Minimum Prebid.js Integration Requirements for ID5's Real Time Bid Enrichment Service

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Prebid.js Integration Requirements for ID5's Real Time Bid Enrichment Service

ID5's Real-Time Bid Enrichment Service is an optional, paid-for service that enables publishers and publisher monetization platforms to improve inventory addressability. When enabled, the ID5 Graph is used to enrich the EID object provided in ID5's response with SSP and DSP cookie IDs alongside ID5 IDs.

Partners that want ID5 to enable this service via prebid.js must meet the following integration requirements.

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.

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 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 `gamTargetingPrefix` described above to measure uplift, `exposeTargeting` 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.

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

Key	Description

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)



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: 'MTLiNTBjY...'      // visit our "Passing Signals to ID5" page to learn more
        abTesting: {
          enabled: false,
          controlGroupPct:
        }, 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
  }
});
```