  "created_at": "2025-11-14T16:12:20.968Z",
  "original_uid": "ID5*KDdqfh7p46U_Eb_xD8-9lWYkX2xsHEQqpJP2YNzKqC7__",
  "universal_uid": "ID5*1Ls3HtzGAlDqduMjJmL2CcyuGOw9JArVgXc_LS34MC7__",
  "privacy": {
    "jurisdiction": "gdpr",
    "id5_consent": true
  },
  "ids": {
    "id5id": {
      "eid": {
        "source": "id5-sync.com",
        "uids": [
          {
            "id": "ID5*1Ls3HtzGAlDqduMjJmL2CcyuGOw9JArVgXc_LS34MC7__",
            "atype": 1,
            "ext": {
              "linkType": 2,
              "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP200AngDPxw=="
            }
          }
        ]
      }
    }
  },
  "euid": {
    "eid": {
      "source": "euid.eu",
      "uids": [
        {
          "id": "E4AAAAezwMkyH6T4wjwiMRLR7C7I77M2VyI8q_pQSzPLdlsffffl86arrL3FKC4T",
          "atype": 3,
          "ext": {
            "provider": "id5-sync.com"
          }
        }
      ]
    }
  },
  // EID example when using ID5's Real-Time Bid Enrichment Service
  "id5-ttd": {
    "eid": {
      "source": "adserver.org",
      "uids": [
        {
          "id": "09d89c84-2e59-4c80-9c80-09db5f901234",
          "atype": 1,
          "ext": {
            "provider": "id5-sync.com",
            "rtipartner": "TDID"
          }
        }
      ]
    },
    "mm": 2,
    "matcher": "id5-sync.com",
    "inserter": "publisher-domain.com"
  }
}
}

```

You should extract the entire **EID objects** for **ID5 ID** and any other IDs provided (e.g., **EUID**).

- **ID5 ID EID:** Is found under `response.ids.id5id.eid`
- **EUID EID:** Is found under `response.ids.euid.eid`
- **TTD EID:** Is found under `response.ids.id5-ttd.eid`
(Example of a DSP ID added when using the Real-Time Bid Enrichment Service)

Example EID Data Structure:

```
{
  "source": "id5-sync.com",
  "uids": [
    {
      "id": "ID5*1Ls3HtzGAlDqduMjImL2CcyuGOw9JArVgXc_LS34MC7__",
      "atype": 1,
      "ext": {
        "linkType": 2,
        "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP200AngDPxw=="
      }
    }
  ]
}
```



ID5 provides extra data about the user ID in the `ext` object. For more information, see our [metadata documentation](#).

For EIDs added via the Real-Time Bid Enrichment Service, we also include IAB ID Provenance fields. For more details, see our [ID5 OpenRTB ID Provenance Support and Best Practices](#).

Enriching an OpenRTB 2.6 Request

In **OpenRTB 2.6**, the `eids` array is a **direct field** within the `user` object.

To enrich the request:

1. Collect all relevant EID objects (e.g., the ID5 ID EID, EUID EID or others).
2. Insert these objects as elements into the `eids` array, placed under the `user` object.

OpenRTB 2.6 Request Snippet (`user.eids`)

```

{
  "user": {
    "id": "SSP_UID",
    "buyeruid": "DSP_UID",
    "eids": [
      {
        "source": "id5-sync.com",
        "uids": [
          {
            "id": "ID5*1Ls3HtzGAlDqduMjJmL2CcyuGOw9JArVgXc_LS34MC7__",
            "atype": 1,
            "ext": {
              "linkType": 2,
              "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP200AngDPxw=="
            }
          }
        ]
      },
      {
        "source": "euid.eu",
        "uids": [
          {
            "id": "E4AAAAezwMkyH6T4wjwiMRLR7C7I77M2VyI8q_pQSzPLdlsfffl86arrL3FKC4T",
            "atype": 3,
            "ext": {
              "provider": "id5-sync.com"
            }
          }
        ]
      },
      {
        "source": "adserver.org",
        "uids": [
          {
            "id": "09d89c84-2e59-4c80-9c80-09db5f901234",
            "atype": 1,
            "ext": {
              "provider": "id5-sync.com",
              "rtipartner": "TDID"
            }
          }
        ],
        "mm": 2,
        "matcher": "id5-sync.com",
        "inserter": "publisher-domain.com"
      }
    ]
  }
}
// *** INSERT OTHER EID OBJECTS HERE ***
}

```

Enriching an OpenRTB 2.5 Request

In **OpenRTB 2.5**, the `eids` array is an **extended field** within the `user` object (`user.ext`).

To enrich the request:

1. Collect all relevant EID objects.
2. Insert these objects as elements into the `eids` array, placed within the `ext` object of the `user`

object.

OpenRTB 2.5 Request Snippet (user.ext.eids)

