

CPEX integrates the ID5 ID and sees their **average Bid CPM increase by 39% in cookieless environments**



OVERVIEW

With Firefox, Safari and Edge already restricting third-party cookies and their sunset on Chrome fast approaching, the Czech Publisher Exchange (CPEX) started to research identity solutions that would enable them to identify users that are unaddressable in cookieless environments.

CPEX chose to integrate the ID5 ID, a leading next-generation identifier to increase addressability in browsers like Safari and Firefox and to prepare for the post-cookie era. CPEX leveraged ID5's Prebid Analytics Module to measure the value that using a first party identifier had on their inventory.

ABOUT CPEX

The Czech Publisher Exchange is an association of leading Czech online publishers – Czech News Center, Economia, Mafra and Vltava Labe Media – providing advertisers with online advertising space using RTB technology. Thanks to a combined monthly reach of over 5 million users (real users according to the specifications of the SPIR – the Czech Internet Advertising Association) it is the largest provider of premium advertising space within the Czech RTB, with a reach of 70% of the Czech online population.



THE ISSUE

Currently 25 to 50% of online traffic in the Czech Republic is unaddressable, due to the restrictions of third-party cookies, especially on Firefox, Safari and Edge. This percentage will increase dramatically when Chrome sunsets third-party cookies in the coming years.

The Czech Publisher Exchange recognized that, without third-party cookies on Safari and Firefox, buyers were prevented from reaching users and that this was, in turn, **leading to a reduction in the value of publishers' inventory** in these browsers. To **maximize addressability and monetization** in all browsers and have a viable alternative in a post-cookie world, CPEX began researching identity solutions which would enable the identification of unauthenticated users, who would be essentially unaddressable in the cookieless future.

SOLUTION & TESTING

CPEX evaluated the ID5's universal ID, alongside other identifiers, and found that ID5 stood out from other providers in the market as it provides identification capabilities for both authenticated and unauthenticated traffic. **Integration of the ID5 ID proved seamless**, thanks to the Prebid.js User ID module.

Once integrated, CPEX wanted to test the value of the ID5 ID with their downstream partners. They deployed ID5's Prebid Analytics Module (still in closed alpha) to collect prebid event data, such as auctions, bids, Bid CPM by browser, SSP and country. With this data, proxy indicators, such as Bid CPM, bid density, bid response rate and % no bids, were used to evaluate the value of the ID5 ID.

This involved the implementation of A/B testing: 90% of consented users were assigned an ID5 ID and 10% were placed in a control group, allowing for a direct comparison of auctions when an ID5 ID was present or not.

THE RESULTS

The prebid analytics results clearly showed the value of the ID5 ID to publishers. SSPs passing the ID5 ID downstream returned more and higher CPM bid responses than those not passing the encrypted ID5 ID to their DSP partners.



AVERAGE BID CPM ACROSS ALL BROWSERS



AVERAGE BID CPM IN COOKIELESS ENVIRONMENTS



Increased Bid CPM Overall

CPEX's average Bid CPM for ad opportunities where an ID5 ID was present was **11% higher** than when there was no ID5 ID present.



Increased Bid CPM in Cookieless Environments

The average Bid CPM for ad opportunities in cookieless environments, such as Firefox, Safari and Edge, where an ID5 ID was present was **39% higher** than when it was absent.

"When we first started preparing for the post-cookie era and researching identity solutions, there were almost an overwhelming number of different providers and solutions, often with very little information on how they worked or their added value. ID5 stood out in having a clear vision, were proactive and tech-savvy, coming up with new ideas and were willing to discuss ours. In short, they showed themselves to be a valuable identity partner, enabling us to future-proof our business. These results prove that ID5 will be one of the key elements in our identity stack."

Lukáš Šmol, Head of Production, Czech Publisher Exchange

To learn more about the ID5 ID and how it can benefit your business and increase the value of your inventory, get in touch.

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