

Permutive

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Publisher Integration of the ID5 ID via Permutive

As identity infrastructure consolidates inside walled gardens, the ID5 + Permutive integration gives publishers an independent path to full-inventory addressability — built on first-party signals, not borrowed third-party infrastructure. Publishers can activate ID5's Universal ID directly through their existing Permutive instance, with minimal technical lift, and improve programmatic monetization across the bidstream.

1) Initial Contact

Contact your assigned Permutive CSM to initiate the ID5 onboarding process.

2) Pre-Activation Requirements

Before activation, confirm the publisher has the following in place:

A. ID5 Direct Agreement (required)

- For Publishers going Permutive direct: Fill out the [sign-up form](#) and someone from the ID5 team will reach out to get the agreement completed.
- Publishers going ID5 direct will work with ID5 sales directly to get agreement completed. Reach out to publishers@id5.io for more information.

B. ID5 Partner ID

- Once agreement is completed, the corresponding ID5 partnerships manager will generate the ID5 partner ID. The partner ID will be required to enable ID5 through Permutive.

C. Consent management / privacy configuration

- ID5 added as an approved vendor in the publisher's CMP / TCF vendor list (vendor ID 131)

⚠ If ID5 is not properly configured in your CMP, the integration will not generate identifiers, even if enabled in Permutive.

D. Prebid integration

- Enable Prebid Identity Manager Module

1. Check your current Prebid configuration or contact your Prebid implementation team
2. If the module is not already included, rebuild Prebid with the `permutiveIdentityManagerIdSystem` module. For detailed Prebid configuration instructions including the Identity Manager module setup, see the [Prebid integration guide](#).

3. Deploy the updated Prebid build to your website

E. Permutive Web SDK

- Activate the ID5 integration in Permutive:
 - Go to Identity → Catalog in Permutive dashboard
 - Find ID5 in the identity provider catalog and select Connect
 - Enter the publisher's ID5 Partner ID and save
 - The Permutive SDK will begin retrieving ID5 identifiers on the next SDK build / release cycle
 - Optional
 - APS support is available on request via the publisher's Permutive CSM.
 - For more information, reference the Permutive + ID5 integration page [here](#).
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