```
{
  "user": {
    "id": "SSP_UID",
    "buyeruid": "DSP_UID",
    "ext": {
      "eids": [
        {
          "source": "id5-sync.com",
          "uids": [
            {
              "id": "ID5*1Ls3HtzGAlldqduMjJmL2CcyuGOw9JArVgXc_LS34MC7__",
              "atype": 1,
              "ext": {
                "linkType": 2,
                "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP200AngDPxw=="
              }
            }
          ]
        },
        {
          "source": "euid.eu",
          "uids": [
            {
              "id": "E4AAAAezwMkyH6T4wjwiMRLR7C7I77M2VyI8q_pQSzPLdlsfffl86arrL3FKC4T",
              "atype": 3,
              "ext": {
                "provider": "id5-sync.com"
              }
            }
          ]
        },
        {
          "source": "adserver.org",
          "uids": [
            {
              "id": "09d89c84-2e59-4c80-9c80-09db5f901234",
              "atype": 1,
              "ext": {
                "provider": "id5-sync.com",
                "rtipartner": "TDID"
              }
            }
          ]
        },
        {
          "mm": 2,
          "matcher": "id5-sync.com",
          "inserter": "publisher-domain.com"
        }
      ]
    }
  }
  // *** INSERT OTHER EID OBJECTS HERE ***
}
```



ATTENTION

It is recommended to verify the SSP/DSP integration specifications to see if they support

OpenRTB 2.6 or still require OpenRTB 2.5 formatting. Placing the EID structure in the correct location is crucial for proper processing by the demand partner.

Accessing EIDs with the ID5 JS API

If you are using the [ID5 JS API](#), the library provides a convenient method to retrieve all available EIDs, including the ID5 ID, already formatted as an array of **OpenRTB EID objects**.

The method: `getUserIdsAsEids()`, retrieves the necessary **EID objects** that can be directly added to an OpenRTB bid request's `eids` array.

Output Array Example

The array returned by `getUserIdsAsEids()` can contain multiple EID objects depending on the integration. For instance, an integration that has enabled the **Guarded Publisher ID (GPID)** will return both the ID5's EID and the GPID EID.

This output array perfectly matches the required structure for the OpenRTB `eids` field.

```

[
  // ID5 EID
  {
    "source": "id5-sync.com",
    "uids": [
      {
        "id": "ID5*1Ls3HtzGAlDqduMjJmL2CcyuGOw9JArVgXc_LS34MC7__",
        "atype": 1,
        "ext": {
          "linkType": 2,
          "pba": "Fhqkw5e7uf4ei8WEIXviXDGQnqqkVeEgVWijP200AngDPxw=="
        }
      }
    ]
  },
  // EUID EID
  {
    "source": "euid.eu",
    "uids": [
      {
        "id": "E4AAAeZwMkyH6T4wjwiMRLR7C7I77M2VyI8q_pQSzPLdIsfffI86arrL3FKC4T",
        "atype": 3,
        "ext": {
          "provider": "id5-sync.com"
        }
      }
    ]
  },
  // EID example when using Guarded Publisher ID (GPID)
  {
    "source": "gpid.id5-sync.com",
    "uids": [
      {
        "id": "m4nzl8tQ3iZ-XuHRu3Bd47Y3AUDNGykf58sOwXehqnlfvK35Llb1DIHXJ-",
        "atype": 1
      }
    ]
  },
  // EID example when using ID5's Real-Time Bid Enrichment Service
  {
    "source": "adserver.org",
    "uids": [
      {
        "id": "09d89c84-2e59-4c80-9c80-09db5f901234",
        "atype": 1,
        "ext": {
          "provider": "id5-sync.com",
          "rtipartner": "TDID"
        }
      }
    ],
    "mm": 2,
    "matcher": "id5-sync.com",
    "inserter": "publisher-domain.com"
  }
]

```



For additional information about ID5's JS API, see our [public GitHub documentation](#).

